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| **Name of Activity** | Swacch Bharat- Swacch Paryatan |
| **Date of Conduction** | 05-06-2018 |
| **Organized By** | Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad |
| **Student Participated** | 6000 |

**Brief Report**

On June 5, 2018, Dr. Babasaheb Ambedkar Marathwada University in Aurangabad organized the Swacch Bharat - Swacch Paryatan campaign to promote cleanliness and hygiene across the university campus, its surroundings, and various tourist spots in Aurangabad. The campaign aimed to instill a sense of responsibility for maintaining cleanliness in public spaces, particularly at tourist destinations. It also aimed to enhance tourism appeal by ensuring that tourist spots are clean, attractive, and welcoming for visitors. The success of the Swacch Bharat - Swacch Paryatan campaign was rooted in detailed planning and coordination among various stakeholders. Key planning activities included venue selection, collaboration with schools and colleges, coordination with local authorities, resource mobilization, media outreach, and volunteer training. The event was executed with precision and enthusiasm, covering various locations and ensuring a comprehensive cleanup. The campaign had a significant positive impact on the university campus, surrounding areas, and key tourist spots.

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**Glimpses from Variuos Activities under Swacch Bharat- Swacch Paryatan Initiative by Department of Tourism Administration Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS)**

Key Outcomes included a cleaner environment, increased awareness about the importance of cleanliness and hygiene, enhanced tourism, community engagement, and a sense of pride and accomplishment among participants. Students and faculty members expressed a sense of pride and accomplishment, while faculty members praised the initiative, highlighting its educational value and role in fostering a sense of civic responsibility among students. Local residents appreciated the efforts to improve the cleanliness of their neighborhoods and expressed a desire for more such initiatives in the future. While the campaign was a success, it also faced challenges that provided valuable lessons for future initiatives. Challenges included logistics and coordination, which required careful planning and collaboration with local authorities. Sustaining participation was challenging, highlighting the need for continuous encouragement and support. Effective coordination is crucial for the success of large-scale cleanliness campaigns, and ongoing engagement is necessary to maintain cleanliness and hygiene in public spaces. Education and awareness campaigns are needed to instill a culture of cleanliness and environmental responsibility among the community. The university plans to organize regular cleanliness drives in collaboration with local schools, colleges, and community groups to sustain the momentum of the campaign. Educational programs will be made to incorporate cleanliness and hygiene education into school and college curricula to ensure that young people continue to value and maintain clean public spaces. Community partnerships will be built with local businesses, government agencies, and non-profit organizations to support ongoing cleanliness initiatives and enhance the impact of future campaigns. Through continued

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efforts and community engagement, the university aims to make Aurangabad a cleaner, healthier, and more attractive destination for residents and visitors alike.

Registrar,
Dr. Babasaheb Ambedkar
Marathwada University,