



पर्यटन मंत्रालय
MINISTRY OF
TOURISM



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



SWACHHATA GREEN LEAF RATING

in Hospitality Facilities

Directorate of Rural Sanitation
Department of Rural Development & Panchayati Raj,
UT of Jammu & Kashmir

BRIEF OVERVIEW



An effort to develop world-class levels of hygiene and sanitation in tourist facilities



Joint initiative of Department of Drinking Water and Sanitation, and Ministry of Tourism under Travel for LIFE campaign.



Green Leaf Rating system will include all hospitality facilities such as resorts, hotels, homestays and other tourist lodging places across the country



Vision statement

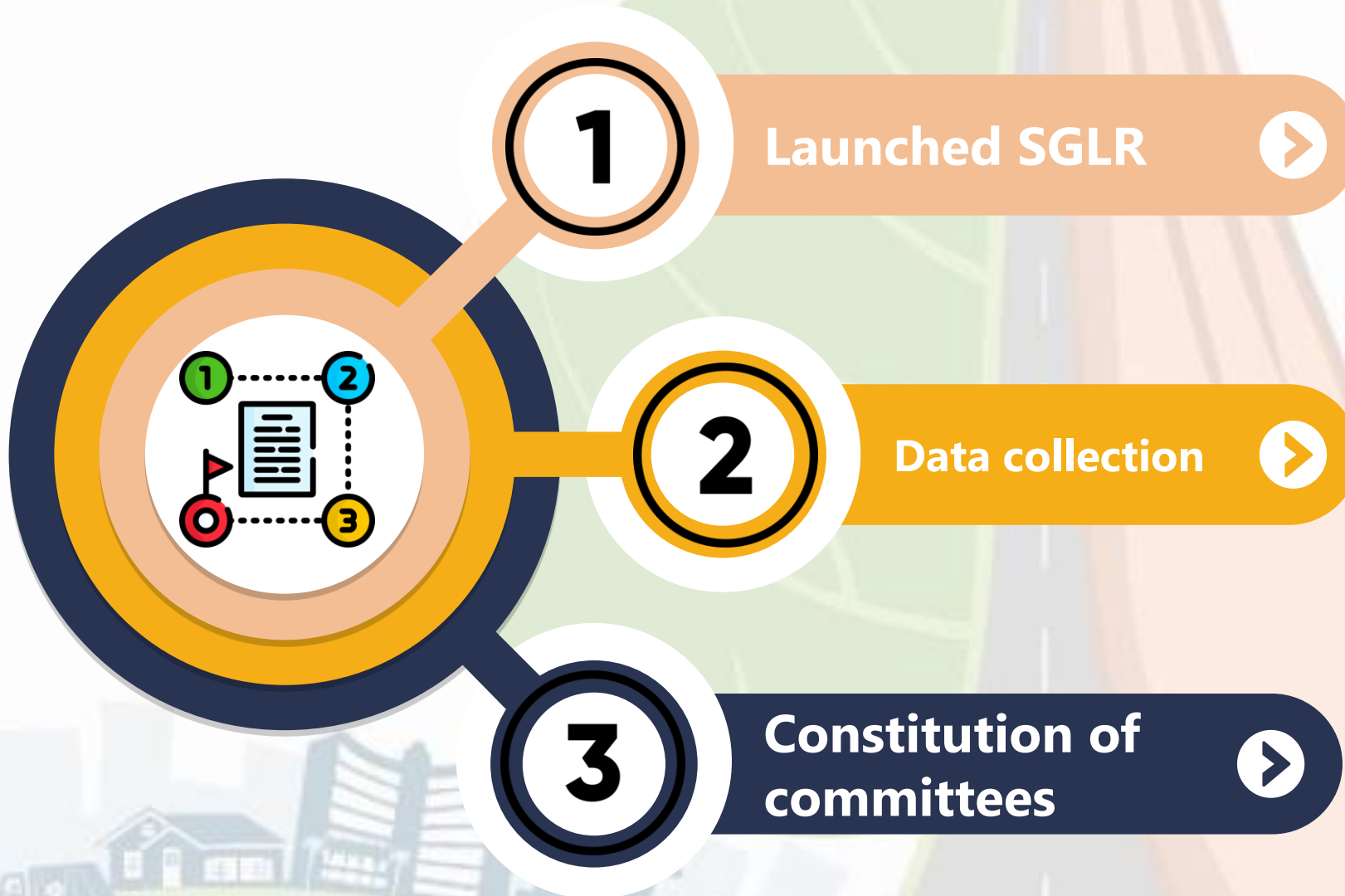
“We envision this rating system, which is sought to be achieved through active public participation, to voluntarily engage the hospitality sector and contribute to cleaner and more sustainable tourism practices in India.”

OBJECTIVES of SGLR

- ❖ It aims at improving the levels of cleanliness and thereby improve the quality of life and public health in rural and urban areas of the country.
- ❖ Improve the reputation of tourist destinations by improvement in its aesthetic appeal and sanitation through combined efforts of tourism units.
- ❖ Promotes the traditions of “*Vasudhaiva Kutumbakam*”
- ❖ Support the local Gram Panchayats to achieve and sustain ODF Plus Model status.



Steps taken by J&K Govt.



- SGLR launched on 11th Dec, 2023 by Secretary, Jal Shakti, Tourism Ministry, GoI & Chief Secretary of the UT of J&K
- Event attended by more than 150 participants from Hoteliers association Pahalgam

- Tourism Deptt. & SBM-G team of J&K have started listing hospitality entities
- Tentative orientation proposed by end of Feb, 2024

- UT level and District level committees constituted by the UT Govt.

Launch event of SLGR at Pahalgam

- SGLR launched at Pahalgam on 11th Dec, 2023 jointly by Jal Shakti Ministry and Tourism Ministry, GoI
- Launch event was held in collaboration with the Tourism Department, J&K
- Attended by more than 150 participants from hospitality industry
- Detailed orientation of the hoteliers association of Pahalgam was done during the event



Safe Sanitation Index



- Similar to the SGLR, J&K had earlier launched Safe Sanitation Index (SSI)
- SSI is internal tool developed by the UT of J&K for assessing and ensuring the cleanliness and hygiene standards of tourism units in different destinations frequented by travelers in the J&K.
- SSI rates the initiatives taken by the tourism units collectively in a tourist hotspot.
- Various cleanliness/ sanitation parameters were defined to rate tourist destinations.



SAFE SANITATION INDEX FOR TOURIST SPOTS OF J&K

A STAR RATING SCHEME FOR
TOURIST SPOTS IN THE UT OF J&K

Comparison of SGLR & SSI

Applicability

Applies to **all the tourism units in a defined tourism spot**

Assessment unit

All the **tourism units in the tourism spot** are assessed for **collective rating** of the area

Parameters covered

Parameters assessed in the tourism units are:

- Toilets
- Solid Waste Management
- Grey Water Management
- IEC activities



Applicability

Applies to **individual hospitality units**

Assessment unit

Tourism units **who voluntarily wants to participate** are assessed based on preliminary self assessment done by them

Parameters covered

Parameters assessed in the tourism units are:

- Solid Waste Management
- Faecal Sludge Management
- Grey Water Management

Pilot study conducted

- **Pilot study conducted under SSI covering parameters of SGLR**
- **Two tourist destinations were assessed under this pilot study**

Mansar, District
Udhampur

• 4 Facilities

Shiv Khori,
District Reasi

• 4 Facilities

Pictures of tourism units at Reasi & Udhampur



Latitude: 32.692461
Longitude: 75.147701
Elevation: 694.7±42 m
Accuracy: 9.7 m
Time: 11-04-2023 12:53

Latitude: 32.692339
Longitude: 75.147881
Altitude: 651.2±9 m
Accuracy: 6.0 m
Time: 11-04-2023 12:48

Parameters assessed during the study

- **Solid Waste Management:**
 - Installation of twins bins for segregation of waste at source
 - Promoting recycling of waste through tie-up with local scrap-dealers/ rag-pickers
 - Wet waste processing within premises
 - Regular payment of user charges to the local authority
- **Grey Water Management:**
 - Routine cleanliness of drains within and along the boundary of tourism unit
 - Grey water management within premises
- **Toilets functionality/ Faecal Sludge Management:**
 - Safe disposal of faecal matter discharge from toilets either through in-situ treatment or common faecal sludge management unit
 - Routine cleanliness of toilets
 - Availability of soap facility in all toilets
- **IEC/ Awareness generation:**
 - Public display of IEC messages by the hospitality units within premises
 - Signages on sanitation facilities promoting personal hygiene, solid waste management, grey water management & faecal sludge management

Way ahead

- ❑ Committees as per the SGLR constituted
- ❑ All 8 units where pilot study conducted will carry out internal audit based on parameters on which orientation provided to them and submit self rating to District.
- ❑ Verification Sub-committee to conduct field assessment and submit recommendations to District level committee
- ❑ District committee shall assign rating to these units
- ❑ In addition, Hospitality units are being mapped jointly by DRS & Tourism Deptt.
- ❑ Orientation to be organized by end of Feb, 2024
- ❑ Two master trainers for each Distt. to be developed for conducting extensive trainings in next 1 year

Committees notified under SGLR



GOVERNMENT OF JAMMU AND KASHMIR
GENERAL ADMINISTRATION DEPARTMENT
Civil Secretariat, J&K

Subject: Constitution of Committee(s) for execution of the Swachhata Green Leaf Rating System.

Ref: U.O No. DRS-PLAN0SBM/197/2023 received from Rural Development Department.

Government Order No.158-JK(GAD) of 2024
Dated:11.01.2024

Sanction is hereby accorded to the constitution of Union territory Level, District Level and Sub-Divisional Level Committee(s), comprising the following, for execution of the Swachhata Green Leaf Rating System for hospitality facilities such as resorts, hotels, homestays and other places of tourist stay, based on their compliance with the safe sanitation practices outlined in the guidelines:

A. Union territory Level Committee:-

1.	Chief Secretary	Chairman
2.	Administrative Secretary, Tourism Department	Member
3.	Administrative Secretary, (In-charge Rural Sanitation)	Member
4.	MD, SBM (G), Convener	Convener
5.	Director, Tourism	Member Secretary

Terms of Reference:

The Committee shall meet every quarter to review the work of District Level Committee and extend an advisory role to the District Committee(s). The Committee shall be free to include any member, temporary or permanent, depending on their utility to the Committee. The Committee shall co-opt representatives from the following UT Level Associations:-

- Federation of Hotel and Restaurant Association.
- Hotel Association.
- Indian Heritage Hotel Association.
- Travel Agents Association.
- Association of Tour Operators.

B. District Level Committee(s):-

1.	Deputy Commissioner	Chairman
2.	Additional District Development Commissioner	Member
3.	Assistant Commissioner, Panchayat	Member Secretary
4.	District Representative, Department of Tourism	Member
5.	District Coordinator, SBM (G)	Member
6.	Representative, Panchayati Raj Institutions (PRI)	Member

The inclusion of independent representatives of tourism industry would be decided by the Chairman. The Committee shall meet every month to discuss the submissions received and forward submissions to the verification sub-committee.

C. Verification Sub-Committee(s):-

The Verification Sub-Committee shall be formed by Sub Divisional Magistrate (SDM) and it is recommended that the SDM may designate a team with appropriate representation from various key stake holders such as SBM (G) and other Government Departments. The Verification Sub-Committee(s) shall inspect the current certification status submitted by tourist entity and submit a report to the SDM who shall send it with comments to the District Committee for final rating.

By order of the Lieutenant Governor.

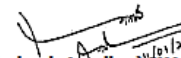
Sd/-
(Sanjeev Verma) IAS
Commissioner/Secretary to the Government

No. GAD-ADM0IV/218/2024-09-GAD

Dated:11.01.2024

Copy to the:-

- Principal Secretary to the Hon'ble Lieutenant Governor.
- Joint Secretary (J&K) Ministry of Home Affairs, Government of India, New Delhi.
- Commissioner/Secretary to the Government, Tourism Department.
- Secretary to the Government, Department of Rural Development & Panchayati Raj.
- Deputy Commissioners (All).
- Director, Archives, Archeology and Museums J&K.
- Private Secretary to the Chief Secretary, J&K.
- Private Secretary to Advisor (B) to the Hon'ble Lieutenant Governor.
- Private Secretary to Commissioner/Secretary to the Government, GAD.
- Government Order/Stock file/Website, GAD. "Hindi and Urdu versions shall follow."


(Shakeeb Arsalan) JKAS
Under Secretary to the Government



THANK YOU

