



Locality Beautification and Enhancement Competition

Department of Tourism
Government of Meghalaya

1. Objectives of the Competition

Initiative of the Department of Tourism, Government of Meghalaya with the following key objectives:

- To rejuvenate and beautify towns and localities of Meghalaya i.e. Shillong, Tura, Jowai
- To release catalytical grants to localities to undertake painting works such as (but not limited to) painting of compound walls, white washing works, repair of publicly visible walls and surfaces, painting of house exterior walls, undertaking street art etc.
- To enhance and drive tourism experience in urban areas of Meghalaya
- To empower community institutions and instil a sense of civic pride

2. Competition amongst localities

The Department of Tourism, Government of Meghalaya shall conduct a competition amongst localities with a framework for evaluation in various components ultimately aspiring to beautify and enhance the localities and to make them tourist friendly. The Department of Tourism through the Deputy Commissioners shall release Catalytical Grant to the participating localities aimed at triggering community action. The community level institutions are expected to mobilise additional resources to invest in community beautification and enhancement works to compliment the amounts of seed capital being provided by the department.

3. Catalytical Grant to Localities

Department of Tourism shall provide seed capital to community level institutions across the localities of the three major towns of the State for undertaking community beautification and enhancement works in their respective communities. Preference would be given to the applicants that intend to undertake painting works in their respective communities. Painting works could include undertaking white washing, repair of publicly visible walls and surfaces, painting of house exterior walls, undertaking street art etc.

The funds shall be released to the localities through their district administration for utilisation by the community level institutions. The maximum cap for fund disbursement would be determined by the size and population of the localities, the Deputy Commissioners shall decide the amount of the seed capital admissible to the applicants.

The maximum admissible grant to the localities of the three major towns are summarised as under.

S.No	Towns	Total Estimated Population	Maximum Admissible funds
1	Shillong	1,52,115	₹ 2,00,00,000
2	Tura	73,334	₹ 1,00,00,000
3	Jowai	28,420	₹ 50,00,000
Total		3,68,878	₹ 3,50,00,000

4. Eligible Communities and Localities

The pilot phase of the competition shall be limited to the localities of:

- Shillong, East Khasi Hills District
Localities falling within Shillong Urban Agglomeration (SUA) are eligible to apply, which include:
 - Localities in all census towns within SUA, through the concerned Dorbar Shnong

- Localities under Shillong Municipality, through the concerned Dorbar Shnong
- Wards/Localities under Shillong Municipality through the concerned Welfare Societies certified by the Deputy Commissioner
- Wards under Shillong Cantonment Board, through the Civil Area Committees certified by the CEO Cantonment Board and the Deputy Commissioner
- Geographically contiguous localities (Shnong) may opt to apply together. Similarly, one or more sub-localities (dong) within a locality (Shnong) are also eligible to apply, after duly being recommended by the Rangbah Shnong. However, the minimum population of an area eligible to apply needs to be not less than 2000.

b. Tura, West Garo Hills District

The locality development committees of Tura certified by the Deputy Commissioners shall be the lead implementing entities.

c. Jowai, West Jaintia Hills District

For the urban localities of Jowai, the Durbar Shnong's shall be the lead implementing entities

5. Evaluation Criteria

The Department of Tourism shall empanel institutions to inspect and evaluate the localities against the undermentioned parameters towards which all efforts and initiatives should be targeted by the participating localities:

S.No	Criteria Category	Parameters
1	Aesthetics	Painted walls, buildings, houses, and public spaces
		Flower beds and public gardens
		Street art and murals
		Installation of Sculptures
		Defacement/vandalism free walls
2	Cleanliness	Cleanliness of drains and drainage systems
		Litter free streets and footpaths
		Availability of public dustbins
		Water pipeline organisation and leakage free networks
		Community cleanliness drives
		Pan/Ghutkha/Kwai Spit stains free surfaces
3	Public Amenities	Overhead electrical cables organisation
		Organised signages and way finders
		Condition of Sidewalks and footpaths
		Availability of functional public toilets
		Availability of public parks and open spaces
		Availability of public hand washing stations
		Availability of public drinking water stations
Organisation of public vehicles parking facilities		
6	Community Market Areas	Availability of dustbins at market area
		Prevalence of market way finders and signages
		Organisation of meat shops, butchers and street hawkers
		Digital enablement of shops (Electronic Payment)
		Organisation of marketplace branding
4	Safety and Security	Speed breakers and rumblers at crucial points
		Prevalence of Manhole covers
		Availability of Police Booths (traffic/law and order)
		Functional streetlights and Illumination
		Pedestrian zebra crossings
5	Sustainability	Waste Segregation and Management systems
		Tree plantation drives
		Recycling Initiatives

***recommended activities for community level institutions to take up**

6 Cash Prizes

From each of the three identified towns, the top three localities scoring the highest as per the defined evaluation parameters and criteria shall be declared as the winners of the competition.

The winning localities shall be awarded a cash prize of ₹ 5,00,000 – 10,00,000 subject to the size of the locality. The winning three localities shall submit the proposed utilisation plan for the cash prize to their respective district administration for further processing and subsequent release of the cash prizes.

7. Application Process

The eligible localities/Shnong's/Dorbar Shnong's/Dong/Ranbah Shnong's/locality development committees etc. shall submit the application form in the prescribed format in Annexure 1 to the deputy commissioners. The deputy commissioners shall process, verify the applications and release the catalytical grants ensuring that the size of the grant is proportionate to the population of the locality. The deputy commissioners shall also take an undertaking from the applicants stating that the grants shall be utilised only for the stated/declared purposes and shall not be mis utilised.

8. Utilisation Certificates

Post the utilisation of the seed capital released to the community institutions for the implementation of the various community beautification and enhancement initiatives in their respective areas, the applicants shall submit utilisation certificates as per the template provided in Annexure 2. The Utilisation certificates shall be validated by the Deputy Commissioners.

9. Timelines of the Project

S.No	Activities	Tentative Timelines
1	Launch of the competition and application process	24 th September 2021
2	Last date for submission of applications	On a rolling basis
3	Release of catalytic fund/seed capital to the applicants	On a rolling basis
4	Participating localities to mobilise additional funds and commence beautification and enhancement works	October 2021 - November 2021
5	Evaluation and inspection of completed works	1 st week of January 2022 onwards
6	Declaration of the top three winning localities from the three identified towns	20 th January 2022
7	Submission of cash prize utilization plan by winning localities and release of cash prizes to winning localities	31st January 2022

S/D

Dr. D. Vijay Kumar, IAS
Commissioner & Secretary
Department of Tourism
Government of Meghalaya

Memo No: Tourism 4/2015/221(A)

Dated: Shillong, 22nd September 2021

Copy to:

1. PA to the Commissioner & Secretary, Tourism Department for kind information of the Commissioner and Secretary
2. PA to the Hon'ble Minister in-charge of Tourism for kind information of the Hon'ble Minister
3. The Director of Tourism, Meghalaya, Shillong
4. To the Deputy Commissioners, East Khasi Hills District, West Jaintia Hills District and West Garo Hills District

Annexure 1 – Application form for participation in Locality Beautification Competition

Name of Applicant		Category of Applicant	Shnong's/Dorbar Shnong's/Dong/Ranbah Shnong's/locality development committees
Name of locality		Bank Details of Applicant	
Name of District		Population of Locality	
Proposed utilisation plan of seed capital	<p>Indicative list of activities and initiatives: (indicate 5)</p> <ul style="list-style-type: none"> a. Landscaping and horticulture works b. Street art and murals c. Signages and way finder's augmentation d. Procurement and installations of dustbins e. Installation of street furniture f. Installation of streetlights g. Construction/installation of public toilets h. Development of parks, gardens, playfields etc. i. Development of pedestrian pathways, walkways, sidewalks etc. j. Procurement of community bicycle stations k. Cleanliness drives and campaigns l. Demolition of dilapidated or abandoned buildings m. Removal of junk/debris and garbage n. Undertaking exterior painting works o. Recycling, waste segregation awareness camps and drives p. Others – Please specify _____ <p><i>*Preference would be given to applicants that intend to undertake painting works at house exteriors, compounds, repair of dilapidated walls etc.</i></p>		
Additional Fund-Raising Plan	<ul style="list-style-type: none"> a. Corporate Sponsorships b. Community Donations c. Public Representatives support d. Others – please specify _____ 		
<p>Name, Designation and Signature of Applicant District:</p>			

Annexure 2: Form for Submission of Utilization Certificate

Name of Applicant:

Location:

S.No	Funds Sanction Letter No and date	Amount Sanctioned	Certified that out of Rs _____ of grant approved by the Department of Tourism, Government of Meghalaya vide letter No..... dated..... and sanctioned by the Government of Meghalaya vide letter No..... Given in the margin during the year..... and Rs..... on account of unspent balance of the previous year, a sum of Rs..... has been utilized for the purpose for which it was sanctioned and that the balance of Rs..... remaining unutilized at the end of the year will be adjusted towards the grant-in-aid & loan payable during the next year.
		5,00,	

Certified that I have satisfied myself that the conditions on which the grants was sanctioned have been duly fulfilled / are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the propose for which it was sanctioned.

Kind of Checks exercised.

1. Payment Vouchers and Books of Accounts.
2. Measurement Books.
3. Grants Register.
4. Expenditure Register.
5. Photographs of completed works