

# SWACHH BHARAT ABHIYAN



SEPTEMBER – 2015

To celebrate the true spirit of World Tourism Day, Swachh Bharat Abhiyaan was carried out at **Humayun's Tomb** in September 2015. The objective was to make conscious efforts for keeping the tourist places clean and encourage tourism.

























**We support**

# **Swachh Bharat Abhiyan**



एक कदम स्वच्छता की ओर



*The Oberoi*

NEW DELHI, INDIA

**SWACH BHARAT – SWACH PARYATAN**

**THE OBEROI, BENGALURU INITIATIVE**

**CELEBRATING**

**WORLD TOURISM DAY 2015**



Namma Metro Station Pillars before The Oberoi, Bengaluru magic





ಟ्रিনিಟि  
Trinity

Dull and colourless



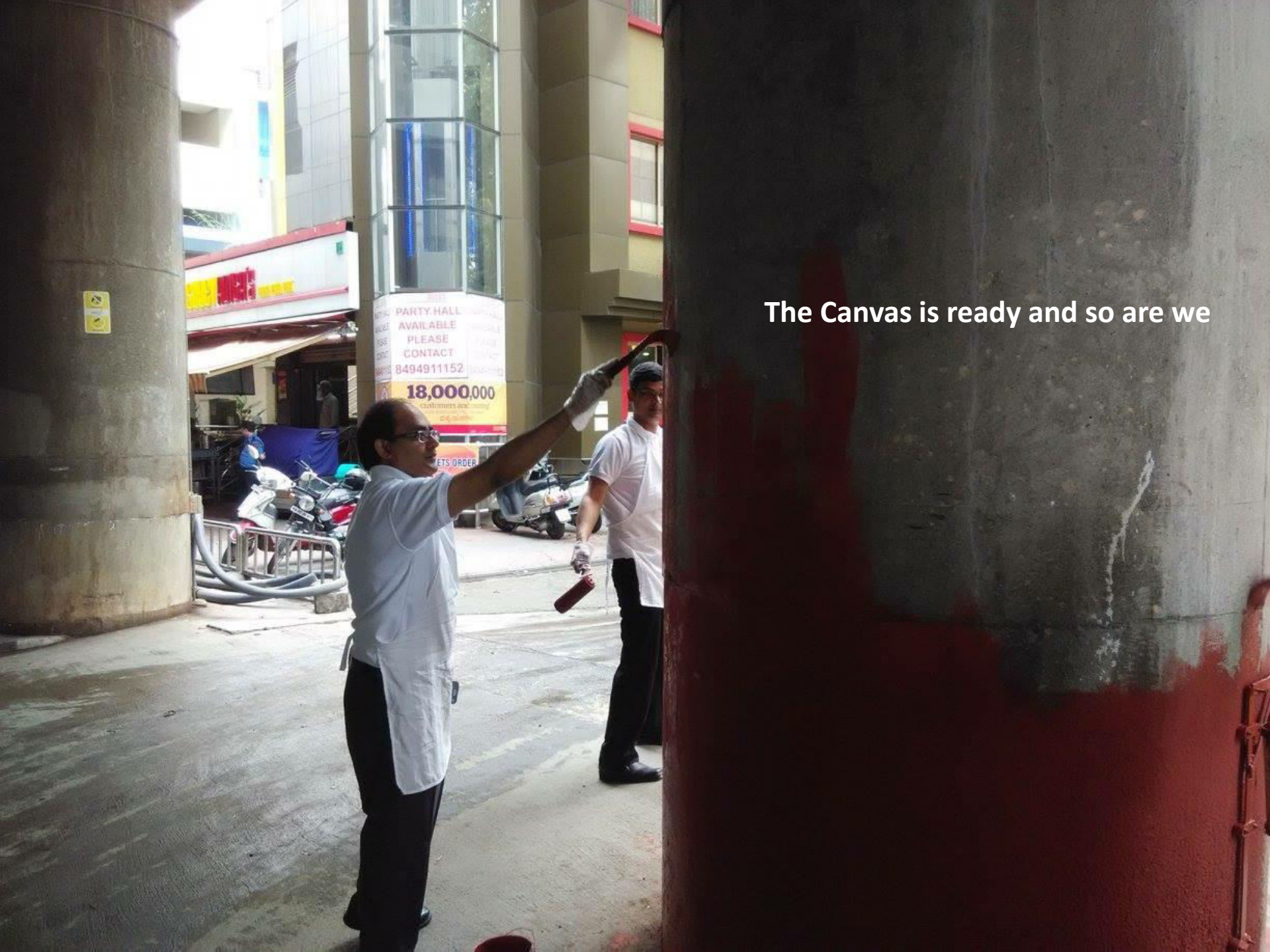
A photograph of a concrete pillar heavily covered in numerous small, overlapping posters and advertisements. The posters are mostly white with colorful text and graphics, featuring various phone numbers and names like 'INDIRA' and 'BTM Layan'. Some posters have red borders or text, such as 'OPEN C/BFA' and 'LADIES &amp; GENTS'. The pillar itself shows signs of wear and staining, particularly at the base where there's a dark, irregular mark. The overall scene depicts a highly cluttered public space.



The magic begins







The Canvas is ready and so are we





Not just the team but the mini team too





Reaching new  
heights



Pillars of  
progress



Artistic touches



Bubbles of hope







Yellow sunshine



Team work at its best





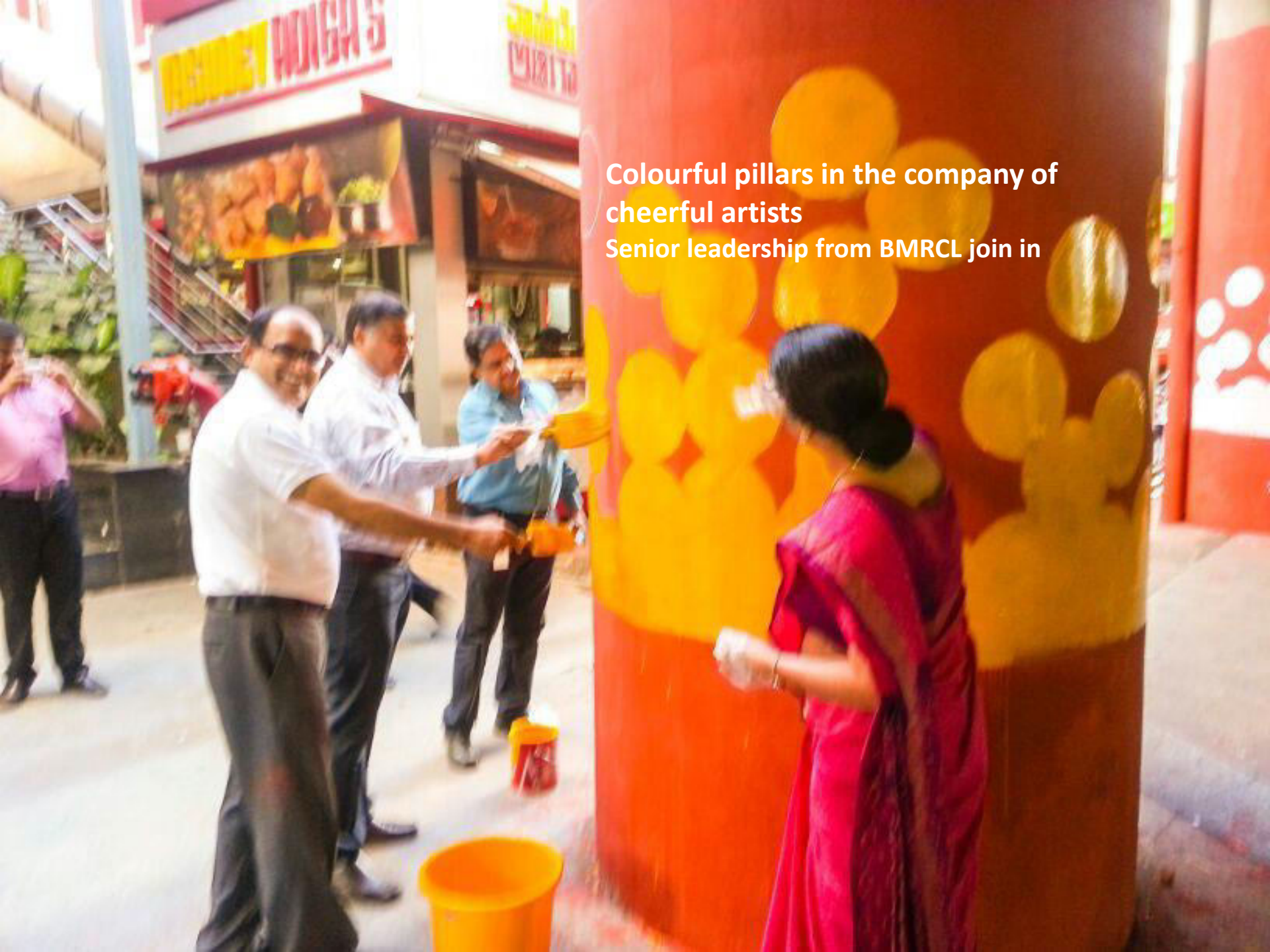
The artists take a break





Finishing touches continue





Colourful pillars in the company of  
cheerful artists  
Senior leadership from BMRC join in



ట్రিনিటీ  
Trinity

The transformation becomes a reality





What a view !



The before and after views



MG Road, Bengaluru: Sept 26, 2015





The night look



The Dream Team



## Oberoi staff beautify Metro pillars

**BENGALURU:** The stretch of road near Trinity Circle saw a group of people work in shifts on Saturday to beautify the Metro pillars. By evening, the otherwise dull and grey pillars with posters and advertising notices on it looked bright with green, blue, white and red colours.

For a few, it was a long weekend and the rest stayed indoors as a bandh was called for. However, staff members of the The Oberoi decided to add colours to the stretch of road in front of their hotel.

Pinky Padmaraj, Manager, Communications, The Oberoi,

told *Deccan Herald* that this was being done as part of their ongoing Swachh Bharat campaign. "Soon after the prime minister launched the campaign, there was a directive by the management that the group would do its bit to keep the country clean. Following this, a stretch near the Trinity Circle was adopted by the Hotel. The pillars are being painted in continuation of the same," she added. The hotel drew a rota in which the staff worked in shifts from 10am to 5pm. As many as 26 pillars were painted.

As many as 180 staff members from The Oberoi worked

in shifts to paint the walls. Ansul Kaul, the General Manager of the hotel who also took part in the initiative, said, "If one were to see the wall yesterday, it was full of posters. We had to clean it all up to begin with."

U A Vasanth Rao, General Manager (Finance), Namma Metro, was of the opinion that this is an excellent example for public-private-participation. "They were an excellent team. They did it with so much enthusiasm. We wish many others come forward to do it at other Metro stations as well," he added.

**DH News Service**



**PAINTING PILLARS RED** The Oberoi Hotel staff paint the pillars of the Namma Metro Station at the Trinity Circle. DH PHOTO

We were in the news too !

## **WORLD TOURISM DAY**

The Oberoi Cecil, Shimla participated in the in the World Tourism Day celebrations with immense enthusiasm and commitment. The activities organized included a cleanliness drive and cultivating a herb garden in the hotel premises.

An enthusiastic bunch of “Cecilians” set out to clean up the area around the hotel including the Sanitarium Hospital. Surrounded by amused onlookers, the team rid the area of litter and garbage collecting a large number of garbage bags. The local residents complimented the efforts of the hotel staff.

Cleanliness drive was followed by plantation of lettuce saplings in the hotel herb garden. This activity was coupled with a treasure hunt to make the overall experience memorable. In addition, each department nominated a “most environment friendly” team member. The designated team member was gifted a coffee table book “Har Ghar Kuchh Kehta Hai” sponsored by the Department of Tourism. This coffee table book showcases the initiative of Himachal Government to open a new window to Shimla’s past and some of its amazing tales.



## **CLEANLINESS DRIVE!!**



## **CULTIVATING THE HERB GARDEN!!**





## **ENVIRONMENT FRIENDLY!!**

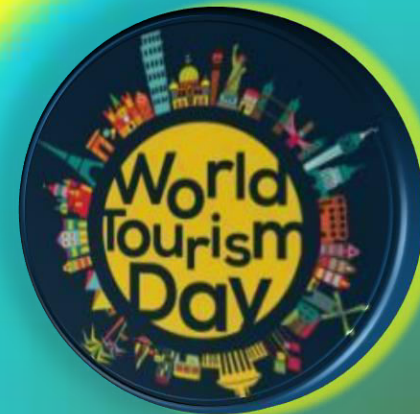


## **TREASURE HUNT!!**





**Celebrates...**  
**World Tourism Day**  
**And**  
**The Swatch Bharat Abhiyan**





# Mission: Clean Agra Green Agra! The Army Assembles!





**Soldiers were ready with their ammunition!**



**Target Identified !**



## Duty to thy nation Calls!



## Fearless and relentless!





## Focused and untamed!



**We came, we saw...**





**We conquered!**



## We rejoiced at the Interhouse Poster Making Competition!





*As we all know that  
EVERY LITTLE BIT HELPS -  
Team Udaivilas and Trident came  
together to  
Celebrate the  
World Tourism Day!!  
On 27<sup>th</sup> September'2015*



*It was a good platform to educate the local street to keep their surroundings clean.*

*Team members from every department joined in and went to one of the most famous hang out point of City of Lakes, viz. Duttalei , and did not just educate the people about the benefits of keeping the surrounds clean, but also cleaned the area..*























*World Tourism Day*  
अतिथी देवो भवा





# WORLD TOURISM DAY AT TRIDENT UDAIPUR

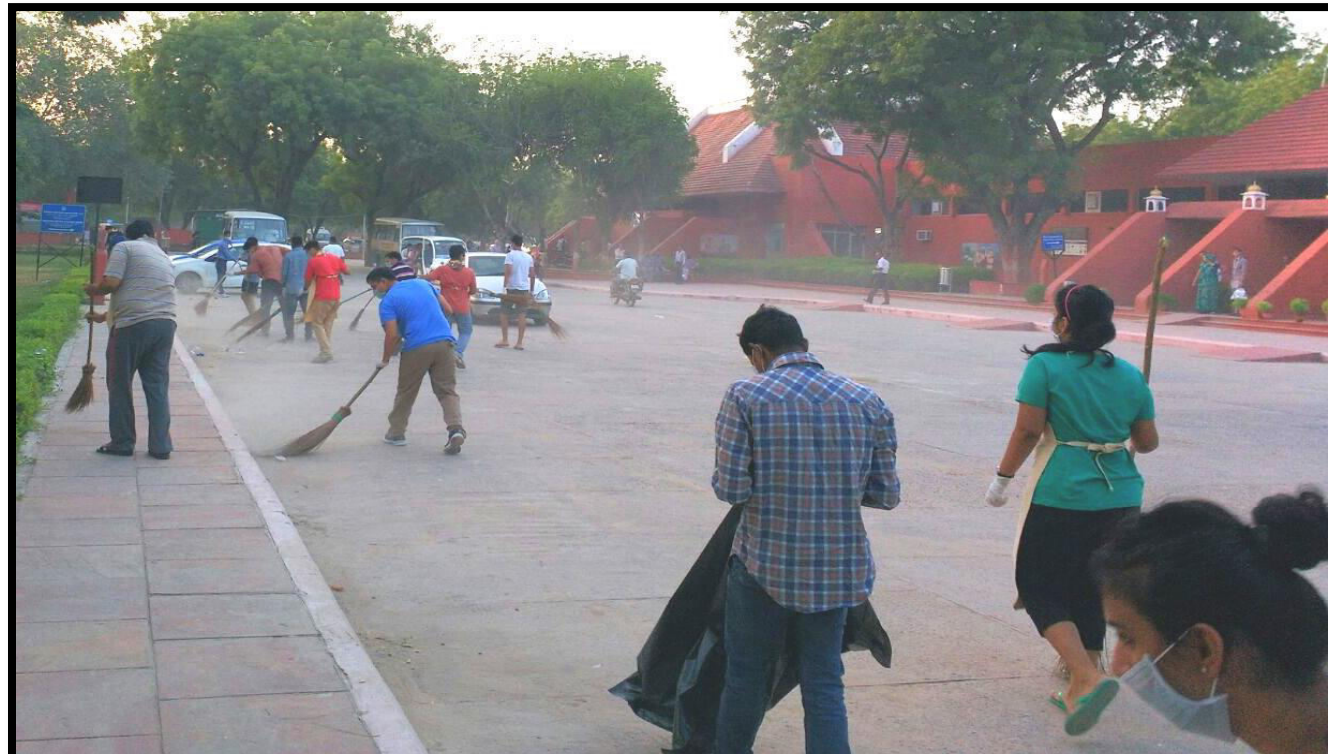






**1 BILLION TOURISTS**  
**BILLION OPPORTUNITIES**  
27 SEPTEMBER IS WORLD TOURISM DAY

[CLICK HERE TO LEARN MORE!](#)

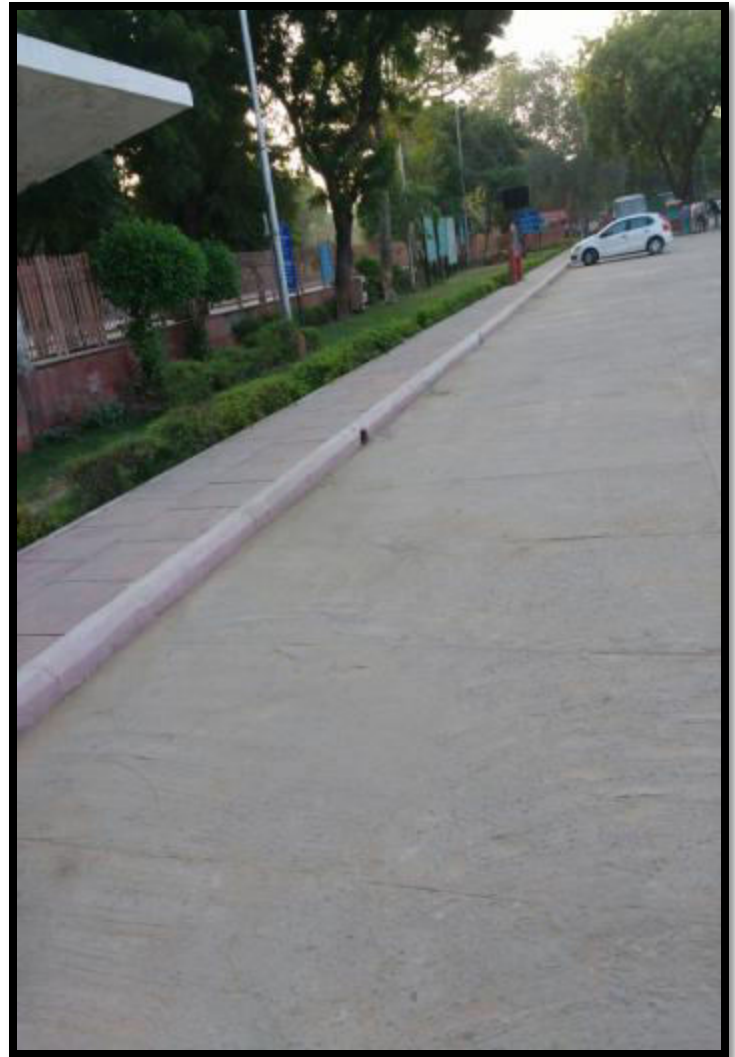






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# Swachh Bharat Swachh Paryatan





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# WORLD TOURISM DAY 27<sup>TH</sup> SEPTEMBER 2015

# WORLD TOURISM DAY

Since 1980, the **United Nations World Tourism Organization** has celebrated **World Tourism Day** on 27<sup>th</sup> September.

This date was chosen as on that day in **1970**, the Statutes of the **UNWTO** were adopted. The adoption of these Statutes is considered a milestone in global tourism.

The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide



# World tourism day celebration at The Wildflower Hall



**Swacch Bharat**





# World tourism day celebration at The Wildflower Hall



## Poster Making Competition





# World tourism day celebration at The Wildflower Hall



## Documentaries On Tourism



# World tourism day celebration at The Wildflower Hall



## Himachali Food





A pair of hands, palms up, holding a small, colorful map of the world. The hands are positioned as if presenting or protecting the globe. The map shows continents in various shades of green and yellow, and oceans in blue. The background is a solid dark grey.

**Tourism Is The Most  
Effective Weapon To Save  
The World**

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एक कदम स्वच्छता की ओर



*The Oberoi*

NEW DELHI, INDIA















# BEFORE

# AFTER



**Road across the hotel looks neat!**





# BEFORE



# AFTER









**Team efforts  
reflect!**

**Team efforts  
reflect!**





**THANK YOU**



## **World Tourism Day by The Oberoi Vanyavilas**

‘World Tourism Day ‘observed on 27<sup>th</sup> September,2015, the Team of The Oberoi Vanyavilas keeping in mind the tourism in Ranthambhorecarried out the following activities:

### **Cleaning Drive on the roads leading to Ranthambore National Park**

Team Vanyavilas cleaned the road which leads to the Ranthambhore National park. As the Park opens from 1<sup>st</sup> October and is the main attraction for tourists our endeavourwas to keep the roads clean.( Pictures enclosed below)

### **Cleaning and Maintenance at AnantpuraChowki :**

A team of employees from the hotel visited the Anantpurachowki(A forest check post inside the Ranthambore National Park at the end of Zone 5 where all the guests disembark from the vehicles and rest before they proceed back to the forest). First all the maintenance work was done in the chowki and later we all cleaned the chowki.Upkeep of this chowki was a part of our Swatch Bharat initiative on World Tourism Day.

( Pictures enclosed below)

### **Special Lunch:**

A special lunch was organized by the Executive team with the help of the Kitchen team on the World Tourism Day wherein we had different varieties of dishes from different parts of the country to give a taste of India to the team.

### Awareness Posters:

The team prepared posters to spread awareness about different kinds of animals in the world and on different Tiger reserves in India. The Front Office team prepared posters to spread awareness of the different countries from where we have maximum guests like Australia, USA and United Kingdom. These posters on different countries spoke about the history, famous tourist destinations of the country so that the team is aware of the same and can connect with the guest easily.

All the posters were displayed in the team dining area for the awareness of the team.

( Pictures of Posters enclosed )

## **PICTURES OF EVENTS**

### **Cleaning Drive:**







## Cleaning Drive at AnantpuraChowki








## **Special Lunch & Display of Awareness Posters:**









# ANIMALS ON WORLD TOUR




**Indian Buffalo**  
The Indian Buffalo is a member of the Bovidae family. It is found in the mountains of the Himalayas. It is a very hardy animal and can survive in the coldest of climates. It is also a very important animal for the people of the Himalayas. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of the Himalayas.




**Dolphin**  
Dolphins are a group of marine mammals. They are found in the oceans of the world. They are very intelligent animals and are known for their playful behavior. They are also very social animals and live in groups called pods. They are very important animals for the people of the world.




**Sea Turtle**  
Sea turtles are a group of marine reptiles. They are found in the oceans of the world. They are very ancient animals and have been around for millions of years. They are also very important animals for the people of the world. They are used for food and medicine. They are also used for transport. They are a very important animal for the people of the world.




**Indian Deer**  
The Indian Deer is a member of the Cervidae family. It is found in the mountains of the Himalayas. It is a very hardy animal and can survive in the coldest of climates. It is also a very important animal for the people of the Himalayas. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of the Himalayas.




**Indian Fish**  
The Indian Fish is a member of the Pisces family. It is found in the oceans of the world. It is a very hardy animal and can survive in the coldest of climates. It is also a very important animal for the people of the world. It is used for food and medicine. It is also used for transport. It is a very important animal for the people of the world.




**Indian Bird**  
The Indian Bird is a member of the Aves family. It is found in the mountains of the Himalayas. It is a very hardy animal and can survive in the coldest of climates. It is also a very important animal for the people of the Himalayas. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of the Himalayas.




**Indian Butterfly**  
The Indian Butterfly is a member of the Lepidoptera family. It is found in the mountains of the Himalayas. It is a very hardy animal and can survive in the coldest of climates. It is also a very important animal for the people of the Himalayas. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of the Himalayas.



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## WORLD TOURISM DAY

# FAMOUS TIGER RESERVES OF INDIA



**Project Tiger**  
Project Tiger is a conservation program for the Indian tiger. It was started in 1973. It is a very important program for the people of India. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of India.

**Bandipur Tiger Reserve**  
Bandipur is a tiger reserve in the state of Karnataka. It is a very important tiger reserve for the people of Karnataka. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Karnataka.

**Periyar Tiger Reserve**  
Periyar is a tiger reserve in the state of Kerala. It is a very important tiger reserve for the people of Kerala. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Kerala.

**Ranthambore Tiger Reserve**  
Ranthambore is a tiger reserve in the state of Rajasthan. It is a very important tiger reserve for the people of Rajasthan. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Rajasthan.

**Sundarbans Tiger Reserve**  
Sundarbans is a tiger reserve in the state of West Bengal. It is a very important tiger reserve for the people of West Bengal. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of West Bengal.

**Corbett Tiger Reserve**  
Corbett is a tiger reserve in the state of Uttarakhand. It is a very important tiger reserve for the people of Uttarakhand. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Uttarakhand.

**Kaziranga Tiger Reserve**  
Kaziranga is a tiger reserve in the state of Assam. It is a very important tiger reserve for the people of Assam. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Assam.

**Jim Corbett Tiger Reserve**  
Jim Corbett is a tiger reserve in the state of Uttarakhand. It is a very important tiger reserve for the people of Uttarakhand. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Uttarakhand.

**Bandipur Tiger Reserve**  
Bandipur is a tiger reserve in the state of Karnataka. It is a very important tiger reserve for the people of Karnataka. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Karnataka.

**Periyar Tiger Reserve**  
Periyar is a tiger reserve in the state of Kerala. It is a very important tiger reserve for the people of Kerala. It is used for milk and meat. It is also used for transport. It is a very important animal for the people of Kerala.

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# WORLD TOURISM DAY-27<sup>th</sup> Sept'2015

A colorful carnival with dancers from several states was organized in Odisha's capital city to mark World Tourism Day, where in Trident Bhubaneswar participated as well. The program was inaugurated by the Principal Secretary, Tourism, Government of Orissa. This year the theme of the celebration was "One Billion tourists-One Billion Opportunities". The carnival included a 2 km walk.

Post the event, a tree plantation drive was conducted in the hotel followed by snacks.

Swacch Bharat Abhiyan planned for the evening had to be called off due to rains.

Below are some photographs from the World Tourism Day celebrations at Trident, Bhubaneswar.





## **Celebrating The World Tourism Day, 2015**

The teams at Trident, Nariman Point and The Oberoi, Mumbai, celebrated The World Tourism Day on 26<sup>th</sup> September and 27<sup>th</sup> September, 2015, by organizing a host of activities to create an awareness on importance of tourism.

The event also started buzzing at Beehive, our cafeteria during the meal periods.

**Posters and tent cards on the tables** : We spread the word through interactive posters talking about the importance of the World Tourism Day. We also displayed the World Tourism Day logo on tent cards on the dining tables.

### **Tourism Corner :**

A separate corner displaying the various tourist spots was created at the entry of Beehive, our cafeteria for team members.

### **Videos:**

Short videos related to need for safe and honorable tourism were played during tea/lunch breaks at Beehive.

### **Highlight of the day : Cultural Performances**

Our talented team members showcased their talents through an ethnic and cultural dance performance during lunch. This kept the team members engaged as there was an active introduction to each dance form before it commenced.

### **A Great start to a Sunday : Cleanliness Drive on World Tourism Day !**

In continuation to the World Tourism Day celebrations with the theme '***Swachh Bharat Swachh Paryatan***', our team members along with representatives from the India Tourism Office kick started the day with a cleanliness drive around our hotel on 27<sup>th</sup> September, 2015.

Please find below snippets of the activity:

Beehive, our cafeteria Decorations





## Cultural Performances



**A Great start to a Sunday : Cleanliness Drive on World Tourism Day !**









Before



After

