

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.5017  
ANSWERED ON 26.03.2018**

**RELAUNCH OF ATITHI DEVO BHAV SCHEME**

**5017. SHRI HARI OM PANDAY:**

**SHRI SANTOSH KUMAR:**

**DR. RATNA DE (NAG):**

**DR. MAMTAZ SANGHAMITA:**

**SHRI MANOJ TIWARI:**

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has any proposal to relaunch the Atithi Devo Bhav Scheme in near future;**
- (b) if so, the details and the present status thereof;**
- (c) if not, the reasons therefor;**
- (d) whether special preference is being given/proposed to be given to certain States including Bihar, West Bengal, Uttar Pradesh and Delhi/NCR in this regard; and**
- (e) if so, the details thereof?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)**

**(SHRI K.J. ALPHONS)**

**(a) to (e): The 'Atithidevo Bhava' Social Awareness campaigns have been introduced by the Ministry of Tourism with the objective of sensitising stakeholders and the general public about various social awareness themes and are an ongoing activity. Social Awareness media campaigns have been released by the Ministry on various themes including good behaviour towards tourists, honesty, civic responsibilities of citizens, discouraging graffiti, etc. "Swachh Bharat" is a major component of the Social Awareness Campaigns. During the current financial year, a film on Swachhta (Cleanliness at Tourist Spots) has been aired on Doordarshan network and private channels on a pan India basis, as a part of the Ministry's ongoing social awareness campaigns.**

**Series of sensitization programmes and workshops for stakeholders have also been held across the country during the Paryatan Parv event organized by Ministry of Tourism in October 2017.**

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