

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Mawlynnong – The Cleanest Village in Asia**

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## **Mawlynnong - The Cleanest Village in Asia**

### **Abstract:**

Mawlynnong is in the East Khasi Hills District, 90 kilometers from Shillong, the Capital of the state of Meghalaya, India. 'Maw' means 'stone' in the Khasi language and 'lynnong' means 'crater', and that is how its name Mawlynnong came into existence. Though now this place is filled with greenery and is attracting nature lovers, it has been earlier a village with many crater stones. The village, also known as "God's own Garden," is at the end of the arterial road of the international highway between India and Bangladesh, where the vast plains of Bangladesh can be easily seen from a high point in the village. Though Mawlynnong expresses a strong commitment and responsibility toward conserving natural resources, tourism development has enormous environmental costs. Over the last five years, the number of tourists visiting Mawlynnong has increased, thus, putting pressure on the commons. Associating the common pool resource management with the rural tourism activity at Mawlynnong had never been the focal point earlier.

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