

ICAR – INDIAN INSTITUTE OF RICE RESEARCH Rajendranagar, Hyderabad

SWACHHATA HI SEVA PROGRAMME 2026

Day 11 - Advocating and Promoting Responsible Tourism and Good Civic Behaviour at Tourist Sites

Venue: Eco Park, Rajendranagar, Hyderabad, Telangana

Date: 27 Sep 2026

Institute Name: ICAR–Indian Institute of Rice Research (ICAR-IIRR), Rajendranagar, Hyderabad, Telangana

Summary of the Activity

As part of the ongoing **Swachhata Hi Seva Programme 2026**, ICAR–Indian Institute of Rice Research (ICAR-IIRR), Hyderabad organized an awareness activity on “**Advocating and Promoting Responsible Tourism and Good Civic Behaviour at Tourist Sites**” at **Eco Park, Rajendranagar, Hyderabad, Telangana**.

The programme was organized with the objective of creating awareness among visitors about the importance of **responsible tourism, cleanliness, environmental protection and good civic behaviour** while visiting parks, recreational areas and other public places. The activity emphasized that maintaining the cleanliness and beauty of tourist destinations is a shared responsibility of visitors as well as the community.

Participants from ICAR-IIRR interacted with visitors at Eco Park and created awareness by **holding and displaying slogans carrying messages on responsible tourism and civic behaviour**. The slogans focused on themes such as avoiding littering, using designated waste bins, keeping public places clean, respecting natural surroundings, protecting greenery, conserving the environment and leaving tourist destinations clean for other visitors.

Messages such as “**Travel with Joy, Leave No Waste Behind,**” “**Explore. Respect. Protect. Keep Every Destination Clean,**” “**Good Tourists Leave Footprints, Not Litter,**” “**Respect Heritage. Protect Nature. Practise Cleanliness**” and “**A Beautiful Destination Deserves Beautiful Behaviour**” were used to communicate the importance of responsible behaviour in a simple and engaging manner.

The activity provided an opportunity to take the message of **Swachhata Hi Seva 2026 beyond the Institute premises and directly to the public**. Through the display of slogans and interaction with visitors, participants highlighted how small individual actions—such as proper disposal of waste, avoiding single-use litter, protecting plants and public property, and maintaining cleanliness—can collectively contribute to cleaner, greener and more enjoyable tourist destinations.

The activity was coordinated by **Dr. S. Arun Kumar, Dr. R. Abdul Fiyaz, Mr. Koteswara Rao and Smt. Hemalatha** with active participation of the Institute staff and students.

Key Outcomes

- Awareness was created among visitors at **Eco Park, Rajendranagar** on responsible tourism and good civic behaviour at tourist and recreational sites.
- Participants effectively communicated Swachhata messages through **display of slogans on cleanliness, responsible tourism, environmental protection and civic responsibility**.
- The activity extended the outreach of **Swachhata Hi Seva 2026 from the Institute to a public tourist/recreational space**, enabling direct engagement with citizens.
- The programme reinforced the message that **clean and attractive tourist destinations require active cooperation and responsible behaviour from every visitor**.
- The activity promoted the principles of “**Explore, Respect and Protect**”, encouraging environmentally responsible behaviour while travelling and visiting public places.
- The programme demonstrated how **simple awareness messages and individual behavioural changes can contribute to cleaner, greener and more sustainable tourist destinations**.







