



पर्यटन मंत्रालय
MINISTRY OF
TOURISM



पानी है समाज की
होश की आवाज
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



സ്വച്ഛത
മിഷൻ



Swachhata

Green Leaf Rating

in Hospitality Facilities



Tourism is one of the major contributors to the Indian 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 public health of local communities and to protect the environment.



The task of maintaining high levels of cleanliness is challenging and demands coordinated planning and action. It is expected that the operators of the hospitality facilities in tourism destinations develop adequate infrastructure, adopt good practices and support awareness generation on sanitation and cleanliness as part of responsible tourism. In this context, 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 Travel for Life commitment of the Ministry of Tourism under Mission LIFE of NITI Aayog.

Launch of Swachhata Green Leaf Rating System

The rating system will sensitize the hospitality sector to follow practices for promoting 'safely managed sanitation', thereby promoting adoption of this rating system. It is envisaged that the protocol will not only promote the zeal to achieve the ODF Plus Model status in the country but also help to build a positive image and branding of the tourist entity as promoters for achieving sustainable development goals.



Importance of Safe Sanitation in Hospitality Facilities



- Tourism is an important economic activity which promotes social and culturalties
- Reputation of any tourist destination is influenced by its aesthetic appeal and sanitation levels
- Task of maintaining high levels of cleanliness is challenging and demands coordinated planning and action.
- DDWS in collaboration with the MoT rolled out a 'Swachhata Green Leaf Rating System' for the hospitality facilities
- This is also in align with Travel for Life commitment of the Ministry of Tourism under Mission LIFE of NITI Aayog.

Swachhata Green Leaf Rating System



- Rating System piloted for Hospitality Facilities in collaboration with MoT
- Hospitality facilities to develop adequate infrastructure, adopt good practices and support awareness generation on sanitation
- Swachhata Rating is based on Sanitation aspects – Toilet, GWM, FSM & SWM



Target groups



1- Leaf Status



Minimum Score

FSM - 40
SWM - 40
GWM - 20

Range for rating
100-130 marks

3- Leaf Status



Minimum Score

FSM - 50
SWM - 50
GWM - 30

Range for rating
130-180 marks

5- Leaf Status



Minimum Score

FSM - 60
SWM - 60
GWM - 30

Range for rating
180-200 marks

State to take up a pilot in one place of Tourist interest – a Town/Village or District

Phases of Rating System



The voluntary Rating System will have three Phases

- Orientation Phase
- Voluntary Declaration Phase
- Verification Phase

Orientation Phase

Key Activities in Orientation Phase

Listing and Mapping of the hospitality facilities- State teams of SBM(G) & Tourism dept/District Administration

Organise stakeholder workshops to orient on the concept, process and desired outcomes

Organize regular training of the cleaning/ housekeeping staff and ensure adoption of the safety protocol along with use of appropriate Personal Protective Equipment (PPE) in the hospitality entities.



Voluntary Declaration Phase

Key Activities in Voluntary Declaration Phase

- Internal audit and necessary steps to become 'safely managed sanitation' compliant
- Developing infrastructure and achieving the desired sanitary parameters
- Entities evaluate their sanitation status and communicate the rating in the Current Certification Status (CCS) format to the district committee with supporting evidence.

Verification Phase

- Review of rating submitted by entity using an assessment tool/matrix including photo, video evidence along with tools for verification.
- Based on the findings of the survey, the District Committee will issue Rating Certification.
- The entity can display the rating certificate at its property/business and may also use it for its branding.



Committees for Execution

State Level Committee

Composition of State level Committee

Chaired by: Chief Secretary of the state and will have the Secretary of the State B Tourism Department and Secretary in-charge of Rural Sanitation.
Convenor of the committee - Mission Director SBM(G)
Member Secretary - Regional Director Tourism

Role : The committee will meet every month to discuss the submissions received and forward submissions to the Verification Sub-Committee

District Committee

Composition District Committee

Chaired by: District Magistrate/Collector
Chairperson : CEO of Zilla Parishad (ZP),
Chief Development Officer (CDO),
District Development Officer (DDO)
Member Secretary : District head of SBM(G)

The district representatives of State Government, Department of Tourism, district coordinators (SBM-G), representative from Panchayati Raj Institutions (PRI) would also be part of the committee and the inclusion of independent representatives from tourism industry would be decided by the Chairman

Role : The committee will meet every quarter and review the work of district committee and extend advisory role to district committee

Verification Sub Committee

Composition of Verification Sub Committee

- The Verification Sub-Committee will be formed by the Sub-Divisional Magistrate (SDM)
- SDM may designate a team with appropriate representation from various key stakeholders such as SBM(G) and other government departments for the on-ground verification.
- The Verification Sub-Committee will inspect the Current Certification Status submitted by the tourist entity and submit a report to the SDM who will send it with his comments to the District Committee for final rating

Focused Themes & Allocation of Marks



Solid Waste
Management



Faecal Sludge
Management



Greywater
Management

A total of 200 marks are to be awarded, out of which 80 marks are for Faecal Sludge Management (Management of Human excreta), 80 marks for Solid Waste Management and 40 marks for Greywater Management.

Percentage of Weightage

- | | | | |
|------------------|-------|--------------|-------|
| • Infrastructure | - 60% | • Practices | - 10% |
| • Awareness | - 10% | • Innovation | - 20% |

