

Guidelines for BTV 2026 Application Form

Best Tourism Villages by UN Tourism

Ministry of Tourism, Government of India

2026 Edition

IMPORTANT NOTICE

This is the offline reference version of the application form to be filled and submitted on the portal for BTV 2026. States and UTs should use this document to invite applications from districts and eligible villages via email. Submitted entries can be evaluated by the respective states and one entry need to uploaded on the portal with all supporting documents.

Deadline for portal submission: 15th May 2026

Submission Process for Best Tourism Village (BTV) 2026

Step-by-step guide for States, UTs, Districts and Villages

1. Application Distribution & Submission at Village/District Level

- The Word and PDF versions of the BTV 2026 application form have been shared with all States and UTs by the Ministry of Tourism (MoT).
- States/UTs must circulate the application form to districts and eligible villages within their jurisdiction.
- Villages, in coordination with their respective districts, must complete the application form and submit their entries via email to their respective State/UT Tourism Department.
- To manage supporting documents efficiently, villages/districts should upload all necessary documents to **Google Drive and provide viewable links in the relevant sections of the form**. Applicants must ensure that the share settings allow access to evaluators at the state level.

2. State-Level Evaluation & Shortlisting

- Each State/UT will evaluate all applications received based on the official marking scheme provided by the Ministry of Tourism.
- States/UTs will access supporting documents via the Google Drive links shared in the application forms.
- After evaluation, each State/UT will finalize one entry that best qualify for the Best Tourism Village 2026 recognition.
- Rest of the entries received by States have to be submitted via email to cnartindia@iitm.ac.in

3. National-Level Submission via Portal

- Once the village has been selected, States/UTs must submit the applications through the official BTV 2026 portal provided by the Ministry of Tourism.
- Login credentials for the portal will be provided to each State/UT for direct access.
- States/UTs must ensure that all relevant supporting documents are uploaded directly to the portal along with the final applications. Only the most essential and relevant documents should be uploaded to avoid data overload.

All submissions must be uploaded on the portal by **15th May 2026**.

General Guidelines for Filling the Form

Please read carefully before starting your application

For any village to be considered for BTV 2026, the following eligibility criteria must be fulfilled:

1. Low population density and not exceeding 15,000 inhabitants.
2. Located in the vicinity of famous places, tourist destinations, or significant landscapes.
3. Having traditional activities including agriculture, craft, cuisine, etc.
4. Having a history of community values or based on past achievements.

General submission rules:

5. All information must be submitted in English only. Information in any other language will not be considered.
6. All supporting files must not exceed 2 MB per file. For heavy documents, you may upload to Google Drive and provide the viewable link in a PDF.
7. In the Areas of Evaluation section, if you select YES, you must explain your answer in detail. Leaving it blank will be counted as a NO.

8. We strongly encourage candidates to provide specific, concrete information. Avoid generic answers that do not allow proper assessment. If an initiative is mentioned without details on beneficiaries, impact, or measures, the answer may be considered incomplete.
9. Applicants are invited to submit a maximum of 3 relevant supporting links per question. Ensure that Google Drive links do not require a password and do not expire.
10. Video upload: mp4 format, 2 minutes max, 500 MB max.
11. Presentation upload: PDF format, 12 slides max, 20 MB max.
12. Field-wise guidance notes are provided alongside each question in the form below.

BTV 2026 – APPLICATION FORM**Section 1. Basic Information of Village**

1. Name of the village * <i>Please make sure to write the exact name of the village in English including accents/special characters as applicable.</i>	Open-ended
2. Region / Province / Prefecture / Municipality * <i>Sometimes there can be more than one village with the same name. Please insert the region, province, prefecture or municipality to help identify the village.</i>	Open-ended
3. State / UT *	
4. Geographical Coordinates of the village * • Latitude • Longitude <i>Use the format "latitude, longitude" with decimal degrees. Latitude ranges from -90 to 90; longitude from -180 to 180. Example: Latitude: 40.7128 Longitude: -74.0060</i>	Numeric values only
5. Population of the village (number of inhabitants) * <i>Considering that a maximum of 15,000 inhabitants is an eligibility prerequisite, please indicate the number of inhabitants and submit a supporting document on population census for the latest year available. This field is mandatory — failure to upload the required documentation may result in exclusion from the screening process.</i>	Open-ended
6. Submit / provide a supporting document of the population census for the village for the latest year available *	File upload (PDF, max 2 MB)
7. Extent of the village's territory (in sq. km)	Open-ended

Contact Information for Representative in the Village

First Contact (This contact will be the representative from the village for all communications with the Ministry of Tourism and Un Tourism if selected.)

1. Title (Mr./Ms./Other) *	Drop-down
2. Family Name *	Open-ended
3. First Name *	Open-ended
4. Institution *	Open-ended
5. Position *	Open-ended
6. Street Address and Number *	Open-ended

7. State/Province *	<i>Open-ended</i>
8. Postal/Zip Code *	<i>Open-ended</i>
9. Area Code + Telephone Number *	<i>Open-ended</i>
10. E-mail Address *	<i>Open-ended</i>

Second Contact (This contact is the highest authority in the village.)

11. Title (Mr./Ms./Other) *	<i>Drop-down</i>
12. Family Name *	<i>Open-ended</i>
13. First Name *	<i>Open-ended</i>
14. Institution *	<i>Open-ended</i>
15. Position *	<i>Open-ended</i>
16. Street Address and Number *	<i>Open-ended</i>
17. State/Province	<i>Open-ended</i>
18. Postal/Zip Code	<i>Open-ended</i>
19. Area Code + Telephone Number *	<i>Open-ended</i>
20. E-mail Address *	<i>Open-ended</i>

Online Promotion Channels (Website & Social Media)

If any, please provide the name/URL of the following specific accounts for the village:

Website	<i>URL</i>
Instagram	<i>Handle / URL</i>
X (Twitter)	<i>Handle / URL</i>
LinkedIn	<i>Handle / URL</i>
Facebook	<i>Handle / URL</i>
Other	<i>Open-ended</i>

Section 2. Key Tourism Data

Note: Information in this section will not be evaluated but helps provide context.

Visitors

If available, please provide the following for the last 5 years or any available years from that period:

Data	2021	2022	2023	2024	2025
Total number of overnight visitors (total tourists)					
Total number of same-day visitors (excursionists)					

Tourism Products and Tourism-Related Businesses

Data	Number	Year of Reference
Total number of tourism businesses in the village		
Total number of rooms available in the village (accommodation capacity)		

Section 3. Presentation and Motivation

7. Please upload a short video in English telling us why the village should become a Best Tourism Village in India. *

The video should be tailored to this purpose in English (an unedited simple shot taken with a smartphone is sufficient). A general promotional video is not accepted.

Format and limit specified: mp4 format | 2 min max | 500 MB max

Please provide the Google Drive link if the file exceeds the upload limit:

- **Link 1:** _____

8. Please upload a general presentation following the structure provided in the template "General Presentation". *

Format and limit specified: PDF format | 12 slides max | 20 MB max

The general presentation should be a "summary" of the candidacy. This is a good opportunity to stress the most relevant initiatives and highlights of the village — make it as visual as possible (use bullet points, relevant pictures) to showcase the information in the Areas of Evaluation section.

9. Please choose up to five (5) Sustainable Development Goals (SDGs) that, as of 2025, the village has prioritized for focused efforts through tourism. Only select goals the village has explicitly worked towards in its plans. *

- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace, Justice and Strong Institutions
- GOAL 17: Partnerships for the Goals

10. Motivation

Please stick to the word limits and be as specific as possible for each field.

General Description *

Please provide a concise description of your village covering its geography, history, main assets, main tourism products and experiences. (200 words limit)

Write your text here

What are the village's three main objectives in advancing tourism as a driver for rural development? *

Please be as specific as possible. (200 words limit)

Write your text here

What are the three main challenges the village faces in using tourism as a driver for rural development? *

Please be as specific as possible. (200 words limit)

Write your text here

Can you provide up to three examples of the current opportunities that tourism brings to the village and how these are positively impacting its development? *

Please be as specific as possible. (200 words limit)

Write your text here

Please describe the three most innovative initiatives that the village is developing in the areas of tourism. *

Highlight 1 (100 words limit):

Write your text here

Highlight 2 (100 words limit):

Write your text here

Highlight 3 (100 words limit):

Write your text here

Please select up to three main types of knowledge/expertise directly related to the innovative initiatives described above. *

If the village is recognized as BTV, this information may be used to contact the village for knowledge-sharing opportunities.

- Agriculture
- Climate Change Mitigation or Adaptation
- Cultural Heritage Promotion and Conservation
- Economic Sustainability
- Education & Skills Development
- Gastronomy
- Governance and Destination Management
- Infrastructure, Accessibility and Transport
- Natural Resource Promotion, Management and Conservation
- Partnerships and Networks
- Social Inclusion and Equity

- Value Chain Integration
- Waste Management
- Other (if more than one, separate with commas): _____

List the main contributions that the village could make to the Best Tourism Villages network by MoT, if selected (sharing of best practices, organization of joint activities or projects, hosting of events, etc.). *

Please be as specific as possible. (200 words limit)

Write your text here

Section 4. Areas of Evaluation

All fields marked with * are mandatory. For YES answers, detailed explanation is mandatory.

General Guidance:

- There are word limits for each answer box. Ensure your answer is concise and to the point.
- Focus on the most innovative and unique practices. When available, provide quantitative or qualitative evidence of outcomes.
- In the case of selecting YES, it is also mandatory to answer the follow-up question. Failure to do so will be considered a NO answer.
- Applicants are invited to submit a maximum of 3 relevant supporting links per question. Ensure links do not require a password and do not expire. Format and limit specified: PDF format, limit specified in the number of words allowed per question, 20MB max.

1. Cultural and Natural Resources

The village has natural and cultural (tangible and intangible) resources recognized at sub-national, national, regional or international level.

1.1. Does the village have recognized cultural resources (tangible and intangible)? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Provide only cultural resources recognized at sub-national, national, regional or international levels (e.g., ASI-listed monuments, State Heritage Lists, UNESCO designations). State the recognition entity, year, and reason. State the recognition entity, the year of recognition and the reason for recognition. If not yet recognized, official steps towards a recognition could also be mentioned. - Tangible cultural resources include monuments, sites, buildings, artifacts, etc. of cultural, historical or scientific significance - Intangible cultural resources include oral traditions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship

Tangible: Historical/religious sites, traditional crafts, heritage buildings, archaeological sites.

Examples — Sun Temple Konark, Madhubani painting (Bihar), Rani ki Vav (Gujarat), Ajanta Caves.

Intangible: Festivals, folk music & dance, traditional food, oral traditions, rituals.

Examples — Palkhi Festival (Maharashtra), Hornbill Festival (Nagaland), Bihu dance (Assam), Baul songs (Bengal).

1.2. Does the village have recognized natural resources? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____

• **Link 3:** _____

Guidance & Examples:

Provide only natural resources recognized at sub-national, national, regional, or international levels (e.g., national parks, protected areas, GIAHS, Global Geoparks, Biosphere Reserves). State the recognition entity, year, and reason. The resource can be within the village or in its vicinity.

Water bodies — Rivers, lakes, waterfalls, ponds.

Landscapes — Hills, mountains, forests, caves, valleys.

Flora and fauna — Rare/unique plants, animals, birds.

Agricultural/ecological uniqueness — Special crops, organic farming, medicinal plants.

Examples — Loktak Lake (Manipur), Gir Forest (Gujarat), Kaziranga (Assam), Saffron of Kashmir.

1.3. Is your village or any resource within it under a national or local protected area status or designation? If so, please select all that apply: *

- National Parks
- Marine Protected Areas
- RAMSAR sites
- Important Bird Areas
- Forest Reserves
- Tangible or Intangible Cultural Heritage Sites
- Archaeological Sites
- Indigenous territories or protected areas
- Other (separate with commas): _____

1.4. Has your village or any of its cultural, natural, or heritage resources been recognized by UNESCO, FAO, IUCN, or any other global UN designation? *

Please only select from the list below if the resources have been officially recognized:

- World Heritage Site – UNESCO
- Intangible Cultural Heritage – UNESCO
- Biosphere Reserves – UNESCO
- Global Geopark – UNESCO
- FAO – GIAHS
- Geographical Indications
- Green List – IUCN
- RAMSAR sites
- Federation of the Most Beautiful Villages of the World
- Other: _____

1.5. Please add any relevant comments on Cultural and Natural Resources (300 words limit): *

Write your text here

2. Promotion and Conservation of Cultural Resources

The village is committed to the promotion and conservation of its cultural resources which make it unique and authentic.

Your responses should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We have launched guided heritage trails throughout the village that include measures to distribute visits through all the main attractions. [b] The design of the trails was done by the village administration, plus a team of 3 local tour operators. [c] The purpose was to enhance awareness and appreciation of our village’s historical and cultural assets, through guided visits. [d] A network of 3 trails, with a total length of 4.5 km, visiting 14 historical cultural assets and including around 50 interpretative signs have been implemented.”

2.1. Does the village disseminate and/or promote policies, measures and initiatives aimed at the conservation and promotion of its cultural resources? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

This question asks whether the village is actively taking steps to protect, conserve, and promote its cultural resources (both tangible and intangible). If your village has taken such initiatives, select YES and briefly describe them.

Assessment of cultural resources through scientific documentation, site interpretation, and tourism communication.

Participation in national/regional/international conservation programmes or certifications.

Intergenerational transmission of traditional knowledge and practices.

Restoration, preservation, and protection of traditional architecture and historical buildings.

Regulatory frameworks for preservation of historical centres.

Showcasing cultural traditions and lifestyle through creative industries or cultural manifestations.

Examples: Renovating heritage temples/forts, organizing village-level cultural fairs, training artisans in traditional crafts (Madhubani, Channapatna), heritage walks.

2.2. Please add any relevant comments on Promotion and Conservation of Cultural Resources (300 words limit): *

Write your text here

3. Economic Sustainability

The village is committed to promoting economic sustainability, supporting business development, entrepreneurship and investment.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We launched a 'village card' that offers discounts and benefits for tourists using local services. A part of the income generated is reinvested in the village’s social projects. [b] The program is a collaboration among 23 local retailers, 17 restaurants and coffee shops, and 2 cultural sites. [c] The aim was to encourage tourists to use multiple local services, spreading economic benefits more widely within the village, and ensuring a portion of the income is reinvested in social priorities. [d] The card was adopted by over 1,000 tourists in the first year, increasing sales for participating businesses by approximately 15%. The investment made in social projects is around 15,000.”

3.1. Does the village disseminate and/or promote policies, measures and initiatives to support access to finance for tourism development and tourism investment? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Does your village provide or promote ways for villagers to get money (loans, grants, subsidies) to start or grow tourism-related businesses like homestays, handicrafts, food stalls, or tour services?

Facilitation of access to finance mechanisms (loans, micro-credits, low-interest loans, Mudra Yojana, etc.).

Availability of fiscal incentives for local businesses.

Self-Help Groups (SHGs) receiving microfinance support for handicrafts or tourism.

Village Tourism Committees using visitor fees to support tourism businesses.

Public-Private Partnerships (PPP) and CSR support for training and employment.

Bank and NGO support for small tourism enterprises.

3.2. Does the village disseminate and/or promote a framework conducive to business development, particularly for tourism MSMEs and entrepreneurship? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Are there programs to help people start small-scale businesses like homestays, restaurants, handicrafts, etc.?

Existence of policies that support and incentivize the setting-up of new businesses and MSMEs.

Existence of cooperatives and/or local business associations to facilitate market access.

Training & skill development programs (e.g., hospitality training for homestay owners).

Financial & infrastructure support (PMEGP loans, setting up local markets).

Simplified business registration and supportive policies.

Creating a village tourism website to showcase local businesses.

3.3. Please add any relevant information on policies, measures and initiatives that the village implements in the area of economic sustainability (300 words limit): *

Write your text here

4. Social Sustainability

The village is committed to promoting social inclusion and equality.

Your responses should have the 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We developed a community event space that hosts markets and tourism activities, emphasizing themes of diversity and inclusion in our village. [b] The project was a joint effort between the local government, artisans, cultural groups, and minority community representatives. [c] The purpose was to provide a venue that supports social gatherings and cultural exchange promoting equality and cultural awareness. [d] The space has hosted 5 large community events, drawing approximately 800 visitors.”

4.1. Does the village disseminate and/or promote policies, measures and initiatives to foster employment in the tourism sector? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village helping people find jobs related to tourism, such as working in hotels, homestays, restaurants, guiding tourists, or selling handmade products?

Existence of policies that promote decent employment with equal opportunities.

Tour guide training near heritage sites (Hampi, Khajuraho, Mahabalipuram).

Hospitality workshops for villagers running homestays.

Setting up local handicraft markets where artisans can sell products.

Hotels/tour companies partnering with villages to hire locals.

Government/NGO support (DAY-NRLM, digital marketing training).

4.2. Does the village disseminate and/or promote policies, measures and initiatives to advance gender balance in tourism and support skills development, employment and entrepreneurship for youth (17–29 years old)? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Are women and young people actively involved in tourism activities?

Women-led tourism initiatives: SHGs supporting handicraft-making (Chikankari, Pashmina), women-run homestays.

Youth skill development: tour guide training, social media promotion for local businesses.

Financial support for women & youth entrepreneurs (Mudra Yojana, micro-loans).

Partnerships with hotels/resorts for training and employment of women and youth.

Success of the village in reversing youth outmigration.

4.3. Does the village disseminate and/or promote policies, measures and initiatives to foster opportunities for vulnerable populations in tourism (indigenous groups, ethnic minorities, persons with disabilities)? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Are there special efforts to support local artisans, farmers, ethnic minorities or differently-abled persons?
 Existence of data on vulnerable population employment in tourism.
 Training and educational activities to enhance skills of vulnerable populations.
 Partnerships with the private sector to foster employment.
 Fiscal and financial policies to incentivize employment.

4.4. Does the village disseminate and/or promote policies, measures and initiatives to advance human resources, education and skills development, with particular focus on reducing the digital skills gap in tourism? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village helping people develop skills for tourism, especially hospitality, digital marketing, entrepreneurship, and technology?
 Training in tourism and hospitality (homestay management, eco-tourism guiding).
 Digital & technological skills: teaching artisans to sell online (Amazon, ONDC, Flipkart), social media training.
 Financial literacy and online business training (UPI, digital payment systems).
 Support for innovation & entrepreneurship (PMEGP awareness, VR tourism experiences).

4.5. Does the village disseminate and/or promote policies, measures and initiatives to advance accessibility for travellers with specific access requirements (persons with disabilities)? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Are there efforts to make tourist sites, homestays, and transport accessible for differently-abled visitors?
 Physical infrastructure: ramps, handrails at temples/forts/museums, wheelchair-accessible homestays.
 Accessible transportation: e-rickshaws with ramps, adapted boats and trails.
 Special assistance services: sign language guides, Braille information boards.
 Community awareness and training on inclusive hospitality.
 "Accessible Tourism" certification for businesses.

4.6. Please add any relevant information on policies, measures and initiatives in the area of social sustainability (300 words limit): *

Write your text here

5. Environmental Sustainability

The village is committed to environmental sustainability through the promotion of policies, measures and initiatives that advance natural resource conservation and minimize tourism's environmental impact.

Your responses should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We built the “Knowledge Forest” interpretation center, a place for environmental education for residents and visitors. [b] The construction involved the village’s administration office, plus the participation of 3 civil society organizations, and +30 residents. [c] The aim was to provide an environmental education and natural history interpretation space for residents and tourists. [d] One interpretation center was built. The center has hosted around 2,000 visitors in the first 3 months of operation.”

5.1. Does the village disseminate and/or promote policies, measures and initiatives for the preservation and conservation of natural resources? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village actively working to protect rivers, forests, mountains, and local wildlife?

Water conservation: stepwells (Baolis), Zabo farming (Nagaland), lake/pond revival.

Afforestation: native tree planting, protection of sacred groves (Kerala, Meghalaya).

Sustainable farming: organic farming, vermicomposting, reducing pesticide use.

Wildlife conservation: community-led programs to prevent poaching and deforestation.

Pollution reduction: plastic-free campaigns like Mawlynnong (Meghalaya).

5.2. Does the village disseminate and/or promote policies, measures and initiatives aimed at fighting climate change? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village making efforts to reduce pollution, save natural resources, and protect the environment from climate change?

Afforestation: planting native trees, protecting mangroves and wetlands.

Renewable energy: solar streetlights, solar irrigation pumps, biogas plants for cooking.

Water conservation: rainwater harvesting (Rajasthan, Tamil Nadu), drip irrigation.

Plastic & waste reduction: plastic-free zones, waste segregation programs.

Climate education: workshops for farmers on climate-resilient crops.

5.3. Does the village disseminate and/or promote policies, measures and initiatives to reduce single-use plastics in tourism? *

YES **NO**

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village taking steps to reduce plastic bags, bottles, straws, and disposable cutlery?

Declaring the village a plastic-free zone (e.g., Mawlynnong model).

Banning plastic bags and disposable bottles at tourist sites.

Promoting cloth, jute, or paper bags; clay/copper pots as alternatives.

Community clean-up drives with schools and local groups.

Encouraging biodegradable plates and cutlery in homestays and restaurants.

5.4. Does the village disseminate and/or promote policies, measures and initiatives to monitor and reduce the impact of tourism on energy and water consumption, and the generation of sewage and solid waste? *

YES **NO**

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village taking steps to monitor and reduce energy use, water consumption, sewage, and waste from tourism?

Energy conservation: solar-powered streetlights and water heaters, LED bulbs.

Water conservation: rainwater harvesting in hotels, bucket bath/water-efficient fixtures.

Waste management: segregation and composting programs, biodegradable cutlery.

*Eco-friendly tourism guidelines: signage on responsible water/electricity usage.
Measurement and monitoring in the area of solid waste: share of solid waste treated at the village level and in tourism establishments, share of tourism establishments connected to solid waste management systems, periodicity of waste management collection*

5.5. Please add any relevant information on policies, measures and initiatives in the area of environmental sustainability (300 words limit): *

Write your text here

6. Tourism Development and Value Chain Integration

Tourism is significantly marketed and developed. The village promotes the tourism value chain and competitiveness in market access, marketing, innovation, product development and quality.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We have implemented new farm-to-table experiences. [b] The experiences were implemented with 6 restaurants in the village. [c] The aim was to promote sustainable food systems in tourism businesses. [d] In all 6 restaurants, 85% of the food served is local and from sustainable sources.”

6.1. Is the village integrated into an area/network with wider tourism attractions (e.g. part of a thematic national, regional or international route, cluster of villages, natural park, etc.)? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village part of a larger tourism circuit or network?

Being part of a thematic national/regional route (e.g., Buddhist Circuit, Heritage Trails).

Cluster of villages with common natural and cultural values.

Part of a wildlife sanctuary, national park, or heritage zone.

A.6.2. Does the village have homestays, guesthouses, or hotels that reflect rural and local values? *

YES NO

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

*Describe accommodation that authentically reflects rural and local character.
Homestays run by local families; eco-lodges; farm stays; heritage havelis.
Community-run accommodation where income benefits the local community.
This is a new question in 2026 — villages should prepare a concrete description with examples.*

6.3. Does the village promote local food and traditional cooking?*

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

*Are there active efforts to showcase and promote traditional local food and culinary heritage?
Food safety measures from farm to table (inspections, control systems, training).
Eating places that reflect rural/local values and link to local agriculture and biodiversity.
Adoption of local/regional sourcing and promotion of local food in accommodation and restaurants.
Gastronomy festivals and events (e.g., harvest festivals, food melas).
Intellectual property related to food knowledge (GI tags, traditional recipes).*

6.4. Does the village promote the inclusion of farmers and local producers (handicrafts, etc.) in tourism products and experiences? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

*Are local farmers, artisans, and producers able to sell their products and participate in tourism?
Activities and experiences related to rural lifestyle (workshops with artisans, local producers).
Shops and local markets to buy local food products and handicrafts.*

Availability of tourist information on where to buy local products.
 Policies promoting local food products over imported products.

6.5. Does the village advocate for implementation of tourism quality standards and certification systems among tourism businesses and service providers? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Are there quality standards, certifications, or training programs in place for tourism businesses?
 Inspection of tourism facilities for compliance with safety and hygiene standards.
 Tourism businesses with quality labels/certifications (organic, fair trade, etc.).
 Promotion of training and capacity building for quality systems.
 Development of trademarks, geographical indications, and collective marks.
 The village itself holding a national, regional, or international label/award.
 Certified 'Made Locally' or GI-tagged products.

A.6.6. Do businesses in the village have e-commerce facilities and/or electronic payments? *

YES NO

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Acceptance of UPI, credit/debit cards, mobile wallets by local businesses.
 Online booking facilities for homestays, guided tours.
 Artisans selling products via e-commerce platforms (Amazon, ONDC, Flipkart).
 QR codes for payments at local stalls and markets.
 This is a new question in 2026 — villages should document current digital payment adoption.

A.6.7. Does the village have tourism signage? *

YES NO

If YES, please upload up to 3 photographs as supporting evidence:

[File upload — JPG, max 3 images, 2 MB each]

Guidance:

Tourism signage includes directional signs to attractions, interpretive boards at heritage sites, information kiosks, multilingual signboards, QR-coded information panels, and tourist maps. Upload up to 3 photographs as evidence

A.6.8. Does the village host events and/or has developed relevant events, particularly related to local culture, knowledge and products? *

YES NO

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Annual cultural festivals, craft fairs, or food festivals.
 Agricultural harvest celebrations open to tourists.
 Heritage walks, storytelling sessions, or art exhibitions.
 Seasonal events: tribal dances, boat races, folk performances.
 This is a new question in 2026.

6.9. Does the village have or participate in marketing and promotion plans/initiatives? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is there a marketing strategy, Tourism Information Center, or active digital presence for the village?
 Existence of a marketing strategy for the destination.
 Physical or online Tourism Information Center providing quality information to visitors.
 Functional and updated website and social media platforms.
 Participation in travel fairs, expos, and tourism events.

6.10. Is the village's tourism offer represented in online and offline travel distribution channels (Google My Business, TripAdvisor, Booking.com, etc.) and other new business model platforms? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Are the village's accommodation and tourism services visible on online travel platforms?

Presence of accommodation and restaurant options on travel metasearch engines and OTAs.
 Promotion of training and incentives for business market access.
 Measurement of visitor satisfaction.
 Partnerships with national or international tour operators.

A.6.11. Does the village have innovative products and experiences? *

YES **NO**

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Describe unique, creative, or innovative tourism products and experiences that distinguish the village.
 Examples: farm-to-table experiences, astro-tourism, AR/VR tours, wellness rooted in local traditions.
 Collaborative art/craft workshops with master artisans.
 This is a new question in 2026.

6.12. Please describe how tourism brings positive economic impact to the community and how it complements existing economic activities such as agriculture, forestry, livestock and/or fisheries and their relevant processing industries. *

(300 words limit)

Write your text here

Please provide relevant supporting links:

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Please add any relevant comments on Area 6 — Tourism Development and Value Chain Integration:

(300 words limit)

Write your text here

7. Governance and Prioritization of Tourism

The village is committed to making tourism a strategic pillar for rural development through good governance, public-private partnerships, and community engagement.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We developed the "Sustainable Tourism Priority Plan," a strategy document that outlines the governance structure and prioritization of tourism initiatives within the village. [b] The plan was developed by the village council in coordination with 3 national government officials, 5 representatives from the tourism sector, 10 business owners, and 20 residents. [c] The purpose was to create a clear and structured approach to tourism governance, ensuring that tourism development is well-managed, sustainable, and aligned with the village's interests. [d] One comprehensive governance and prioritization plan has been produced and officially adopted by the village council.”

A.7.1. Has the village a dedicated tourism development plan or policy? *

YES NO

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

- A written village-level tourism plan approved by the gram panchayat or local body.*
- A tourism policy aligned with the State's tourism strategy.*
- A roadmap for developing specific tourism products or experiences.*
- Supporting links to the plan/policy document should be provided if available.*

7.2. Has the village a dedicated structure for tourism development and management (public, private or public-private)? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

- Is there a formal body, DMO, or committee responsible for tourism planning and management in the village?*
- Existence of a governmental area/DMO/committee responsible for tourism development.*
- A Strategic Tourism Plan with identified KPIs.*
- Partnerships with the private sector and academia to measure tourism sustainability.*
- Use of data to manage tourism and disseminate knowledge among stakeholders.*

7.3. Does the village disseminate and/or promote collaboration with businesses in the village? *

*

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

*Are local businesses, cooperatives, and private sector engaged in tourism policy formulation?
Engagement of local stakeholders through public consultations and partnerships.
Training of local residents in setting up and management of cooperatives.
Private sector representation in local governance.*

7.4. Does the village cooperate with national or regional governments on tourism initiatives? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

*Is the village aligned with State and national tourism policies and programmes?
Alignment of the village tourism plan with regional and national tourism policy.
Participation in national/regional tourism development programmes and mechanisms.
Participation in national/regional tourism associations and networks.*

7.5. Does the village disseminate and/or promote the participation of the community and its residents in tourism planning and development, and does it have measures to improve local well-being? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

*Is the local community actively involved in tourism decision-making?
Local community participation guaranteed by rules, processes and work methods.
Engagement in formulation and implementation of rural tourism policies.
Awareness campaigns on the benefits of tourism.
Surveys to measure satisfaction among local residents.
Evidence of improvements in community daily life and well-being.*

7.6. Does the village collaborate with educational and academic institutions on tourism-related issues? *

YES NO

If selected YES, please provide a brief description of the initiatives the village is implementing (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages, etc.):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

Is the village working with universities, colleges, or research institutions on tourism?

Cooperation with knowledge institutions in developing new approaches and business models.

Research partnerships for sustainable tourism practices.

Please add any relevant comments on Area 7 — Governance and Prioritization of Tourism:

(300 words limit)

Write your text here

8. Infrastructure and Connectivity

The village has infrastructure to facilitate access and communications that improve rural community wellbeing, business development and visitor experience.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] Installation of solar panels to provide renewable energy for tourism businesses in the village. [b] The panels were purchased by the village council and installed with the help of the Ministry of Energy and technicians of “Solar Company”. [c] The purpose was to promote sustainable energy use, reduce reliance on non-renewable energy sources, and lower energy costs for tourism businesses. [d] 17 businesses were beneficiaries of the panels with a total energy generation capacity of 50 kW.”

8.1. Please provide a description of the village's transport infrastructure that facilitates connectivity. *

Include: paved access roads, public transport services, regular frequencies, available schedules, partnerships with nearest cities. (300 words limit)

Write your text here

Please provide relevant supporting links:

- **Link 1:** _____

- **Link 2:** _____
- **Link 3:** _____

- **Availability of public transport options to get to the village with reasonable frequency**
- **Partnerships with nearest cities to promote joint public transport initiatives**

Partnerships with transport companies

A.8.2. Please provide a description of the status of access in the village to the following services: (i) drinking water, (ii) sanitation services, (iii) electricity. *

Describe availability, reliability, and coverage of each service. Include relevant schemes (e.g., Jal Jeevan Mission, ODF status, solar/renewable energy). This is a new question in 2026.

(300 words limit)

Write your text here

Please provide relevant supporting links:

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

8.3. Please provide a description of the village's communications technology and digital infrastructure. *

Include: mobile broadband (3G or above), internet bandwidth, access to big data technology, availability of digital payment systems. (300 words limit)

Write your text here

Please provide relevant supporting links:

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Please add any relevant comments on Area 8 — Infrastructure and Connectivity:

(300 words limit)

Write your text here

9. Health, Safety and Security

The village has health, safety and security systems to safeguard residents and tourists.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results

achieved.

Refer to this example. Your response should follow a similar format:

“[a] Implementation of the rapid response protocol in case of accidents for tourists visiting the village’s trails. [b] Six tourism operators coordinated by the village’s administration office developed the protocol that was validated by the National Tourism Authority. [c] We did this to ensure safety and well-being of tourists and residents using village’s trails by providing a clear and effective response plan for incidents or accidents. [d] One protocol validated by the National Tourism Authority. 3 workshops held to disseminate the protocol and how to apply it. 35 guides and 6 tour operators participated in the workshops.”

9.1. Is the village part of a public health, safety and security plan/system? *

YES **NO**

If selected YES, please describe the systems in place (300 words limit):

Write your text here

Please provide relevant supporting links:

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

This question asks whether the village has a public health, safety, and security system in place. This can include health centres, emergency medical services, disaster preparedness, fire safety measures, police presence, or community-led safety initiatives.

If the village has such a system, select "YES" and briefly describe it.

Examples

Key Points to Include

1. *Healthcare Facilities & Emergency Services*
 - o *Example: The village has a Primary Health Centre (PHC) with basic medical services.*
 - o *Example: An ambulance service is available under the 108-emergency response system.*
2. *Disaster Management & Safety Measures*
 - o *Example: The village follows disaster preparedness guidelines for floods, landslides, or other risks.*
 - o *Example: A fire safety and response system is in place, with trained volunteers.*
3. *Police & Community Safety Initiatives*
 - o *Example: The village has a police outpost or is monitored by the nearest police station.*
 - o *Example: A community watch program ensures safety for residents and tourists.*

A.9.2. Is the village close to healthcare services and providers? *

YES **NO**

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

This question asks whether the village has easily accessible healthcare facilities, such as hospitals, clinics, primary health centers (PHCs), or emergency medical services. It should mention the distance to the nearest healthcare provider and the types of medical services available.

If the village has healthcare access, select "YES" and briefly describe the available services.

Examples

Key Points to Include

1. *Primary Healthcare Facilities*
 - o *Example: The village has a Primary Health Center (PHC) providing general medical services.*
 - o *Example: A sub-health center operates with trained healthcare workers for minor treatments.*
2. *Access to Hospitals & Specialized Care*
 - o *Example: The nearest district hospital is 15 km away, offering emergency and maternity services.*
 - o *Example: The village is connected to Ayushman Bharat health centers for affordable medical care.*
3. *Emergency & Mobile Health Services*
 - o *Example: 108 ambulance services are available for medical emergencies.*
 - o *Example: Periodic health camps are conducted by NGOs and government agencies.*

A.9.3. In case of vulnerability to natural disasters, has the village an emergency plan? *

YES NO

If selected YES, please provide a brief description (300 words limit):

Write your text here

Please provide relevant supporting links (Google Drive, web pages):

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

Guidance & Examples:

This question asks whether the village has a disaster preparedness plan to handle natural disasters such as floods, earthquakes, cyclones, landslides, or droughts. The plan may include early warning systems, evacuation routes, emergency shelters, trained response teams, and disaster drills.

If the village has such a plan, select "YES" and briefly describe it.

Examples

Key Points to Include

1. *Early Warning & Monitoring Systems*
 - o *Example: The village has a flood warning system connected to the district administration.*
 - o *Example: SMS alerts and community announcements warn villagers of approaching disasters.*
2. *Evacuation & Emergency Shelter Plans*
 - o *Example: The village has designated safe zones and community shelters for disasters.*
 - o *Example: Evacuation routes are marked, and boats are available in flood-prone areas.*
3. *Community Training & Preparedness*
 - o *Example: Disaster response teams trained by the National Disaster Response Force (NDRF).*
 - o *Example: Annual mock drills conducted to prepare villagers for emergencies.*
4. *Relief & Recovery Support*
 - o *Example: Stockpiling essential food, water, and medical supplies for disaster situations.*
 - o *Example: Collaboration with NGOs and government agencies for post-disaster rehabilitation.*

Please add any relevant comments on Area 9 — Health, Safety and Security:

(300 words limit)

Write your text here

Section 5. Supporting Visual Files

Help the evaluation committee get to know your village better through high-quality visuals.

5.1. Promotional Images *

Upload up to 10 high-quality images of the village (landscape, culture, activities, food, etc.). **Format: JPG | Max 20 MB per file**

Note: If the village is recognized as BTV, this material will be used for all communication materials. Kindly ensure images are of the best possible quality.

Please provide Google Drive link if files exceed upload limit:

- **Link 1:** _____

5.2. Promotional Videos

Upload up to 3 promotional videos of the village. **Format: mp4 | Max 500 MB per file (or provide Google Drive link)**

Please provide Google Drive links for videos:

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

5.3. YouTube / Video Platform Links

Provide up to 3 links to YouTube or other video sharing platforms (Vimeo, etc.) with promotional videos of the village.

- **Link 1:** _____
- **Link 2:** _____
- **Link 3:** _____

5.4. Copyrights Declaration *

Please upload a document including the copyrights of all audio-visual materials uploaded above, following the template available on the MoT BTV portal. Candidates must duly credit third party copyrights and licenses.