



ABSTRACT

Rural Development and Panchayat Raj Department – Announcement of Hon'ble Minister (Rural Development) for the year 2021-22 – Implementation of the "Model Village Award" based on criteria related to Sanitation and cleanliness – To the best performing Village Panchayat Rs.7.50 Lakh at the rate of one per District and Rs.15 Lakh at State level at the rate of one per Village Panchayat for 3 Village Panchayats - Sanction accorded – Orders - Issued.

Rural Development and Panchayat Raj (PR.II) Department

G.O.(Ms) No.141

Dated: 02.12.2021

பிலவ, கார்த்திகை 16

திருவள்ளூர் ஆண்டு-2052

Read:

1. Announcement of Hon'ble Minister (Rural Development) on the floor of the Legislative Assembly on 24.08.2021.
2. From the Director of Rural Development and Panchayat Raj, Letter Roc.No.50145/2021/SBM(G)-2, dated 14.09.2021.

ORDER:

The Hon'ble Minister for Rural Development has made the following Announcement on the Floor of Tamil Nadu Legislative Assembly on 24.08.2021 while moving the demand No.42 pertaining to Rural Development and Panchayat Raj Department.

“சுகாதாரத்தில் சிறப்பாக செயல்படும் கிராம ஊராட்சிகளை ஊக்குவிக்கும் வகையில், “முன் மாதிரி கிராம விருது” தோற்றுவிக்கப்பட்டு மாவட்டத்திற்கு ஒரு கிராம ஊராட்சி என்ற அடிப்படையில், 37 கிராம ஊராட்சிகளுக்கு “முன் மாதிரி கிராம விருது” வழங்கி கௌரவிக்கப்படுவதுடன் விருதிற்கான கேடயமும், தலா 7.50 இலட்சம். ரூபாய் பரிசுத்தொகையும் வழங்கப்படும். மேலும், மாவட்ட அளவிலான விருதுகளுடன், சிறப்பாக செயல்படும் மூன்று ஊராட்சிகளுக்கு மாநில அளவில் “முன் மாதிரி கிராம விருது” வழங்கி அதற்கான கேடயமும், தலா 15 இலட்சம் ரூபாய் பரிசுத்தொகையும் வழங்கப்படும்.”

2. Based on the announcement, the Director of Rural Development and Panchayat Raj has sent a proposal stating that sanitation is one of the subjects devolved to Village Panchayats under the 73rd Amendment. Swachh Bharat Mission (Grameen) – Phase II is addressing various sanitation infrastructural needs of the villages along with MGNREGS, 15th Central Finance Commission and 5th State Finance Commission funds. The key objectives of Phase II of Swachh Bharat Mission (Grameen) are to sustain the Open Defecation Free (ODF) status of Villages and improve the levels of cleanliness in rural areas through Solid and Liquid Waste Management activities thereby making villages **ODF Plus**.

(P.T.O)

3. The Director of Rural Development and Panchayat Raj has further stated that, a 'Model Village' encompasses all activities that need to be taken up in achieving overall cleanliness of the village. It includes sustaining the ODF status, Solid and Liquid Waste Management and maintaining the visual cleanliness of the village.

Components for a Model Village are as follows:

- ODF Sustainability
- Solid Waste Management
- Processing of Waste Collected
- Plastic Waste Management
- Grey Water Management
- Awareness Creation at Field
- Aesthetic view of the Village
- Special initiatives

4. Further, the Director of Rural Development and Panchayat Raj has stated that, in order to encourage Village Panchayats to take initiatives towards ODF Plus and to recognise initiatives taken by the Panchayat administration in creating clean, green and neat villages, it is proposed to institutionalise the "Model Village Award" based on criteria related to Sanitation and Cleanliness. He has also sent the draft guidelines for the implementation of "Model Village Award" containing Shield and Cash Prize of Rs.7.50 lakh each to best performing Village Panchayat at the rate one per District and also, a Shield and Cash Prize of Rs.15.00 lakh each to three best performing Village Panchayat at State level which also encompasses a detailed scoring sheet for each Village Panchayat covering the above 8 components which is to be collected by an app-based survey.

Further, for the selection of best performing Village Panchayat for Model Village Award, the following Committees at State / District / Block level may be formed:

State Level Committee

1	Chairperson	Director, RD & PR
2	Vice-Chairperson	Additional Director(Sanitation), RD & PR
3	Member	Chief Engineer (RD)
4	Member	Superintendent Engineer (RD)
5	Member	One Project Director from any of the Districts

District Level Committee

1	Chairperson	District Collector/Chairman, DRDA
2	Vice-Chairperson	Project Director, DRDA
3	Member	Executive Engineer, DRDA
4	Member	APO (Housing & Sanitation)
5	Member	Assistant Director (Panchayats)

Block Level Committee

1	Chairperson	Block Development Officer (Village Panchayats)
2	Vice-Chairperson	Block Medical Officer
3	Member	Child Development Project Officer
4	Member	Zonal Deputy Block Development Officers
5	Member	One Representative each from PLF, VPRC, VWSC and One Motivator

Funds requirement for Model Village Award:

A sum of Rs.3.225 Crore is required for the distribution of Model Village Award to the 37 best performing Village Panchayat at the rate of one per District (Rs.7.5 lakh per Village Panchayat x 37 Village Panchayats = Rs.2.775 Crore) and three best performing Village Panchayats at State level (Rs.15 lakh per Village Panchayat for 3 Village Panchayats = Rs.0.45 Crore).

The above Model Village Award is proposed to be given at the Republic day event celebrated every year from 2021-22 onwards.

5. The Director of Rural Development and Panchayat Raj has also stated that the Government have made provision of Rs.1.80 Crore in the Revised Budget Estimate for the year 2021-22 in the following head of account:

"2515-00-Other Rural Development Programmes – 102.Community Development – State's Expenditure KJ-Clean Village Campaign-309.Grants-in-Aid-03.Grants for Specific schemes (DPC-2515-00-102-KJ-30903)"

The nomenclature of the sub-head "2515-00-102.KJ.Clean Village Campaign" under Demand No.42 may be changed as "2515-00-102-KJ-Model Village Award". Necessary additional funds of Rs.1.425 Crore over and above the Revised Budget Estimate provision of Rs.1.80 Crore may be provided in RE/FMA 2021-22.

6. The Director of Rural Development and Panchayat Raj has therefore requested the Government to issue orders on the following:

- To constitute the "Model Village Award" with a Shield and Cash Prize of Rs.7.50 lakh each to the 37 best performing Village Panchayats at the rate of one per District and also, a Shield and Cash Prize of Rs.15.00 lakh each to three best performing Village Panchayats at State level and sanction a sum of Rs.3.225 Crore for the above said awards.
- To constitute the Committees at State / District / Block level for the selection of best performing Village Panchayats for Model Village Award.
- To approve the draft guidelines for "Model Village Award" as in the Annexure - A.
- To provide necessary additional funds of Rs.1.425 Crore over and above the Revised Budget Estimate provision of Rs.1.80 Crore in RE/FMA 2021-22.

- e) To change the nomenclature of the sub-head "2515-00-102.KJ.Clean Village Campaign" under Demand No.42 as "2515-00-102-KJ-Model Village Award".
- f) To direct the District Collectors to distribute the above Model Village Panchayat award to the best performing Village Panchayats at the rate of one per District at the Republic Day event celebrated every year from 2021-22 onwards.
- g) To direct the Director of Rural Development and Panchayat Raj to propose three best performing Village Panchayats to the Government for felicitation at State level in the Republic Day event celebrated every year from 2021-22 onwards.
- h) To authorise the Director of Rural Development and Panchayat Raj to draw and disburse the amount sanctioned for the Model Village Award for the year 2021-22.

7. The Government after careful examination hereby accepts the proposal of the Director of Rural Development and Panchayat Raj and accords sanction for a sum of Rs.3,22,50,000/- (Rupees Three Crore Twenty Two Lakh and Fifty Thousand only) to constitute the "Model Village Award" with a Shield and Cash Prize of Rs.7.50 lakh each to the 37 best performing Village Panchayats at the rate of one per District and also, a Shield and Cash Prize of Rs.15.00 lakh each to three best performing Village Panchayats at State level. A separate order will be issued for constitution of committees at State / District / Block level for selection of best performing Village Panchayats.

8. The expenditure sanctioned in para 7 above shall be debited to the following head of account:-

"2515-00-Other Rural Development Programmes – 102.Community Development – State's Expenditure KJ- "Model Village Award"-309.Grants-in-Aid-03.Grants for Specific schemes (DPC-2515-00-102-KJ-30903)"

9. The approved guidelines for "Model Village Award" are enclosed in the annexure (A) to this Government order and the said Guidelines shall be followed in the selection and distribution of "Model Village Panchayat Awards."

10. The District Collectors are directed to distribute the Model Village Panchayat Award to the best performing Village Panchayats at the rate of one per District at the Republic Day event celebrated every year from 2021-22 onwards.

11. The Director of Rural Development and Panchayat Raj is directed to propose three best performing Village Panchayats to the Government for felicitation at State level in the Republic Day event celebrated every year from 2021-22 onwards.

12. The Expenditure sanctioned in paragraph "7" above shall constitute an item of "New Instrument of Service" and the approval of the Legislature will be obtained in due course. Pending approval of the Legislature, the expenditure may be initially be met by drawl of an advance from the contingency fund. The Director of Rural Development and Panchayat Raj is directed to calculate the actual amount required for the period upto next Supplementary Estimates and apply for sanction of the same as advance from contingency fund Finance (BG-I) Department directly in Form A appended to the Tamil Nadu Contingency Fund Rules 1963 along with a copy of this order. Orders for sanction of an advance from the Contingency Fund

will be issued from Finance (BG-I) Department. The Director of Rural Development and Panchayat Raj is also directed to send necessary explanatory notes to include the above expenditure in the Supplementary Estimates for the year 2021-22 to Government in Finance (BG-I/L&E) Department at the appropriate time without fail.

13. This order issues with the concurrence of Finance Department vide its U.O.No.53370/Fin(RD)/2021,dated 02.12.2021.

14. The Additional Sanction Ledger number is 1033(One Thousand and Thirty Three.)

//By Order of the Governor//

**P.AMUDHA
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Director of Rural Development and Panchayat Raj,
Chennai – 15.(w.e.)
All District Collectors (Except Chennai) (Thro' the Director of Rural
Development and Panchayat Raj, Chennai – 15)(w.e.)
All Project Directors, District Rural Development Agencies
(Thro' the Director of Rural Development and Panchayat Raj,
Chennai – 15)(w.e.)
The Accountant General, Chennai – 18.(w.e.)

Copy to:

The Pay and Accounts Office (South), Chennai – 35.(w.e.)
The Finance (RD) Department, Chennai – 9.(w.e.)
Chief Minister's Office, Secretariat, Chennai-9.(w.e.)
The Senior Personal Assistant to Hon'ble Minister (Rural Development),
Chennai – 9. (w.e.)
The Principal Private Secretary to Chief Secretary to Government .(w.e.)
The Principal Private Secretary to-Principal Secretary to Government .(w.e.)
Rural Development and Panchayat Raj Department, Chennai – 9. (w.e.)
The Rural Development and Panchayat Raj (B&C)Department,
Chennai – 9.
The Rural Development and Panchayat Raj (OP.2) Department,
Chennai – 9. (with a request to upload G.O. in the RD&PR website)
The National Informatics Centre, Chennai – 9.(w.e.)
Spare copy/Stock file.(w.e.)

//Forwarded By Order//

SECTION OFFICER.

Annexure-A

**G.O.(Ms) No. 141, Rural Development and Panchayat Raj
Department, dated 02.12.2021.**

Guidelines for the implementation of "Model Village Award"

A 'Model Village' encompasses all activities that need to be taken up in achieving overall cleanliness of the village. It includes sustaining the ODF status, Solid and Liquid Waste Management and -+maintaining the visual cleanliness of the village. Components for a Model Village are as follows:

1) ODF Sustainability

Tamil Nadu has attained 100% sanitation coverage under Swachh Bharat Mission (Grameen) by providing access to toilets to all households through construction of Individual Household Latrines (IHHLs) and Community toilets. All the 12,525 Village Panchayats have declared themselves as Open Defecation Free (ODF). To ensure that no household is left without safe sanitation facilities, toilet facilities are being provided under Phase II of SBM (G). All the people in the rural area are provided with accessibility to toilet through IHHL and Community Sanitary Complex. Behavioural Change among the people on Safe Sanitation practices plays a vital role in ensuring ODF sustainability.

2) Solid Waste Management

Solid Waste Management Systems with collection segregation and waste disposal facilities have been established in all the Village Panchayats. Door to door collection of waste, segregation, transportation and processing of waste is being carried out in all the Villages. The necessary infrastructure facilities such as Tricycles, Pushcarts, Segregation Shed and Compost Pits are also provided. There should be a monitoring system to ensure effective collection and treatment of wet and dry waste. Panchayat should take an effort in operation and maintenance of infrastructure and assets developed for effective implementation of Solid Waste Management.

a) Processing of Waste Collected

Thooimai Kaavalars, at the rate of One Taluk per 150 Households, are being engaged through VPRC / PLF on outsourcing basis to carry out the day to day activities like door to door collection of solid waste, transportation to segregation shed, segregation of waste and safe disposal of waste. The wet waste collected are processed and made into compost in the community compost pit and Micro Composting Centre (MCC). The compost generated can be value added in the Vermi-Compost unit. The Self Help Groups in rural areas can take up this venture as a viable economic activity.

b) Plastic Waste Management

Government of Tamil Nadu has banned the usage of Single Use Plastic (SUP). Effective management of plastic waste generated from the rural

areas is utmost necessary to prevent illegal dumping and burning of the plastic waste resulting in pollution of air, water and land. Recyclable plastic waste collected by Thooimai Kaavalars in rural areas is to be stored in segregation shed. These recyclable plastics are to be sold to scrap dealers. Village Panchayats should process the recyclable plastics in Plastic Waste Management Unit (PWMU) and ensure effective plastic waste management.

3) Grey Water Management

Waste water generated from bathing, washing, general cleaning, laundry, etc. known as 'Grey Water' and run-off water from community over-head tanks, bore-wells, hand pumps, etc., are to be effectively managed in order to prevent the stagnation of water at roads and streets. Individual soak pit and Community soak pits works are taken up under MGNREGS. Community soak pits are being taken up under SBM (G) in convergence with MGNREGS and 15th Finance Commission tied component as a part of Grey Water Management activities.

The Grey Water generated from the Households can be easily treated by forming Nutrition Gardens or through Individual soak pit if enough space is available. The Households with space constraints may be connected to a Community soak pit through a proper drainage. People should be aware of reuse and recycle of Grey Water. The Village Panchayat should ensure that the untreated waste water should not mix with lakes, ponds, ooranis and rivers in the Village.

4) Awareness Generation at Field

Toilet usage is the behavioural change program. To sustain this behaviour change, intensive IPC activities are to be carried out by Motivators at field level. These Motivators are grass root level functionaries identified by the SHG and PLF. The motivators are trained on Community Approaches and on the basics of ODF & ODF + activities. These Motivators are registered in 'Thooimai Thamizhagam' Mobile App. Various activities such as awareness on toilet usage, Importance of Solid and Liquid Waste Management, Menstrual Hygiene Management, COVID-19 Precautions and Personal Hygiene are assigned through the Mobile App.

PRI representatives at all three tier systems are trained on SBM (G) Phase II ODF Plus activities at SIRD and respective RIRD's. IEC awareness messages on ODF Sustainability & toilet usage, Solid and Liquid Waste Management through wall paintings at appropriate places in the Panchayat to create awareness to general public.

5) Aesthetic view of the Village

Visual Cleanliness and aesthetic view of the Village can be achieved only by sustainable toilet usage and proper solid and liquid waste management techniques. There should not be any visible faecal matter and dumping of waste in open places. Grey water and Black water generated should be

treated in appropriate methods and thus the overall cleanliness of the village should be maintained.

6) Special initiatives

Special initiatives such as GOBARDHAN Plant for treating the Bio degradable waste and establishing Plastic Waste Management Unit for treating plastic waste with Business Models can be implemented in the Model Village. Community grey water treatment methods can be implemented based on the needs. Afforestation/Massive Tree Plantation efforts to convert the village to a green village are also quintessential aspect.

PARAMETERS AND EVALUATION METHODOLOGY

S.No	Components	Sub-Components	Evaluation	
1	ODF Sustainability (Score:20)	Accessibility of toilets to all the members in the village % Accessibility = (No.of Households having access to toilets/Total Households) *100	If % is, between 90 to 100	2.5
			Between 80 to 90	1.5
			Between 70 to 80	0.5
			Less than 70	0
		Functionality (Regular usage) by all the household members % Usage = (No.of members using toilets/Total Population)*100	If % is, between 90 to 100	10
			Between 80 to 90	7.5
			Between 70 to 80	5
			Between 60 to 70	2.5
			Less than 60	0
		Functional Status of Sanitary Complexes % Functional = (No.of Sanitary Complexes in use/Total Sanitary Complexes available)*100	If % is, 100	2.5
			Above 50	1.5
			Above 33	0.5
			less than 33	0
		If Open Defecation	Yes	-5
		Functional Status of Toilets in Public Institutions (like Anganwadi Centres/ all Govt. Schools with separate toilet facilities for Boys and Girls) % Functional = (No. of Public Institutions with access to toilets/ Total No. of Public Institutions)*100	If % is, between 90 to 100	5
			Between 80 to 90	2.5
			Between 70 to 80	1.5
			Below 70	0

2	Basic Components of Solid Waste Management (Score:10)	Segregation of Solid Waste at collection point	100% done	5
			Partially done	2.5
			Not done	0
		% Utilization and Maintenance of infrastructure facilities provided such as Tricycles, Pushcarts, Segregation Shed, Compost Pits, etc % Utilization & Maintenance of Infrastructure facilities = (No. of infrastructure facilities such as Tricycles, Pushcarts etc., utilised & maintained well/ Total No. of infrastructure facilities available)*100	100% utilized and maintained	5
			Partially utilized and maintained	2.5
	Not maintained	0		
	Whether open dumping	Yes	-5	
3	Processing of Waste Collected (Score:10)	% processed = (Quantity of wet waste Composted/Total Wet Waste Collected)*100	If % is, between 90 to 100	5
			Between 80 to 90	3
			Between 70 to 80	1.5
			Less than 70	0
		Enrichment of Compost through Vermi-Composting	Yes	5
No	0			
4	Plastic Waste Management (Score:5)	Ban on Single Use Plastics	100% executed	2.5
			No	0
		Processing of Recyclable Plastics (PWMU available or linked to nearby PWMU)	100% processed	2.5
			No	0
6	Grey Water Management (Score:10)	Availability of Soak Pits/ Drainage channels in all HHs % Of Soak pits/ Drainage channels = (HHs having safe disposal of grey water/ Total No. of HHs) * 100	if % is 90 to100	5
			Between 80 to 90	2.5
			Between 70 to 80	1.5
			Below 70	0
		If any untreated water is mixed with pond/ oorani/ river etc.	If, Yes	-5
		Drainage channels connected to Soakpits	If, Yes	5
If, No	0			
6	Awareness generation at field	Involvement of field functionaries such as	If, Yes	2.5

	(Score:10)	Motivators, SHG members etc.,	If, No	0
		Involvement of Elected PRI representatives	If, Yes	2.5
			If, No	0
		IEC Wall Paintings at appropriate places (at least 5 ODF-Plus IEC Messages on themes like ODF sustainability & continued toilet usage; Handwashing with soap, Bio degradable waste management through use of Compost pits; PWM; and LWM through soak pits.)	If, Yes	5
			If, No	0
7	Aesthetic view of the Village (Score:15)	Dumping and Burning of Solid Waste	Not found	5
			If, visible	-2.5
		Whether Stagnation/ over flow of Grey Water is seen?	No	5
			Yes	-2.5
		Overflow of black water from Manhole, Leach pits, septic tank etc.	Yes	2.5
			No	-2.5
		Overall Cleanliness	Yes	2.5
			No	-2.5
		8	Special Initiatives (Score:20)	Setting up of GOBAR-Dhan unit, Business models for Waste Management, M&E Initiatives; etc.
1 to 2 initiatives	2.5			
If, No initiatives	0			
Initiatives to process and reuse waste water	If, Yes more than 2 initiatives			7.5
	1 to 2 initiatives			2.5
	If, No initiatives			0
Special initiatives for Afforestation/ Massive Tree Plantation	If, Yes			5
	If, No			0
Total Score				100

Funds

In order to achieve the components of the Model village, the Village Panchayats shall take effective steps to dovetail funds available under various Union and State sponsored schemes such as Swachh Bharat

Mission, 15th Finance Commission, MGNREGS, Member of Legislative Assembly Constituency Development Scheme (MLACDS), Member of Parliament Local Area Development Scheme (MPLADS), School Infrastructure Development Scheme, CSR Funds apart from utilizing their own General Funds wherever necessary.

Award Criteria

As this strategy hinges on the concept of triggering "Collective Community Action", the participating communities should be rewarded through 'Cash and Recognition incentives' directed at the community. The Village that provides toilet facility to all the Households and adopt improved personal hygiene behaviour, Effective Solid & Liquid Waste Management and has good aesthetic view should be rewarded and the incentive should go to the Village Panchayat General fund.

The following minimum points are to be considered for the eligibility of a Model Village.

- All the Households in the Village should have access to functional toilet.
- Fully functional Community Sanitary Complexes.
- Institutional sanitation coverage - Schools, Anganwadies, Panchayat Office, VPRC buildings and public places like Bus stand, Hospitals, Markets etc., to be covered 100%
- Solid waste disposal by segregating biodegradable and non-biodegradable wastes at household and village level.
- Biodegradable waste management through Individual Composting and Community Composting Techniques.
- Ban on usage of Plastic at Gram Sabha.
- Establishment of Plastic Waste Management Units (PWMU).
- Proper Grey Water Management Techniques without any water stagnation.
- IEC Messages with Sanitation themes displayed at public places.

Formation of Committee at State / District/ Block Level

The Committee should nominate the Model Village at their level.

State Level Committee

1	Chairperson	Director, RD & PR
2	Vice-Chairperson	Addl. Director(Sanitation), RD & PR
3	Member	Chief Engineer
4	Member	Supt. Engineer
5	Member	One Project Director from any of the Districts.

District Level Committee

1	Chairperson	District Collector/Chairman, DRDA
2	Vice-Chairperson	Project Director, DRDA
3	Member	Executive Engineer, DRDA
4	Member	APO (Housing & Sanitation)
5	Member	Asst. Director (Panchayats)

Block Level Committee

1	Chairperson	Block Development Officer (Village Panchayats)
2	Vice-Chairperson	Block Medical Officer
3	Member	Child Development Project Officer
4	Member	Zonal Deputy Block Development Officers.
5	Member	One Representative each from PLF, VPRC, VWSC and One Motivator

Selection Process

To ensure that the best performing Village Panchayats are selected as Model Village without bias and in the most transparent manner possible, Committees constituted at different levels shall inspect the villages to evaluate their performance on the given components. At the micro level, a Block Level Committee shall visit all the Village Panchayats in the Block and select eligible Village Panchayats. All the Village Panchayats recommended by the Block Level Committee shall be scrutinized and inspected by the District Level Committee to select two Model Village Panchayats.

Each District shall nominate Two Model Village Panchayats for the State Level awards and from this list, the State Level Committee will evaluate and select the three best performing Model Village Panchayat for the Awards at State Level. The Village Panchayat selected for the State Level Awards shall be excluded by the Districts and those three Districts shall felicitate the other selected Village Panchayat for District level awards. Remaining Districts shall felicitate One Model Village Panchayat recommended by the District Level Committee.

The Model Village Panchayats shall be felicitated with a Shield and Cash Award of Rs.7.50 lakh each at the Republic Day event celebrated at District Level. Similarly, the 3 best performing Village Panchayats

selected for Model Village Awards at State Level will be awarded with a Shield and Cash prize of Rs.15.00 lakh each at the Republic Day event celebrated at State Level. The fund released to the Village Panchayat shall exclusively be utilised for development of sanitary facilities of the Village Panchayat as per the guidelines issued by Directorate of Rural Development and Panchayat Raj.

The Principal Secretary to Government, Rural Development and Panchayat Raj Department, in consultation with the Director of Rural Development and Panchayat Raj, is authorized to amend these guidelines based on the exigencies that may arise from time to time.

P.AMUDHA
PRINCIPAL SECRETARY TO GOVERNMENT.

//True copy//

Section Officer.

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21/2/21