

# Marking Scheme

## Best Tourism Villages (BTV) 2026

Ministry of Tourism, Government of India

### HOW TO USE THIS MARKING SCHEME

This marking scheme is used by States and UTs to evaluate applications received from districts and villages. Evaluate each entry carefully and upload the top one entry on the MoT BTV portal.

#### Eligibility check — all four must be confirmed before scoring:

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

#### Key scoring principles for 2026:

- All YES answers must be marked as per given range of marks.
- Answers without supporting evidence (links or documents) to be considered as NO and no marks to be given.
- Word limit for all answers is 300 words.

**Portal submission deadline for States/UTs: 15th May 2026**

### Summary of Marks

S.No.	Areas of Evaluation	Marks
1.	Cultural and Natural Resources	11 Marks
2.	Promotion and Conservation of Cultural Resources	12 Marks
3.	Economic Sustainability	12 Marks
4.	Social Sustainability	12 Marks
5.	Environmental Sustainability	12 Marks
6.	Tourism Development and Value Chain Integration	11 Marks
7.	Governance and Prioritization of Tourism	12 Marks
8.	Infrastructure and Connectivity	09 Marks
9.	Health, Safety and Security	09 Marks
10.	<b>Unique Selling Point of the Village</b>	
	<b>TOTAL MARKS</b>	<b>100 Marks</b>

**Area 1: Cultural and Natural Resources**

**11**

Total Marks

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

<p><b>A.1.1 Does the village have recognized cultural resources (tangible and intangible)? *</b></p> <p><i>Only resources recognized at sub-national/national/regional/international levels. Must state recognition entity, year and reason. Tangible: monuments, heritage buildings, crafts, archaeological sites. Intangible: festivals, folk arts, oral traditions, rituals.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>
<p><b>A.1.2 Does the village have recognized natural resources? *</b></p> <p><i>Only recognized resources (national parks, protected areas, GIAHS, Biosphere Reserves). Can be within village or in its vicinity. Must state recognition entity, year, and reason.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>
<p><b>A.1.3 Are your village or the resources within your village under a national or local protected area status or designation? *</b></p> <p><i>National Parks, Marine Protected Areas, Forest Reserves, Heritage Sites, Archaeological Sites, Indigenous territories, RAMSAR sites, etc.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Mark</p>
<p><b>A.1.4 Has your village or any of its resources been recognized by UNESCO, FAO, IUCN or any other global UN designation? *</b></p> <p><i>World Heritage Site, ICH UNESCO, Biosphere Reserve, Global Geopark, FAO GIAHS, Geographical Indications, IUCN Green List, RAMSAR, etc.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Mark</p>
<p><b>A.1.5 Please add any relevant comments on this area of evaluation (300 words limit): *</b></p> <p><i>(300 words limit)</i></p>	<p><b>3 Marks</b></p>
<p><b>Sub-Total</b></p>	<p><b>11 Marks</b></p>

## Area 2: Promotion and Conservation of Cultural Resources

**12**  
Total Marks

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

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:

**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**

*Example: "We launched guided heritage trails [a]. Village administration + 3 local tour operators [b]. To enhance awareness of historical assets [c]. 3 trails (4.5 km), 14 cultural assets, 50 interpretative signs [d]."*

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

*Assessment through documentation; conservation programme participation; intergenerational knowledge transfer; restoration of heritage buildings; showcasing cultural traditions through creative industries.*

YES  NO

*If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.*

*Supporting links (up to 3): \_\_\_\_\_*

**NO** → 0 Mark  
**YES** → 1–8 Marks

### A.2.2 Please add any relevant comments on this area of evaluation (300 words limit): \*

*(300 words limit)*

**4 Marks**

**Sub-Total**

**12 Marks**

## Area 3: Economic Sustainability

**12**  
Total Marks

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

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:

**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**

*Example: "We launched a village card with tourist discounts [a]. 23 retailers, 17 restaurants, 2 cultural sites [b]. To spread economic benefits [c]. 1,000+ tourists in Year 1, sales up 15%, ₹15,000 reinvested in social projects [d]."*

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

*Loans, micro-credits, Mudra Yojana, PMEGP, SHG support, fiscal incentives, investment forums. Score higher if specific schemes with beneficiary numbers are cited.*

YES  NO

*If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.*

**NO** → 0 Mark  
**YES** → 1–4 Marks

Supporting links (up to 3): _____	
<p><b>A.3.2 Does the village disseminate and/or promote a framework conducive to business development for tourism MSMEs and entrepreneurship? *</b></p> <p><i>Policies supporting MSMEs; cooperatives or business associations; simplified registration; training programs; local tourism website or digital market access.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p>Supporting links (up to 3): _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–4 Marks</p>
<p><b>A.3.3 Please add any relevant information on policies/measures in the area of economic sustainability (300 words limit): *</b></p> <p><i>(300 words limit)</i></p>	<p><b>4 Marks</b></p>
<b>Sub-Total</b>	<b>12 Marks</b>

<b>Area 4: Social Sustainability</b>	<b>12</b> <i>Total Marks</i>
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*The village is committed to promoting social inclusion and equality.*

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:  
**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**  
*Example: "We developed a community event space [a]. Local government, artisans, cultural groups, minority reps [b]. To foster cultural exchange and equality [c]. 5 large community events, ~800 visitors [d]."*

<p><b>A.4.1 Does the village disseminate and/or promote policies and initiatives to foster employment in the tourism sector? *</b></p> <p><i>Policies for decent employment with equal opportunities; measurement of employment or business ownership in tourism sector.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p>Supporting links (up to 3): _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.4.2 Does the village promote gender balance in tourism and support youth (17–29 years old) in skills development, employment and entrepreneurship? *</b></p> <p><i>Women-led tourism initiatives; SHGs; youth skill development; financial support for women/youth entrepreneurs; reversing youth outmigration.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p>Supporting links (up to 3): _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.4.3 Does the village foster opportunities for vulnerable populations in tourism (indigenous groups, ethnic minorities, persons with disabilities)? *</b></p> <p><i>Data on vulnerable population employment; training activities; partnerships with private sector; fiscal/financial incentives.</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>

<p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i>  <i>Supporting links (up to 3): _____</i></p>	
<p><b>A.4.4 Does the village promote human resources, education and skills development, advancing innovation and reducing the digital skills gap in tourism? *</b></p> <p><i>Digital skills training (online booking, UPI, social media, e-commerce for artisans); innovation and entrepreneurship support.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i>  <i>Supporting links (up to 3): _____</i></p>	<p><b>NO</b> → 0 Mark  <b>YES</b> → 1–2 Marks</p>
<p><b>A.4.5 Does the village promote accessibility for travellers with specific access requirements (persons with disabilities)? *</b></p> <p><i>Step-free access; adapted toilets; Braille/pictogram information; reserved parking/seating; staff training on universal accessibility.</i></p> <p><b>YES</b> <input type="checkbox"/>    <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i>  <i>Supporting links (up to 3): _____</i></p>	<p><b>NO</b> → 0 Mark  <b>YES</b> → 1–2 Marks</p>
<p><b>A.4.6 Please add any relevant information on policies/asures in the area of social sustainability (300 words limit): *</b></p> <p><i>(300 words limit)</i></p>	<p><b>2 Mark</b></p>
<p style="text-align: right;"><b>Sub-Total</b></p>	<p style="text-align: center;"><b>12 Marks</b></p>

**Area 5: Environmental Sustainability**

**12**  
Total Marks

*The village is committed to environmental sustainability through policies that advance natural resource conservation and minimize tourism's environmental impact.*

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:

**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**

*Example: "We built the 'Knowledge Forest' interpretation center [a]. Village administration, 3 civil society orgs, 30+ residents [b]. For environmental education of residents and tourists [c]. 1 center built, ~2,000 visitors in first 3 months [d]."*

<p><b>A.5.1 Does the village promote policies and initiatives for the preservation and conservation of natural resources? *</b></p> <p><i>Greening with native plants; participation in conservation programmes; biodiversity protection compliance; conservation/management plans.</i></p> <p><b>YES <input type="checkbox"/> NO <input type="checkbox"/></b></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3): _____</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>
<p><b>A.5.2 Does the village promote policies and initiatives aimed at fighting climate change? *</b></p> <p><i>CO2 reduction plan with monitoring; eco-friendly transport; solar/renewable energy; rainwater harvesting; climate education.</i></p> <p><b>YES <input type="checkbox"/> NO <input type="checkbox"/></b></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3): _____</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>
<p><b>A.5.3 Does the village promote policies and initiatives to reduce single-use plastics in tourism? *</b></p> <p><i>Measures in accommodation/restaurants; awareness campaigns; naturally sourced or biodegradable packaging; plastic-free zones.</i></p> <p><b>YES <input type="checkbox"/> NO <input type="checkbox"/></b></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3): _____</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.5.4 Does the village monitor and reduce tourism's impact on energy, water consumption, sewage and solid waste? *</b></p> <p><i>Energy management plan; LED/renewable energy; water-saving initiatives; waste-water management plan; solid waste management with monitoring data.</i></p> <p><b>YES <input type="checkbox"/> NO <input type="checkbox"/></b></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3): _____</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.5.5 Please add any relevant information in the area of environmental sustainability (300 words limit): *</b></p> <p><i>(300 words limit)</i></p>	<p><b>2 Mark</b></p>
<p><b>Sub-Total</b></p>	<p><b>12 Marks</b></p>

## Area 6: Tourism Development and Value Chain Integration

**11**  
Total Marks

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

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:

**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**

*Example: "We implemented farm-to-table dining experiences [a]. 6 restaurants in the village [b]. To promote sustainable local food systems [c]. In all 6 restaurants, 85% of food is now local and from sustainable sources [d]."*

<p><b>A.6.1 Is the village integrated into an area/network with wider tourism attractions (thematic routes, village clusters, natural parks, etc.)? *</b></p> <p><i>Part of national/regional/international tourism route; cluster of villages; linked to heritage zone or wildlife sanctuary.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Mark</p>
<p><b>A.6.2 Does the village have homestays, guesthouses, or hotels that reflect rural and local values? *</b></p> <p><i>Homestays run by local families; eco-lodges; farm stays; heritage havelis/guesthouses; community-run accommodation. Must reflect authentic rural character — standard chain hotels do not qualify.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Marks</p>
<p><b>A.6.3 Does the village promote local food and traditional cooking?*</b></p> <p><i>Farm-to-table food safety; eateries with traditional/indigenous culinary culture; GI-tagged food products; gastronomy festivals; km0 sourcing in accommodation and restaurants.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 0.5 Marks</p>
<p><b>A.6.4 Does the village promote inclusion of farmers and local producers (handicrafts, etc.) in tourism products and experiences? *</b></p> <p><i>Interactive workshops with artisans/producers; local markets for food and handicrafts; tourist information on local products; certified 'Made Locally' products.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Marks</p>
<p><b>A.6.5 Does the village advocate for implementation of tourism quality standards and certification systems? *</b></p> <p><i>Safety/hygiene inspections; tourism quality labels or certifications (organic, fair trade, etc.); GI tags; national/international awards or sustainability labels.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 0.5 Mark</p>

<p><b>A.6.6 Do businesses in the village have e-commerce facilities and/or electronic payments? *</b></p> <p><i>UPI/card/wallet acceptance; online booking for homestays/tours; artisans selling via Amazon/ONDC/Flipkart; QR code payments at markets and stalls.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Mark</p>
<p><b>A.6.7 Does the village have tourism signage? *</b></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: upload up to 3 photographs of tourism signage in the village as evidence.</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Mark</p>
<p><b>A.6.8 Does the village host events and/or has developed relevant events related to local culture, knowledge and products? *</b></p> <p><i>Annual cultural/craft/food festivals; harvest celebrations open to tourists; heritage walks; folk performances; seasonal events. Score higher if events are regular and draw documented visitor numbers.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Marks</p>
<p><b>A.6.9 Does the village have or participate in marketing and promotion plans/initiatives? *</b></p> <p><i>Marketing strategy; physical or online Tourism Information Center; updated website and active social media platforms.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Marks</p>
<p><b>A.6.10 Is the village's tourism offer well represented in online and offline travel distribution channels (Google My Business, TripAdvisor, Booking.com, etc.)? *</b></p> <p><i>Accommodation/restaurant options on OTAs and metasearch engines; partnerships with tour operators; visitor satisfaction measurement.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Mark</p>
<p><b>A.6.11 Does the village have innovative products and experiences? *</b></p> <p><i>Unique/creative tourism products distinguishing the village: astro-tourism, AR/VR heritage tours, farm-to-table, immersive craft workshops, nature-rooted wellness. Score higher with documented visitor uptake.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1 Marks</p>
<p><b>A.6.12 Please describe how tourism brings positive economic impact to the community and how it complements agriculture, forestry, livestock and/or fisheries. *</b></p> <p><i>Impact on entire rural economy; share of tourism income owned/run by locals; measurable linkages between tourism and primary sector activities.</i></p> <p><i>(300 words limit) • Supporting links (up to 3):</i> _____</p>	<p><b>0.5 Marks</b></p>

**A.6.13 Please add any relevant information on tourism development and value chain integration (300 words limit): \***

*(300 words limit)*

**0.5 Mark**

**Sub-Total**

**11 Marks**

## Area 7: Governance and Prioritization of Tourism

**12**

*Total Marks*

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

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:

**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**

*Example: "We developed the 'Sustainable Tourism Priority Plan' [a]. Village council, 3 govt officials, 5 tourism sector reps, 10 business owners, 20 residents [b]. To create structured tourism governance [c]. One comprehensive governance plan officially adopted by the village council [d]."*

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

*Written village-level tourism plan/strategy approved by gram panchayat or local body; aligned with State tourism strategy. Supporting link to the actual document must be provided for full marks.*

**YES**  **NO**

*If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.*

*Supporting links (up to 3): \_\_\_\_\_*

**NO** → 0 Mark  
**YES** → 1–2 Marks

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

*Governmental tourism committee or DMO; monitoring of tourism plan with KPIs; use of data for tourism management; partnerships with private sector and academia.*

**YES**  **NO**

*If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.*

*Supporting links (up to 3): \_\_\_\_\_*

**NO** → 0 Mark  
**YES** → 1–2 Marks

**A.7.3 Does the village promote collaboration with businesses in the village? \***

*Engagement of stakeholders through consultations and partnerships; training of residents in cooperative management; private sector representation in governance.*

**YES**  **NO**

*If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.*

*Supporting links (up to 3): \_\_\_\_\_*

**NO** → 0 Mark  
**YES** → 1–2 Marks

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

*Village tourism plan aligned with State/national policy; participation in national/regional programmes; membership in tourism associations and networks.*

**YES**  **NO**

*If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.*

*Supporting links (up to 3): \_\_\_\_\_*

**NO** → 0 Mark  
**YES** → 1 Mark

<p><b>A.7.5 Does the village promote community participation in tourism planning and has measures to improve local well-being? *</b></p> <p><i>Community participation guaranteed by local rules; awareness campaigns on benefits of tourism; resident satisfaction surveys; evidence of improvements in community daily life.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.7.6 Does the village collaborate with educational and academic institutions on tourism-related issues? *</b></p> <p><i>Cooperation with universities/colleges/research institutions; research partnerships for sustainable tourism; development of new approaches and business models.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.7.7 Please add any relevant information on governance and prioritization of tourism (300 words limit): *</b></p> <p><i>(300 words limit)</i></p>	<p><b>1 Marks</b></p>
<p style="text-align: right;"><b>Sub-Total</b></p>	<p><b>12 Marks</b></p>

<p><b>Area 8: Infrastructure and Connectivity</b></p>	<p><b>09</b> <i>Total Marks</i></p>
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*The village has infrastructure to facilitate access and communications that improve rural community wellbeing, business development and visitor experience.*

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:  
**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**  
*Example: "Installation of solar panels for tourism businesses [a]. Village council + Ministry of Energy + Solar Company technicians [b]. To promote sustainable energy and lower costs [c]. 17 businesses benefitted, total 50 kW capacity [d]."*

<p><b>A.8.1 Please provide a description of the village's transport infrastructure that facilitates connectivity (roads, public transport, frequencies, schedules). *</b></p> <p><i>Paved access roads; availability and frequency of public transport; partnerships with nearest cities; transport company tie-ups. Score higher for multiple modes and regular frequency.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p><i>Supporting links (up to 3):</i> _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>
<p><b>A.8.2 Please describe the status of access in the village to: (i) drinking water (ii) sanitation services (iii) electricity. *</b></p> <p><i>Coverage and reliability of drinking water (Jal Jeevan Mission); ODF/sanitation status; electricity coverage; use of renewable energy. Score higher where all three services are covered with data.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>

Supporting links (up to 3): _____	
<p><b>A.8.3 Please provide a description of the village's communications technology and digital infrastructure (mobile broadband 3G+, internet bandwidth, digital payment infrastructure). *</b></p> <p><i>Mobile broadband coverage (3G/4G/5G); internet availability; availability of digital payment infrastructure for businesses.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p>Supporting links (up to 3): _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.8.4 Please add any relevant information related to infrastructure and connectivity (300 words limit): *</b></p> <p><i>(300 words limit)</i></p>	<p><b>1 Mark</b></p>
<b>Sub-Total</b>	<b>09 Marks</b>

<b>Area 9: Health, Safety and Security</b>	<b>09</b> <i>Total Marks</i>
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*The village has health, safety and security systems to safeguard residents and tourists.*

**Scoring Instruction** — All YES answers must follow the 4-element format to score maximum marks:  
**[a] Action implemented • [b] Stakeholders involved • [c] Purpose/aim • [d] Results with numbers/data**  
*Example: "We implemented a rapid response protocol for tourist accidents on village trails [a]. 6 tourism operators coordinated by village administration, validated by National Tourism Authority [b]. To ensure safety of tourists and residents [c]. 1 validated protocol created, 3 workshops held, 35 guides and 6 operators trained [d]."*

<p><b>A.9.1 Is the village part of a public health, safety and security plan/system? *</b></p> <p><i>Adequate access to emergency services (police, firefighters, medical personnel); village-level disaster management plans; trained first responders.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p>Supporting links (up to 3): _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–3 Marks</p>
<p><b>A.9.2 Is the village close to healthcare services and providers? *</b></p> <p><i>Nearest PHC/CHC and distance from village; ambulance/emergency transport availability; telemedicine services; nearest district hospital and approximate travel time.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p> <p><i>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.</i></p> <p>Supporting links (up to 3): _____</p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>
<p><b>A.9.3 In case of vulnerability to natural disasters, has the village an emergency plan? *</b></p> <p><i>Identification of disaster risks (floods, landslides, cyclones, etc.); evacuation routes and assembly points; coordination with SDMA/NDMA; community mock drills; specific protocols for tourist safety.</i></p> <p><b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/></p>	<p><b>NO</b> → 0 Mark <b>YES</b> → 1–2 Marks</p>

BTV 2026 — Marking Scheme   Ministry of Tourism, India	10 Areas   100 Marks   Deadline: 15 May 2026
<p>If YES: describe initiatives (300 words limit). Include [a][b][c][d] for full marks.  Supporting links (up to 3): _____</p>	
<p><b>A.9.4 Please add any relevant comments on health, safety and security (300 words limit): *</b>  (300 words limit)</p>	<b>2 Marks</b>
<b>Sub-Total</b>	<b>09 Marks</b>

## Area 10: Unique Selling Point of the Village

*Major tourism experience offered by the village — India-specific evaluation criterion added by the Ministry of Tourism.*

**Q.10.1** Out of the Priority Pillars below, which is the most applicable tourism offering for your village? Choose one and provide details. \*

**Priority Pillars:**

1. Adventure and Eco-Tourism
2. Heritage and Craft
3. Homestay Village
4. Rejuvenation
5. Community Based Tourism
6. Any Others

*Please provide detailed description of why this is the village's USP and how it differentiates it from other destinations. (300 words limit)*

*Supporting links (up to 3): \_\_\_\_\_*

## EVALUATOR'S SCORE SHEET — BTV 2026

<b>Village Name:</b> _____ _____	<b>State/UT:</b> _____
<b>Evaluator Name:</b> _____ _____	<b>Date of Evaluation:</b> _____

Area	Area of Evaluation	Max Marks	Min Marks	Score Awarded	Evaluator Remarks
1	Cultural and Natural Resources	11	0		
2	Promotion and Conservation of Cultural Resources	12	0		
3	Economic Sustainability	12	0		
4	Social Sustainability	12	0		
5	Environmental Sustainability	12	0		
6	Tourism Development and Value Chain Integration	11	0		
7	Governance and Prioritization of Tourism	12	0		
8	Infrastructure and Connectivity	09	0		
9	Health, Safety and Security	09	0		
10	<b>Unique Selling Point of the Village (India-specific)</b>				
<b>TOTAL</b>		<b>100</b>	<b>0</b>		

### Evaluator's Recommendation

- Recommended for upload on national portal (Top 1 entry)
- Not recommended — does not meet eligibility criteria
- Not recommended — score below threshold

**Justification / Additional comments:**

\_\_\_\_\_

\_\_\_\_\_

**Evaluator Signature:** \_\_\_\_\_

**Official Seal:** \_\_\_\_\_