

REPORT ON
SWACHHTA PAKHWADA
CLEANLINESS DRIVE

DATE: 21ST SEPTEMBER (THURSDAY), 2023

VENUE: GOLF LINKS, SHILLONG



ORGANIZED BY:

INDIA TOURISM SHILLONG

MINISTRY OF TOURISM, GOVERNMENT OF INDIA

IN ASSOCIATION WITH

YUVA TOURISM CLUB AND THE DEPARTMENT OF
TOURISM AND TRAVEL MANAGEMENT

LADY KEANE COLLEGE, SHILLONG



Executive Summary:

The SwachhtaPakhwada Cleanliness Drive, held on September 21, 2023, at Golf Links, Shillong, was a successful collaborative effort organized by Indiatourism Shillong, Ministry of Tourism, Government of India, in association with YUVA Tourism Club and The Department of Tourism and Travel Management, Lady Keane College. The initiative aimed to raise awareness among students and YUVA club members about the importance of maintaining cleanliness and embracing sustainable practices at tourist destinations.

This event commenced with a dynamic discussion led by Mr. Nicholas J. Kharnami, an Eco-activist renowned for his "My Meghalaya My Pride" campaign, covering crucial topics such as waste management, responsible tourism, and the significance of adhering to carrying capacity at tourist destinations. Subsequently, participants actively engaged in a practical Cleanliness Drive, followed by an informative session on the "Importance of Waste Management and Types of Waste Management Processes" conducted by Mrs. Palvy Dora Kharkongor, an IEC specialist from the Urban Department of Shillong Municipality Board.

The Cleanliness Drive and associated activities yielded significant learning outcomes, including heightened awareness of sustainable tourism, understanding of responsible tourism practices, waste management awareness, community engagement encouragement, and innovation in sustainable practices. The event emphasized environmental consciousness and a commitment to responsible tourism, making a mark on the region's tourism landscape.

The expenditure incurred for the Cleanliness Drive was efficiently allocated to support the event's objectives, totaling Rs. 20,000. In conclusion, this initiative emerged as a resounding success, promoting responsible tourism, waste management awareness, and active students' engagement while encouraging a cleaner, greener, and more responsible approach to tourism in Meghalaya.

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Report on SwachhtaPakhwada Cleanliness Drive

Date: 21 September (Thursday), 2023

Venue: Golf Links, Shillong

1. Introduction:

Indiatourism, Shillong, Ministry of Tourism, Government of India in association with YUVA Tourism Club, and The Department of Tourism and Travel Management, of the Lady Keane College, Shillong, has successfully organized Cleanliness Drive as part of the “SwachhtaPakhwada” Campaign on 21st September (Thursday), 2023, at Golf Links, Shillong.

The main purpose of this Cleanliness Drive was to create awareness among the students and YUVA club members about the need and importance of clean environment and sustainable practices at tourist destinations. With an objective to: -

1. To stress on the importance of sustainable practices in tourism.
2. To give awareness on responsible tourism among students, faculty and the public on the importance of waste management.
3. To engage community participation and instill sense of responsibility and ownership in preserving and conserving tourism resources.
4. To promote creative and innovative sustainable practices in tourism promotion.

2. Participants:

A number of 85 students and Yuva Tourism members participated in the Cleanliness Drive, and two (2) faculty members Dr. Londoner Murphy Sohtun and Mr. Sushant B. Surong from the Department of Tourism and Travel Management, and Mr. Wanpynsuk Makri, Yuva Tourism Club faculty Coordinator, of Lady Keane College, Shillong, accompanied by one of the renowned Eco-activist members in Meghalaya, Shillong popularly known as “My Meghalaya My Pride Campaign” by Mr. Nicholas J Kharnami and Mrs. Palvy Dora Kharkongor, an Information Education and Communication (IEC) specialist from the urban Department of Shillong, Municipality Board.

3. Programme Detail:

The Cleanliness Drive, organized in collaboration with the Ministry of Tourism, Government of India, The YUVA Tourism Club, and the Department of Tourism and Travel Management, Lady Keane College, Shillong, commenced promptly at 11 am at the Golf Club Parking Area. The event was inaugurated with a dynamic discussion led by Mr. Nicholas J. Kharnami, a prominent Eco-activist and former RJ from 93.5 Red FM in Shillong, renowned for his campaign "My Meghalaya My Pride" in Meghalaya. The discussion covered crucial topics such as waste affecting tourist destinations, factors contributing to the surge in tourist footfall in Meghalaya, responsible tourism practices, and the vital importance of adhering to carrying capacity and effective waste management at tourist destinations.

Following the insightful discussion, the Cleanliness Drive kicked off with active participation from students, faculty, and members of the YUVA Tourism Club. The team, led by Mr. Nicholas J. Kharnami and accompanied by faculty members from The Department of Tourism and Travel Management and YUVA Tourism Club Faculty Coordinator, Lady Keane College, Shillong, embarked on a mission to clean and beautify the surroundings of Golf Links, Shillong.

In the afternoon, the event continued with an engaging and interactive session focused on the "Importance of Waste Management and Types of Waste Management Processes." This informative session was conducted by Mrs. Palvy Dora Kharkongor, an Information, Education and Communication (IEC) specialist from the Urban Department of Shillong Municipality Board. Mrs. Kharkongor provided valuable insights into the significance of efficient waste management and elucidated various waste management processes to the eager audience, consisting of students, faculty, and attendees.

The Swachhta Pakhwada Cleanliness Drive concluded with "Swachhta Pledge" taken by members of the YUVA Tourism Club and student volunteers from Lady Keane College, Shillong, along with attendees. This pledge was taken in the presence of Ms. Ngangkham Lilabati, Assistant Director of Indiatourism Shillong, Ministry of Tourism, Government of India, and Mrs. Parijat Baruah, Tourist Information Officer, Indiatourism Shillong, Ministry of Tourism, Government of India, Shillong. This initiative successfully emphasized the importance of responsible and sustainable tourism practices, fostering environmental consciousness and community engagement. It also underscored the vital role of waste management in preserving the natural beauty of tourist destinations.

4. Learning outcomes:

The Cleanliness Drive and associated activities yielded several significant learning outcomes, including:

- **Awareness of Sustainable Tourism:** Participants gained a deeper understanding of the importance of sustainable practices in tourism, recognizing the need to balance tourism growth with environmental preservation.
- **Responsible Tourism:** The event instilled a sense of responsibility among students, faculty, and the public regarding responsible tourism, emphasizing the role of individuals in minimizing their impact on tourist destinations.
- **Waste Management Awareness:** Participants were educated about the critical role of waste management in maintaining cleanliness and sustainability at tourist sites, fostering a heightened awareness of waste-related issues.
- **Community Engagement:** The Cleanliness Drive encouraged community participation and a sense of ownership in preserving and conserving tourism resources, promoting a collective commitment to the welfare of their local tourist destinations.
- **Innovation in Sustainable Practices:** The initiative inspired creative and innovative sustainable practices in tourism promotion, encouraging participants to think of novel approaches to balance tourism and environmental preservation.
- **Knowledge Sharing:** Through dynamic discussions and interactive sessions, participants had the opportunity to learn from experts and share knowledge about environmental conservation and responsible tourism practices.
- **Environmental Consciousness:** The event fostered environmental consciousness among the participants, highlighting the importance of protecting and preserving the natural beauty of tourist destinations.
- **Collaborative Commitment:** The collaborative efforts of organizers, participants, and speakers demonstrated a shared commitment to a cleaner, greener, and more responsible approach to tourism in Meghalaya, promoting a culture of responsible tourism.

Overall, the Cleanliness Drive served as an educational and inspirational platform, imparting valuable insights and encouraging a sense of responsibility and stewardship towards sustainable tourism, importance of waste management and environmental conservation.

5. Expenditure Statements:

The expenditure incurred during the Cleanliness Drive as part of the “SwachhtaPakhwada” Campaign Organized by Indiatourism Shillong, in association with Yuva Tourism Club and The Department of Tourism and Travel Management, Lady Keane College, Shillong, are shown in the table below.

SI No	Particular	Bill No	Date	Amount (Rs)
1	Flexes and Standees 6x4 feet 1 no 6x3 feet 1 no 6x2 feet 2 nos	1509	20/09/2023	1560
2	Broom sticks (50 nos) Gardening Rakes (5 nos)	004	20/09/2023	5000
3	Garbage bags (2 pcs)	69256	20/09/2023	330
4	Surgical Hand Gloves (2 pcs)	29	20/09/2023	2300
5	Light Refreshment for Students, and invitees	098	20/09/2023	10600
6	Water (1pc)	300	21/09/2023	210
TOTAL				20000
In words: Rupees twenty thousand only				

6. Conclusion:

The SwachhtaPakhwada Campaign, Cleanliness Drive held on September 21, 2023, at Golf Links, Shillong, organized by theIndiatourism Shillong, Ministry of Tourism, Government of India,in association with YUVA Tourism Club, and the Department of Tourism and Travel Management, Lady Keane College, was a resounding success. The event achieved its primary objectives of raising awareness among students and YUVA club members about the critical importance of maintaining a clean environment and embracing sustainable practices at tourist destinations.

The educational discussions, practical activities, and engaging sessions conducted during the program not only enhanced participants' understanding of responsible tourism but also instilled a sense of responsibility, fostering a deeper connection with the preservation and conservation of tourism resources. Furthermore, the emphasis on waste management underscored its pivotal role in safeguarding the natural beauty of tourist destinations, reinforcing the commitment of all involved to uphold a cleaner, greener, and more responsible approach to tourism in Meghalaya.

7. Annexure: Photographs











