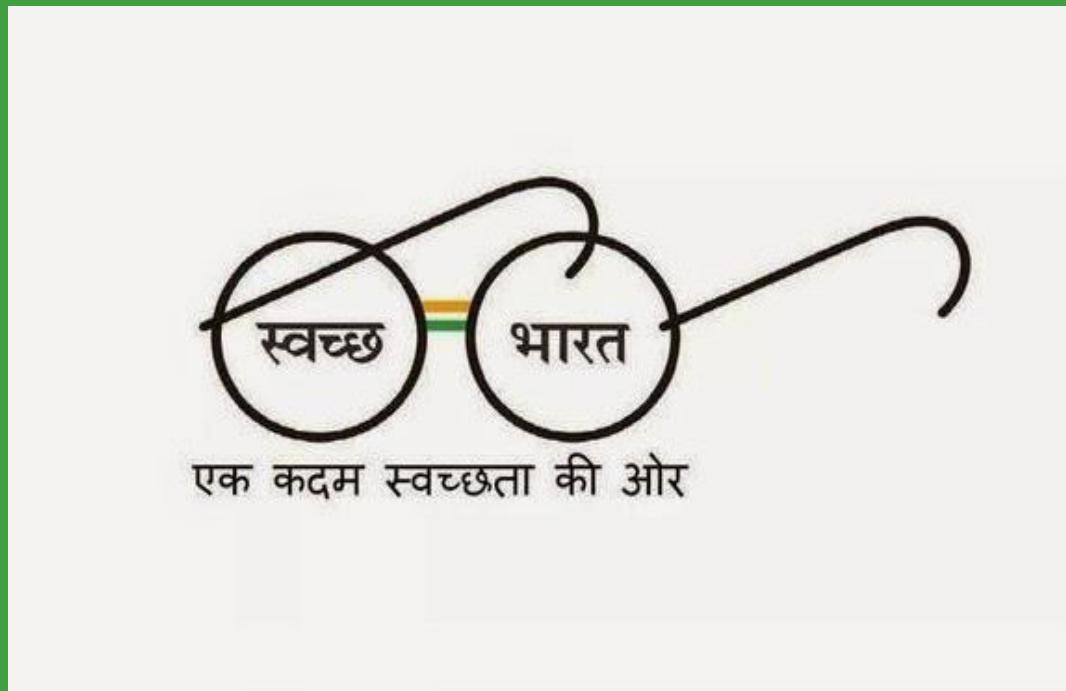


# SWACHH BHARAT ABHIYAN



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



ಟ್ರಿನಿಟಿ  
Trinity

Dull and colourless

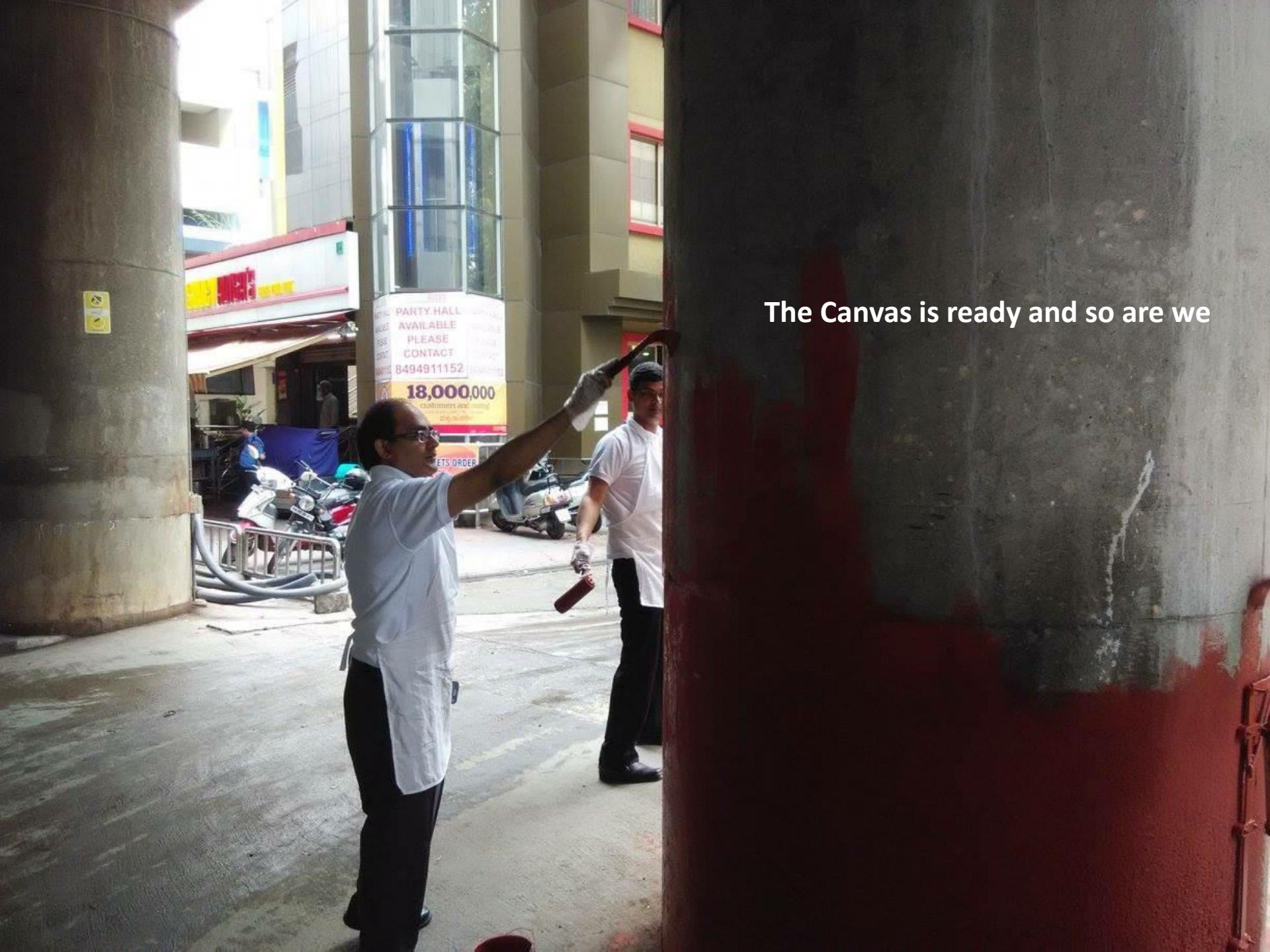
# Cluttered pillars with stains



A photograph showing a group of people painting a large, textured pillar. A woman in a yellow top and striped skirt is kneeling on the left, applying red paint with a brush. A man in a white shirt and black pants is crouching on the right, holding a bucket of red paint. In the background, another man in a white shirt and mask stands holding a long-handled roller. The pillar is covered in a layer of red paint, and the floor is protected by a large sheet of white plastic.

The magic begins



A photograph showing a man in a white shirt and black pants painting a large red mural on a grey concrete wall. He is holding a long-handled roller paintbrush. To his right, another man in a white shirt and dark pants stands holding a red paint can. In the background, there's a building with a glass-enclosed elevator, a sign advertising a party hall, and several parked motorbikes.

The Canvas is ready and so are we

PARTY HALL  
AVAILABLE  
PLEASE  
CONTACT  
8494911152  
**18,000,000**  
customers are coming  
EATS ORDER



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**



A photograph of three men standing together indoors, smiling at the camera. They are all wearing white polo shirts. The man on the left has dark hair and a wide smile. The man in the center has dark hair and a few red paint splatters on his shirt. The man on the right wears glasses and has a more reserved expression. In the background, there are other people and a red wall.

The artists take a break



Finishing touches continue



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



ತ್ರಿನಿಂಬಿ  
Trinity



The transformation becomes a reality



What a view !



The before and after views





The night look



The Dream Team

We were in the news too !

the court to stay the notice issued by the CID and to quash the notice. The CID police has booked the seer for rapping a Ramakatha singer.

DH News Service

## 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. Ansal 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

## **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!!**

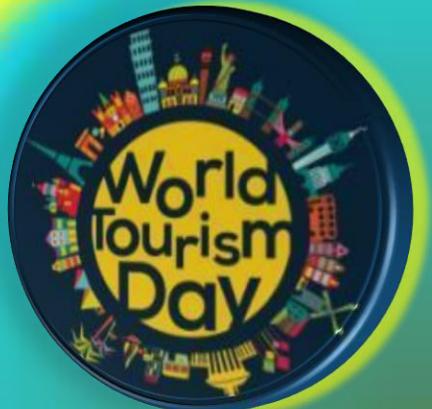


## **TREASURE HUNT!!**





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



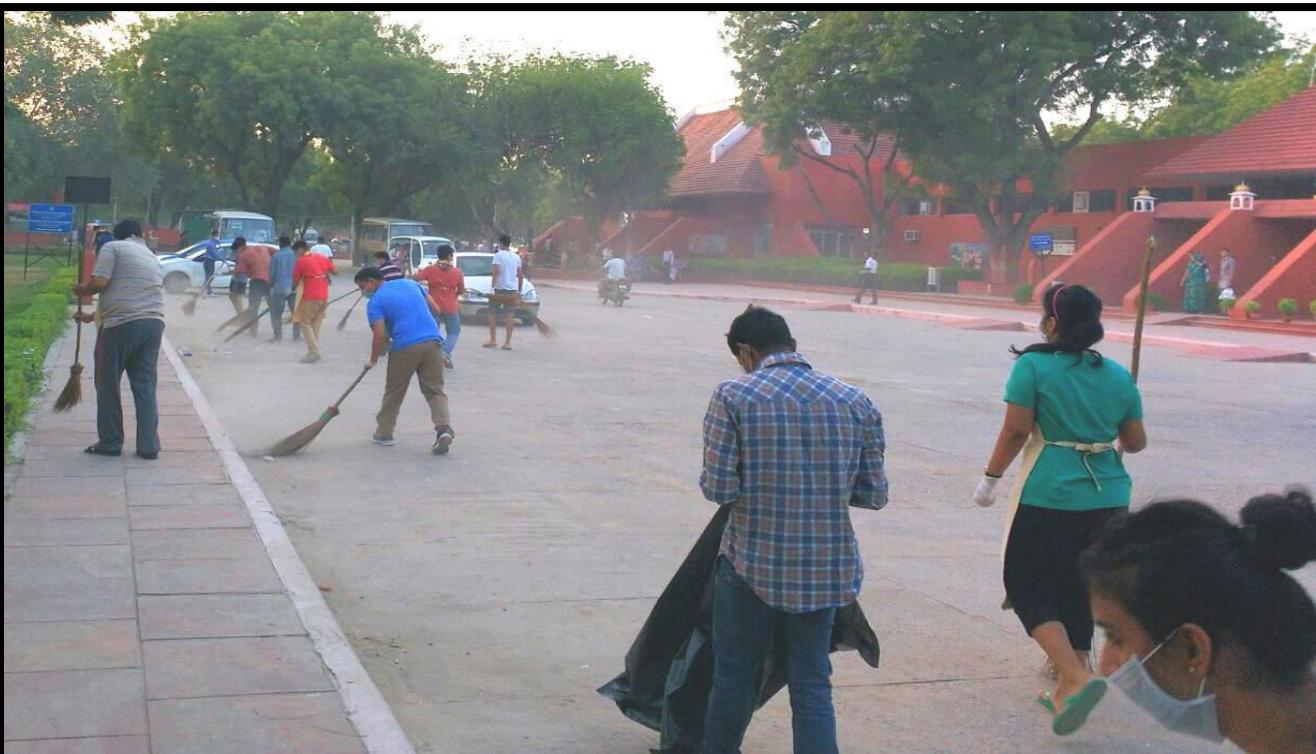
# WORLD TOURISM DAY

AT  
TRIDENT UDAIPUR

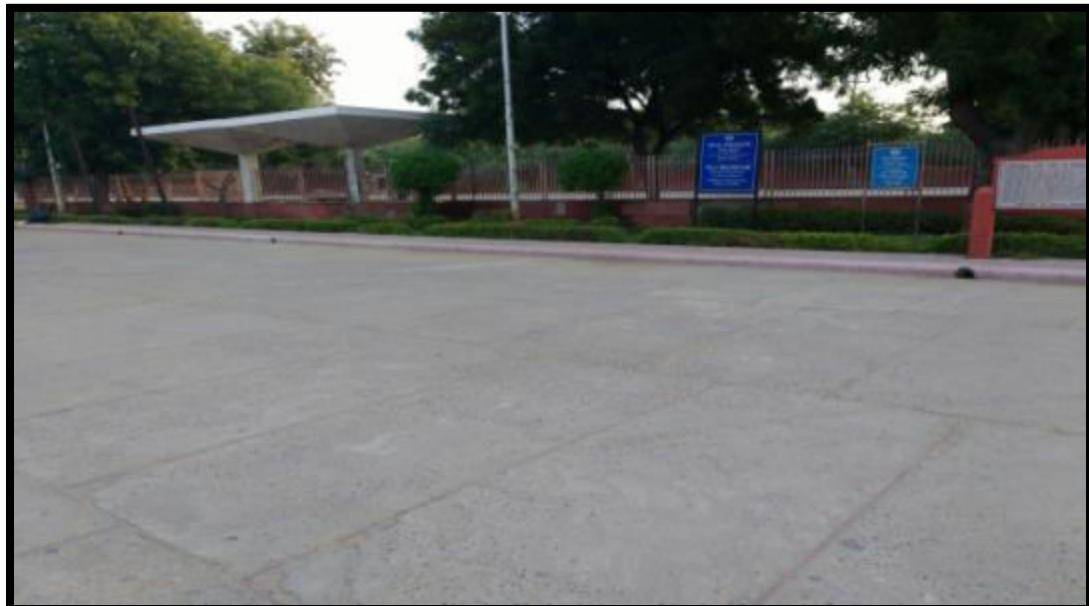
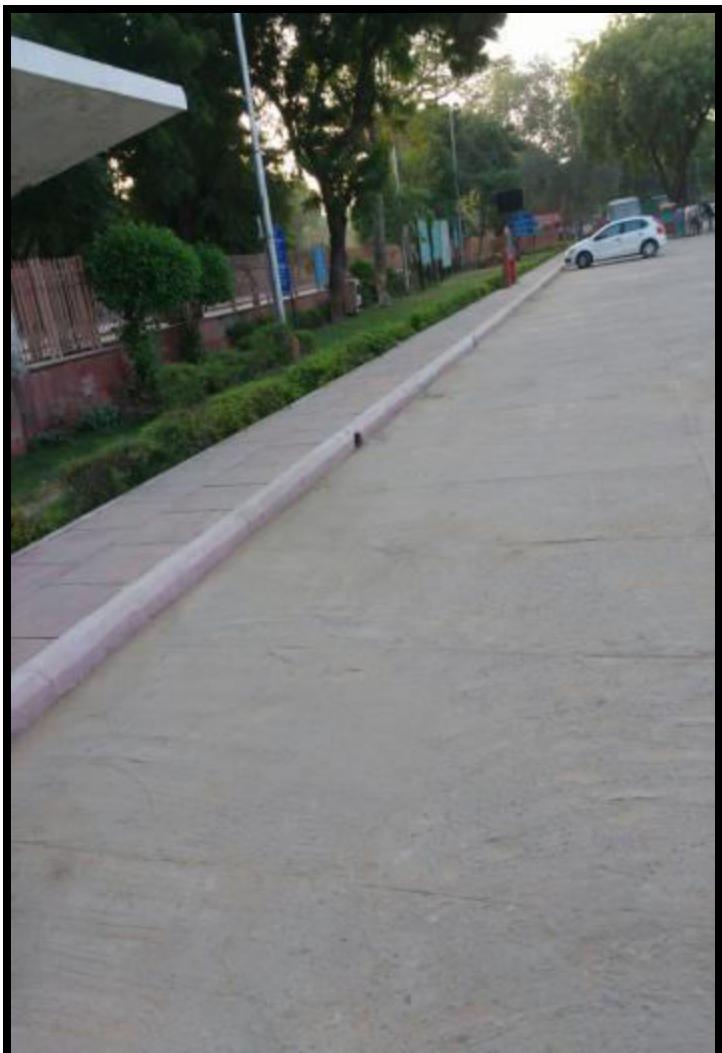


# 1 BILLION TOURISTS 1 BILLION OPPORTUNITIES

27 SEPTEMBER IS WORLD TOURISM DAY



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



# Swachh Bharat Swachh Paryatan



# Swachh Bharat Swachh Paryatan



# Swachh Bharat Swachh Paryatan





# WORLD TOURISM DAY

## 27TH 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

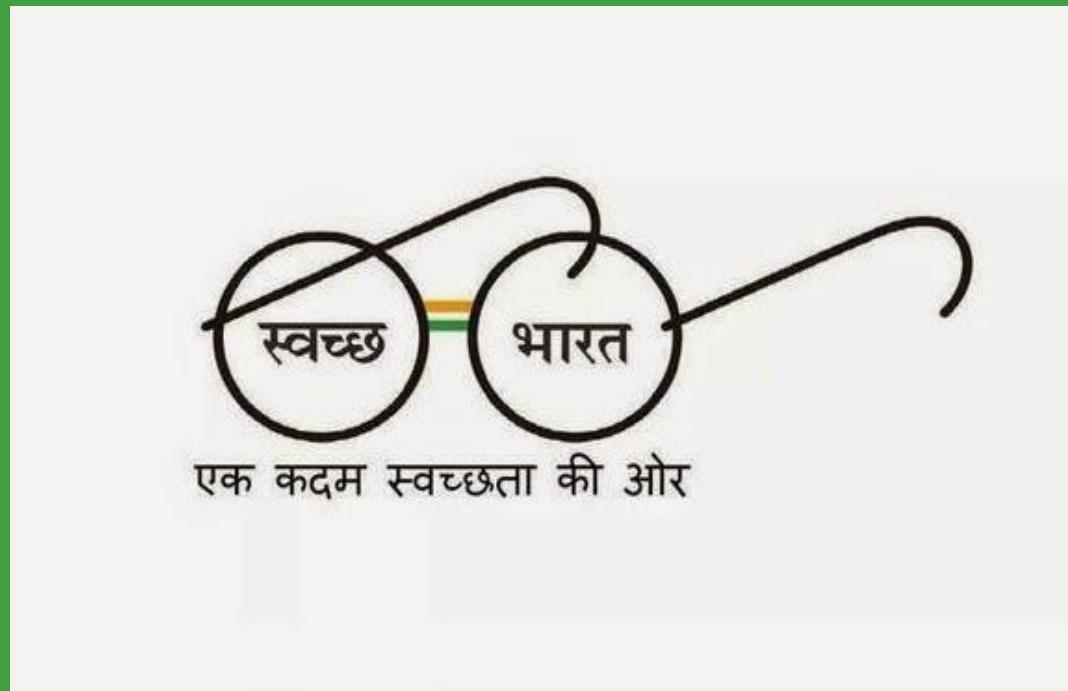


## Himachali Food



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

# SWACHH BHARAT ABHIYAN

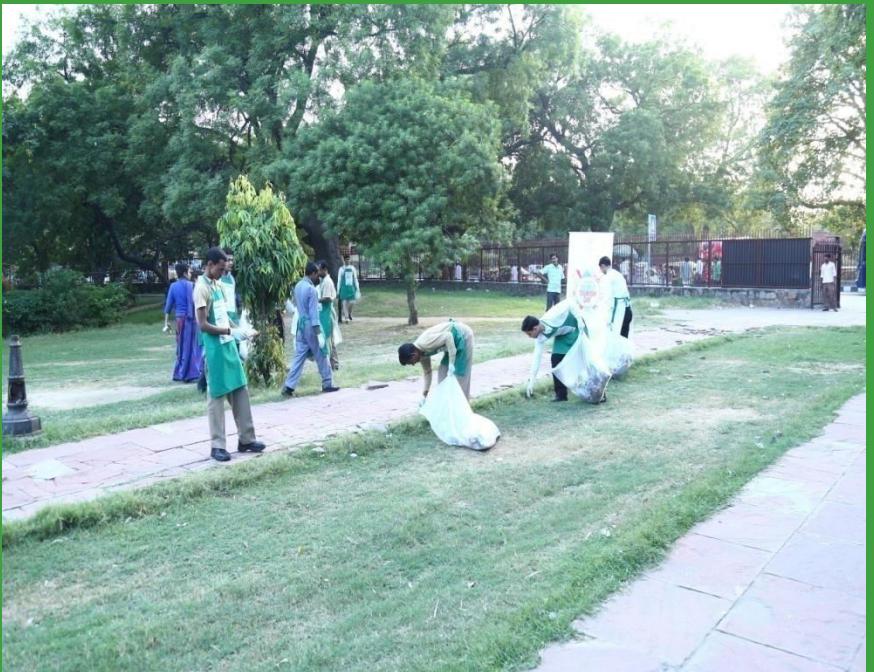


SEPTEMBER – 2015

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

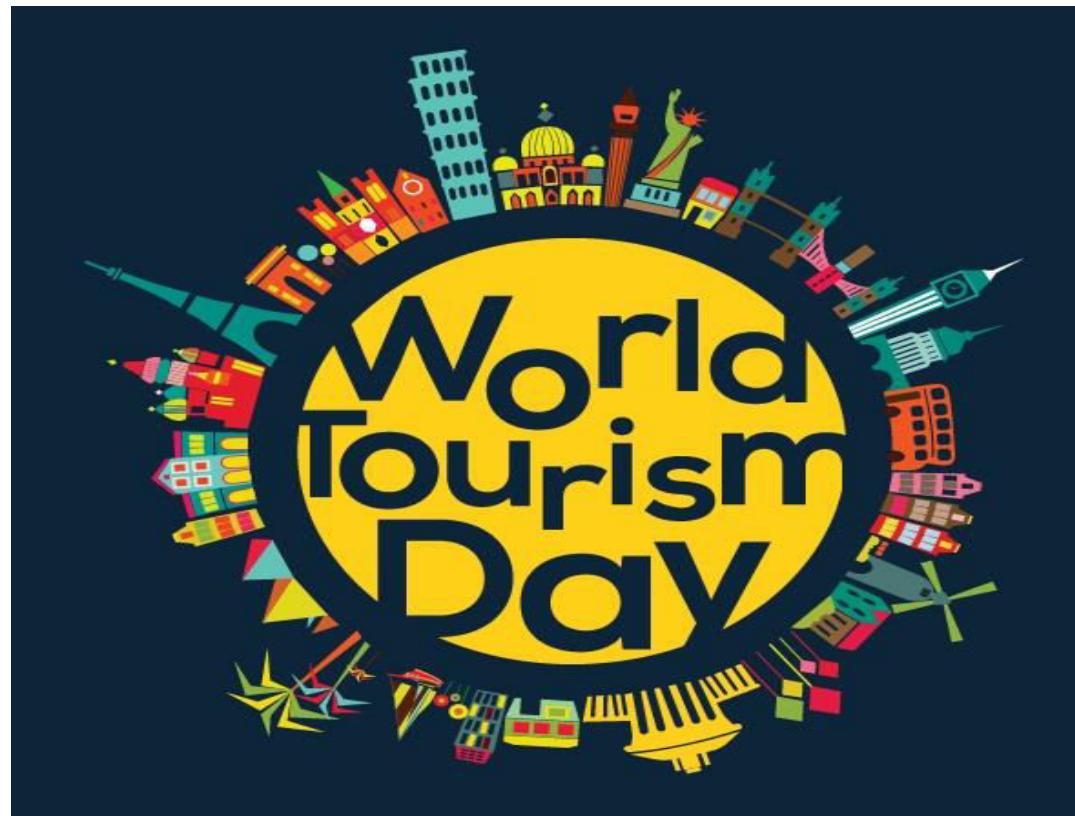


एक कदम स्वच्छता की ओर

  
*The Oberoi*  
NEW DELHI, INDIA



**Celebrating World Tourism Day...!!**  
**Cleanliness drive by the team around the hotel.**









# 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**

**Wildebeest**  
Explore the savannah landscapes in the country of Africa and witness the annual migration of over one million animals.

**Lion**  
The wildcat is one of the most iconic animals in Africa and Australia, and it's not hard to see why. These apex predators are known for their strength and agility.

**Whale**  
These massive marine mammals are found in all oceans and are known for their unique vocalizations and complex social structures.

**Penguin**  
These flightless birds are found in both the Northern and Southern Hemispheres, and they're known for their distinctive black and white plumage.

**Deer**  
This graceful animal is found in North America and Europe, and it's known for its long antlers and gentle nature.

**Butterfly**  
With over 15,000 species, butterflies are some of the most colorful and beautiful insects in the world.

**Shark**  
These ancient predators have been swimming in our oceans for millions of years, and they're known for their speed and agility.

**Fish**  
There are thousands of different species of fish in the world, and they're found in every habitat from the ocean to the freshwater streams.

**Dragonfly**  
These fascinating insects are found in many parts of the world, and they're known for their unique flight patterns and bright colors.

**Bird**  
There are over 10,000 species of birds in the world, and they're found in every habitat from the treetops to the ground.

**World Tourism Day**

**AUSTRALIA**

**THE AUSTRALIAN FLAG**

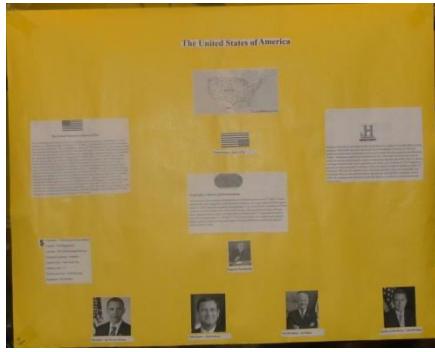
**WHERE IS THE UK?**

**UK UNITED KINGDOM**

**LAKES**

**UK Rivers**

**LONDON**



# **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

