



ABSTRACT

Swachh Bharat Mission (Gramin) Phase-II – Swachhata Green Leaf Rating in Hospitality Facilities - Guidelines issued – Setting up of Committees for the Execution of the Swachhata Green Leaf Rating System – Formation of Committees – Orders – Issued.

Rural Development and Panchayat Raj (CGS.4) Department

G.O. (Ms) No.68

Dated: 15.03.2024

சோபகிருது, பங்குனி 02

திருவள்ளூர் ஆண்டு 2054

Read

1. Joint letter from the Secretary to Government of India, Ministry of Jal Shakti, New Delhi & Secretary to Government of India, Ministry of Tourism, New Delhi, Lr.No.QS-12/2/2023, dated: 14.12.2023.
2. From the Director of Rural Development and Panchayat Raj letter Roc.No.60408/2022/SBM(G)-2, dated 27.2.2024.

ORDER:

In the letter 1st read above the Government of India has informed the Launch of Swachhata Green Leaf Rating, Department of Drinking Water & Sanitation, Ministry of Jal Shakti in coordination with the Ministry of Tourism is launching the Swachhata Green Leaf Rating System in the hospitality facilities of the country. The rating system will sensitize the hospitality facilities to follow practices promoting "Safely Managed Sanitation" and encourage them to adopt a star-rating system. It is envisaged that the protocol will not only ensure the ODF plus status in rural areas but also help to build a positive image and branding of the entity as a promoter of a cause.

2. In the Guidelines on Swachhata Green Leaf Rating on Hospitality Facilities, it explained that the objective of SBM is to improve the levels of

cleanliness and thereby improve the quality of life and public health in rural and urban areas of the country. An ODF Plus village is defined as a village which sustains its ODF status and ensures either solid waste management, liquid waste management. Currently, around 80% of India's villages are ODF Plus.

On the other hand, an ODF Plus Model Village sustains its ODF status; has arrangements for both solid waste management and liquid waste management; observes visual cleanliness, that is, has minimal litter, minimal stagnant wastewater and no plastic waste dump in public places; and displays Information, Education and Communication (IEC) messages related to ODF Plus prominently. Thus, it ensures regular use of toilets, no open defecation or visible faeces in the environment, management of biodegradable and non-biodegradable waste, grey water management and faecal sludge management.

Tourism is one of the major contributors to the Tamil Nadu economy. The development of this sector depends on the memories tourists take back with them after visiting a destination. The reputation of any tourist destination is also influenced by its aesthetic appeal and sanitation levels. It is an enormous challenge to manage waste which is generated by a large number of tourists, to reduce risks to the public health of local communities and to protect the environment.

Tamil Nadu has a myriad of landscapes, great heritage, culture and varied flora and fauna which make it an ideal tourist destination. It has diverse food habits, and cultures which attract many a traveler.

The task of maintaining high levels of cleanliness is challenging and demands coordinated planning and action. It is expected that the operators of these hospitality facilities develop adequate infrastructure, adopt good practices and support awareness generation on sanitation and cleanliness as part of responsible tourism. The Department of Drinking Water and Sanitation, in collaboration with the Ministry of Tourism, has decided to roll out a 'Swachhata Green Leaf Rating System' for the hospitality facilities in the country. This would also form a part of the Travel for Life commitment of the Ministry of Tourism under Mission LIFE of NITI Aayog.

The objective of the Swachhata Green Leaf Rating System

The Swachhata Green Leaf Rating in Hospitality Facilities initiative, as a part of the Travel for Life Campaign, aims to achieve the following objectives:

- i. Improved and safe sanitation facilities and faecal sludge Management.

- ii. Segregation of solid waste and promoting sustainable forward linkages.
- iii. Litter-free facilities.
- iv. Encouraging 3Rs (Reduce, Reuse and Recharge) in Grey Water Management for Sustainable Water
- v. Prohibition of use of single-use plastics, segregation of plastic waste and no incineration of Plastic waste.

Target Groups

The proposed rating system is intended for all tourist facilities, with or without restaurants. These norms will apply to all categories of public and private tourist facilities, viz. hotels, home stays, dharmshalas, lodges, and camps including portable toilet facilities or trekking groups.

Rating System

The rating system will direct the collective efforts towards sustainably achieving sanitation objectives. It will be a voluntary system where the hospitality facility will be encouraged to participate by orienting them about the direct gains and larger benefits of sanitation and hygiene, which is ultimately aimed at a multi-fold increase in tourist turnout.

The proposed rating system will have the following phases

i. Orientation Phase

In this initial phase, State teams of SBM(G) and the Department of Tourism (with the support of district units) will list and map the hospitality entities. States would then organise a workshop to orient select key stakeholders on the concept, process and the desired outcomes.

It is also advisable to organize regular training of the cleaning/ housekeeping staff and ensure the adoption of the safety protocol along with the use of appropriate Personal Protective Equipment (PPE) in the hospitality entities.

Subsequently, the States will conduct district or division-level workshops where the listed entities will be oriented on the concept of 'safely managed sanitation' and the contribution they can make. They will also be informed about the rating system based on the training module developed. The orientation phase should be completed in two months.

ii. Voluntary Declaration phase

Based on the guidelines, the listed entities will carry out internal audit and take necessary steps to become 'safely managed sanitation' compliant, that is, developing infrastructure and

achieving the desired sanitary parameters. The entities will then evaluate their sanitation status again in a formal way and communicate the rating in the Current Certification Status (CCS format) to the District Committee with supporting evidence.

iii. **Verification Phase**

The District Committee will forward the CCS ratings to the Verification Sub-Committee for affirmation. The rating provided by the entity will be reviewed using an assessment tool/matrix including photo, video evidence along with tools for verification. This exercise will be a combination of desk review and site visits by the Verification Sub-Committee representatives. The Verification Sub-Committee will be formed by the Sub-Divisional Magistrate, and he or she could draw upon the representatives from various key stakeholders, that is, SBM(G), Health department, Pollution Control Board and any other department under his jurisdiction. The Verification Sub-Committee will review the Current Certification Status submitted by the tourist entity. The District Committee shall meet every two months to discuss the observations recorded post-survey.

Based on the findings of the survey, the District Committee will issue Rating Certification to the tourist entity. The entity can then display the rating certificate at its property/business and may also use it for its branding. It is envisaged that the exercise will ensure safe sanitation and promote healthy completion among the entities. The proposed rating would be issued as compliant with '1 leaf', '3 leaf' and '5 leaf' status to the tourist entity.

3. In the letter 2nd read above the Director of Rural Development and Panchayat Raj has furnished the detailed proposal for setting up of the committees for the execution of the Swachhata Green Leaf Rating System, i.e., State, District and Block levels need to be formed as per the Government of India guidelines for the Swachhata Green Leaf Rating System in hospitality facilities and he has requested the orders/approval from the Government to the said institutional arrangements / committees for the execution of the Swachhata Green Leaf Rating System as per the guidelines in rural areas of Tamil Nadu.

4. The Government after careful examination has decided to accept the proposal of Director of Rural Development and Panchayat Raj and to constitute the following institutional setup for the execution of the Swachhata Green Leaf Rating System in hospitality facilities in rural areas of Tamil Nadu as per the Government of India guidelines for the Swachhata Green Leaf Rating System as detailed below:

1. State-Level Committee

1	Chairman	Chief Secretary to Government
2	Member	Principal Secretary to Government, Rural Development and Panchayat Raj Department
3	Member	Additional Chief Secretary to Government, Environment, Climate Change & Forests Department
4	Member	Additional Chief Secretary to Government, Tourism, Culture and Religious Endowments Department
5	Member	Principal Secretary to Government, MA&WS Department
6	Member	Commissioner of Tourism
7	Member - Convenor	Director of Rural Development and Panchayat Raj / Mission Director SBM (G)
8	Member Secretary	Regional Director of Tourism
9	Member	Director of Municipal Administration / Mission Director SBM (U)
10	Member	Additional Director (Sanitation), Directorate of Rural Development and Panchayat Raj / State coordinator SBM(G)
11	Member	Representative from Federation of Hotel and Restaurant Association of India
12	Member	Representative from Hotel Association of India
13	Member	Representative from Indian Heritage Hotels Association
14	Member	Representative from Travel Agents Association of India
15	Member	Representative from Indian Association of Tour Operators

The committee will meet every once in a quarter to review the work of the District Committee and extend an advisory role to the District Committee.

2. District-Level Committee

1.	District Collector / Chairman, DRDA	Chairperson
2.	Additional Collector / Project Director, DRDA	Member Secretary
3.	District Tourism Officer	Member
4.	Food Safety Officer	Member
5.	Assistant Director (Town Panchayats)	Member
6.	Assistant Project Officer (Sanitation)	Member

The Chairman will have powers to co-opt other members as he or she deems fit. The committee will meet every month to discuss the submission received and forward submissions to the Verification Sub-Committee.

3. Verification Sub-Committee (Block level)

1	Concerned block Zonal Officer (Assistant Director Cadre or above)	Chairperson
2	Block Development Officer (Block Panchayats)	Member
3	Block Development Officer (Village Panchayats)	Member
4	Assistant Engineers	Member
5	Executive officers of Town Panchayats within the block	Member
6	Municipal Commissioners of Municipalities within the block	Member
7	Nominee of Commissioner of Corporation within the block	Member

The Committee will inspect the Current Certification Status submitted by the tourist entity (existing local Village-level

Committee/PLF/VPRC) and send it with Chairperson remarks to the District Committee for final rating.

(BY ORDER OF THE GOVERNOR)

**P.SENTHILKUMAR,
PRINCIPAL SECRETARY TO GOVERNMENT.**

To

The Secretary to Government of India,
Ministry of Tourism, New Delhi - 110 011.

The Secretary to Government of India,
Ministry of Jal Shakti, New Delhi - 110 011.

The Additional Chief Secretary to Government,
Environment, Climate Change & Forests Department,
Chennai - 9.

The Additional Chief Secretary to Government
Tourism, Culture & Religious Endowment Department,
Chennai - 9.

The Principal Secretary to Government,
Municipal Administration and Water Supply Department,
Chennai - 9.

The Director of Rural Development and Panchayat Raj,
Chennai - 15.

The Commissioner of Tourism, Chennai - 600 002.

The Director of Municipal Administration. Chennai - 600 028.

The Director of Town Panchayats,
Chennai - 600 028.

All District Collectors (Except Chennai) (Through -The Director of Rural
Development and Panchayat Raj, Chennai-15)

All Project Directors, District Rural Development Agency,
(Through- The Director of Rural Development and Panchayat Raj,
Chennai-15)

Copy to:

The Office of the Hon'ble Chief Minister, Chennai - 9.

The Office of the Hon'ble Minister for Rural Development,
Chennai - 9.

The Office of the Hon'ble Minister for Tourism, Chennai - 9.

The Senior Principal Private Secretary to Chief Secretary to Government,
Chennai - 9.

The Senior Private Secretary to Principal Secretary to Government,
Rural Development and Panchayat Raj Department Chennai - 9.

The Pay and Accounts Officer (South), Chennai - 35.

The Finance (RD) Department, Chennai - 9

The National Informatics Centre, Chennai-9.

The Accountant General, Chennai-18.

SC/SF.

//FORWARDED BY ORDER//

P.D. Ramani
SECTION OFFICER.