



## **INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT**

(An organization of Ministry of Tourism, Govt. of India)

Dumuduma, Bhubaneswar

### **“Clean India” Campaign**

*(25<sup>th</sup> September to 1<sup>st</sup> October 2014)*

“Cleanliness and order are not matters of instinct; they are matters of education, and like most great things, you must cultivate a taste of them.” IITTM, Bhubaneswar is all set to embrace the “clean Campaign”. The four-week long programme was inaugurated by Dr. Sarat Kumar Lenka, Nodal officer on 26<sup>th</sup> September 2014. The students of the college cleaned the campus. Further the service of the students will be extended to clean the public places and tourist centers. The students and trainees of the centre decided to visit Khandagiri & Udayagiri Caves (Ancient monument under ASI) which is close to the Institute to clean and create awareness among the community at least once in a week. IITTM, a premier institute which offers travel and tourism education in India sets an example here by educating the people the importance of cleanliness. The tourists who visit India love to see an India which is clean and tidy. Prosperity will enter the country if all the dirt is removed. Small group of people with their small works can take the country to supreme heights.



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### **“Swatchh Bharat” Campaign**

*(2<sup>nd</sup> October 2014)*

IITTM, Bhubaneswar is all set to embrace the “clean Campaign”. The staff of IITTM, Bhubaneswar reached at 09.00 AM in the office today i.e 2<sup>nd</sup> October 2014. All the employees took pledge (Swatchhta Shapath) at 09.30 AM and the Nodal Officer addressed all the employees regarding the concept of “Swatchhta Bharat and Sustha Bharat”. After deliberation it was unanimously decided that all the employees along with the students and trainees will clean the campus and approaching road of the Institute regularly. Further, 3<sup>rd</sup> Saturday of every month, all staff and students will visit to Khandagiri and Udayagiri to clean the monument and create awareness among the community.

At 10.00 AM to 12.00 Noon all the employees clean the campus and approach road of the Institute. 12.15 PM all the employees were requested to visit nearby slums and public places to create an awareness about the benefit of cleanliness and concept of “Swatchhta Bharat and Sustha Bharat”.