



## GOVERNMENT OF KERALA

### Abstract

LSGD - "Urban Rejuvenation and Beautification Scheme" for Thiruvananthapuram, Kochi and Kozhikode Cities - Administrative sanction accorded - Orders Issued

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### LOCAL SELF GOVERNMENT (DC) DEPARTMENT

G.O.(Rt)No.1698/2023/LSGD Dated,Thiruvananthapuram, 21-08-2023

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Read 1 G.O. (Ms.) No. 315/2016/FIN dated 08/08/2016

2 Minutes of the meeting convened by Chief Principal  
Secretary to Chief Minister on 24/03/2023

### ORDER

The "Urban Rejuvenation and Beautification Scheme" was announced in the State Budget 2023-24 aims at transforming the face of the 6 major city corporations of Kerala through a design strategy to upgrade the standards of the city focusing on conservation of heritage areas and surroundings, improvement of pedestrian infrastructure, equipping public places and recreational areas, improvement of hygiene etc. The estimated primary cost for the 'Urban Rejuvenation and Beautification Scheme' is ₹ 300 crore out of which an amount of ₹100 crore is provided this year through KIIFB.

2. Concept note for the project was prepared by the Chief Town Planner based on suggestions received in the meeting under reference. The underpinnings of the concept are that

- a. Beautification of a city improves the visual appearance and aesthetics of the city thereby giving the city a fresh look and a welcoming atmosphere.
- b. City Beautification promotes tourism and improves the quality of life of its residents as well by bringing in a design aesthetic and quality standards for city infrastructure.
- c. It is a comprehensive process that brings together various stakeholders to achieve the desired outcome.

3. In view of the budgetary allocation available for the year, it was

proposed that the project would initially roll out in the city corporations of Thiruvananthapuram, Kochi and Kozhikode, being the oldest and biggest city corporations of the State. A strategic plan for city beautification is to be prepared under the project. for each city. The plan shall have an overall vision for the city, priorities, optimal solutions, note on inclusion of people's aspiration, method of implementation, cost incurred for the interventions etc. The execution of projects may be done through joint ventures, public-private partnership (PPP), etc. A Special Purpose Vehicle (SPV) would be responsible for execution of the project for the City. It was proposed that the SPV for Thiruvananthapuram Corporation would be located in Thiruvananthapuram Development Authority (TRIDA), Greater Cochin Development Authority (GCDA) would house the SPV for Kochi and IMPACT Kerala the SPV for Kozhikode corporation. The SPVs shall be able to hire experts in different fields for short duration (one or two months) for their inputs in their field of expertise.

4. There shall be a State level Committee chaired by the Minister LSGD of which the ACS LSGD would be the convenor, and a City level Committee chaired by the Concerned Mayor with the Corporation Superintending Engineer as Convenor, to oversee and coordinate the project. The SPV would have a dedicated professional unit exclusively for the project that would be responsible for the formulation and execution of the project under the supervision of the above mentioned committees. The final design standards should be presented to the City Council, and their ownership ensured.

5. The SPV for project planning and implementation will be headed by a full time Government official not below the rank of the Asst Executive Engineer from the LSGI concerned and he will be designated as the Project Manager of the City Beautification project.

6. Funding for the project will be through KIIFB. The funds will be routed to the SPV units through Impact Kerala, which will function as the nodal PMU for the project.

7. When the concept note was forwarded to KIIFB for their concurrence, KIIFB replied requesting to initiate steps for issuing Administrative sanction for the project "Urban Rejuvenation and Beautification Scheme" adhering to the outlay indicated in the budget speech 2023-24.

8. In the above circumstances, Government are pleased to accord in principle sanction for the 'Urban Rejuvenation and Beautification

Scheme" as detailed in the Budget speech 2023-24 for an amount of Rs 300 crores and to implement the scheme in the three major cities Thiruvananthapuram, Kochi and Kozhikode this year availing KIIFB assistance of Rs 100 crores.

9. The structure, functions and responsibilities of the State Level Governing Council and City Level Committees, and the human resources borne on the SPV for the project are also sanctioned as detailed in the concept note attached to this order. Additionally, it will be the responsibility of the City level Committee to keep the City Corporation Council apprised of the project, and ensure its support and ownership for the project.

10. The funds for the project will be routed through IMPACT KERALA having prior experience working with KIIFB. Shri Rajesh P. N, Additional Chief Town Planner, LSGD Planning will be the State level Nodal officer to coordinate the activities under the scheme.

(By order of the Governor)  
SARADA MURALEEDHARAN I A S  
ADDITIONAL CHIEF SECRETARY

To:

Principal Director, Local Self Government Department  
Chief Town Planner, LSGD Planning  
Chief Executive Officer, KIIFB  
The Secretary TRIDA/GCDA/IMPACT KERALA  
The Principal Accountant General (Audit 1/Audit 2)  
The Information Officer, (Web & New Media) I&PRD  
Executive Director, Information Kerala Mission  
Stock File/Office Copy

Forwarded /By order

Section Officer

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PA to ACS, LSGD  
CA to JS, LSGD