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28/6/17



GOVERNMENT OF KERALA
Abstract

Tourism Department - Working Group - Plan Schemes – Clean Destination Campaign-
Implementation during 2017-2018 - Administrative Sanction-Accorded-Orders issued.

TOURISM (C) DEPARTMENT

G.O.(Rt) No. 330 /2017/TSM

Dated, Thiruvananthapuram 22.06.2017

- Read:
1. Letter No. P6-7343/2017 dated 30-05-2017 from the Director, Department of Tourism.
 2. Minutes of the Working Group meeting held on 02/06/2017.

ORDER

1. The unhygienic and unclean conditions prevailing in the tourism destination has turned in to a major hindrance in attracting tourists. In that situation the Department of Tourism initiated a campaign to upgrade the quality of destinations by keeping them clean and hygenic.
2. The scheme is being implemented by the District Tourism Promotion Councils (DTPC) in co-ordination with the District Mission coordination's of the Kudubasree. Under the scheme funds are given to the DTPCs which will be disbursed to the cocerned District Mission Co-ordinator of Kudumbasree after obtaining their monthly requirement.
3. As per the letter read as 1st paper above, the Director of Tourism has reported that it is highly essential that the activites under the scheme need to be carried out in the financial year 2017-2018 also. He has forwarded a proposal to carry out Clean Destination Campaign at an estimated cost for Rs.6,77,29,500 (Rupees six Crore seventy seven Lakh twenty nine thousand and five hundred only) with the following components:
 - a) the minimum wages per head may be fixed to Rs. 10500/- per month
 - b) Rs.625/- per head may be provided for equipments.
 - c) Rs.3125/-per head may be provided as uniform allowance for two pair.
4. The Departmental working group meeting held on 02/06/2017 considered the proposal and approved the same.
5. After having considered the proposal in detail, the Government are pleased to accord Administrative Sanction for the

implementation of the scheme "Clean Destination campaign" at

an estimated cost of Rs.6.77 crore (Rupees six crore and seventy seven lakh only) during the current financial year, subject to the condition that the Department of Tourism will do a destination specific scientific work assessment based on standard norms and manpower requirement regarding the number of persons to be engaged. The persons engaged will not be eligible for any other benefits other than the wages from the Tourism Department. Expenditure in this regard will be met from the H/A "5452-01-101-99 Up gradation and creation of infrastructure and Amenities (Plan)" limiting the expenditure to current year's budget provision.

6. The Clean Destination Campaign will be implemented by the District Tourism Promotion Council of Kerala through Kudumbasree with in a period of 12 months. All the procedural and codal formalities and the conditions stipulated in GO(P) No.408/07/Fin dated 7-9-2007 and G.O.(P) No. 311/14/Fin dated 30.07.2014 and G.O.(P) No.11/15/Fin dated 08-01-2015 should be followed strictly in implementing the scheme.

By Order of the Governor,

N.R. SREELEKHA,
ADDITIONAL SECRETARY TO GOVT.

To

The Director, Department of Tourism, Park view, Thiruvananthapuram
The Accountant General (Audit/A&E) Kerala, Thiruvananthapuram
The Accountant General (E&RSA) Kerala, Thiruvananthapuram
The Sub Treasury Officer, Vellayambalam, Thiruvananthapuram
The Finance Department /Finance (Planning-B) Department
The Planning & Economic Affairs Department
The Information & Public Relations (Web & New Media) Department (for publishing
in the Government website)

SF/OC.

Copy to : P.S to Minister (Co-operation, Tourism and Devaswom)
P.A to Principal Secretary, Tourism Department
Tourism (A) Department

Forwarded/By Order,


Section Officer.