



पर्यटन मंत्रालय
Ministry of Tourism



RURAL HOMESTAY COMPETITION





BASIC INFORMATION

1. Name of the Homestay/ cluster/ alternative accommodation **(Mandatory)**
2. Name of the person applying. **(Mandatory)**
3. Designation of person applying in perspective of Homestay/ cluster/ alternative accommodation unit.
(Mandatory)
4. Location **(Mandatory)**
 - a. State _____
 - b. District _____
 - c. Village _____
5. Full address of the Homestay/ cluster/ alternative accommodation unit. (Geo Location)
6. Contact no. of person applying **(Mandatory)** _____
7. Email id of person applying **(Mandatory)** _____
8. Homestay/ cluster/ alternative accommodation unit registered on the behalf of _____ **(Mandatory)**





BASIC INFORMATION

9. Does the Homestay/ cluster/ alternative accommodation unit is registered? (Yes/No)

(Both clickable)

STATE	NIDHI+

10. No. of years the Homestay/ cluster/ alternative accommodation unit is in operation.

(Attached any valid documents for verification)

11. Does the Homestay/ cluster/ alternative accommodation unit is following state guidelines for maintaining Homestay/ cluster/ alternative accommodation unit?

12. Category Applying For (Dropdown)

13. User ID

14. Password





SECTION A: INTRODUCTION (VIBRANT VILLAGE)



- How the Homestay/ cluster/ alternative accommodation unit is contributing in promotion of the village? (300 Words) Mandatory
- What are the major tourism product and experience provided by the Homestay/ cluster/ alternative accommodation to the tourists? (300 Words) Mandatory
- Does the Homestay/ cluster/ alternative accommodation unit is supporting sustainable eco-Agri business? (300 Words)
- What are the nearby tourism attractions? Mandatory
- Describe the three major tourism related activities of the Homestay/ cluster/ alternative accommodation? (150 Words)
- Describe the Homestay/ cluster/ alternative accommodation contribution of promotion of one village one product campaign? (300 Words)
- Describe how the Homestay/ cluster/ alternative accommodation support the local culture, vernacular architectural and traditional lifestyle? (300 Words)



SECTION A: INTRODUCTION (VIBRANT VILLAGE)



- How the Homestay/ cluster/ alternative accommodation unit or cluster run through involvement of community of the village. (200 Words)
- How the Homestay/ cluster/ alternative accommodation unit provides capacity building training to the employees? (200 words)
- How many numbers of employees and the department appointed in the Homestay/ cluster/ alternative accommodation unit ?
- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation? (300 Words) Mandatory
- Any other relevant information.
- Link to the supporting documents, photos and videos.



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SECTION A: INTRODUCTION (GREEN)



- How the Homestay/ cluster/ alternative accommodation unit support green source of energy? (300 Words) (Mandatory).
- Give details of the 3 major green sources of energy the Homestay/ cluster/ alternative accommodation unit is using? (300 Words) (Mandatory)
- How does the homestay is contributing in reduction of carbon footprint? (300 Words) (Mandatory)
- Which sustainable certificate does the Homestay/ cluster/ alternative accommodation unit have any sustainable certificate?
- Describe how the Homestay/ cluster/ alternative accommodation unit operate with the efficient use of energy, water and building materials? (300 Words)





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SECTION A: INTRODUCTION (GREEN)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words) (Mandatory)
- Any other relevant information.
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SECTION A: INTRODUCTION (COMMUNITY DRIVEN)



- How indigenous community is contributing in running the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- How the Homestay/ cluster/ alternative accommodation is revitalize local culture, art and crafts, redevelop rural areas and rejuvenate rural life ? (300 Words)
- How the Homestay/ cluster/ alternative accommodation unit promoting community lead tourist activities at what roles and capacity? (300 Words)
- How Homestay/ cluster/ alternative accommodation unit is contributing its income with local community as a part of shared economy? (150 Words)
- What model or models followed by Homestay/ cluster/ alternative accommodation unit for the community-based activity? (150 Words) (Mandatory)
- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)





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SECTION A: INTRODUCTION (COMMUNITY DRIVEN)



- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words) (Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





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SECTION A: INTRODUCTION (WOMEN LEAD)



- Provide relevant documents of registration of the Homestay/ cluster/ alternative accommodation unit under name of any women of the family? (Mandatory) (PDF file)
- What are the facilities been provided to the staff by the homestay/ cluster/ alternative accommodation unit in relation to the following? (300 words) (Mandatory)
 - a. Leaves.
 - b. Safety and security.
 - c. Health and sanitation.
 - d. Motherhood related facilities.
- What is the percentage of equity stake or any other financial stake of the women employee in the Homestay/ cluster/ alternative accommodation unit? (150 Words) (Mandatory)





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SECTION A: INTRODUCTION (WOMEN LEAD)



- Which type of and at what interval capacity building training program is conducted by the Homestay/ cluster/ alternative accommodation unit for women employee? Mention the training process and module also. (300 Words)
- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory).
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words) (Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





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SECTION A: INTRODUCTION (HERITAGE)



- What are the features of the Homestay/ cluster/ alternative accommodation unit reflecting indigenous heritage? (300 Words) (Mandatory)
- How the Homestay/ cluster/ alternative accommodation unit contributing promote local handicraft and handlooms? (300 Words) (Mandatory)
- Describe how the Homestay/ cluster/ alternative accommodation unit involved in providing heritage experiences and activity to tourists and what are the activities or experience does the homestay provides to tourists? (300 Words) (Mandatory)
- Explain how the Homestay/ cluster/ alternative accommodation unit share indigenous culinary heritage with the tourists? (300 Words)
- What are the unique heritage experiences does the Homestay/ cluster/ alternative accommodation unit provide to the tourists? (150 Words).





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SECTION A: INTRODUCTION (HERITAGE)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words)(Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION A: INTRODUCTION (FARM AND AGRI STAY)

- Describe the geographical location of the Homestay/ cluster/ alternative accommodation unit by providing detail description of the area with location information? (150 Words) (Mandatory)
- What are the special activities the Homestay/ cluster/ alternative accommodation unit provides to the tourists related to farming and agriculture? List down the activities and elaborate the activities. (300 Words) (Mandatory)
- How the Homestay/ cluster/ alternative accommodation unit promote organic farming and consumption of organic products and list down the organic products promoted and consumed by the Homestay/ cluster/ alternative accommodation unit. (300 Words) (Mandatory)
- How the farmer community is involved in running of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- How does the Homestay/ cluster/ alternative accommodation unit promote various natural experiences and recreational activities to the tourists and list down the activities? (300 Words)
- Describe the agricultural product and process of promotion and marketing is provided by the Homestay/ cluster/ alternative accommodation unit to promote rural tourism and Agri-tourism of the locality. (300 Words)



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SECTION A: INTRODUCTION (FARM AND AGRI STAY)



- Describe the information provided by the Homestay/ cluster/ alternative accommodation unit to the in-house tourists about the agriculture system/technologies/methods/products to the in-house tourists?. (300 Words)
- How the Homestay/ cluster/ alternative accommodation unit promote water conservations and what are the techniques, percentage of water saving? (300 Words)
- How the Homestay/ cluster/ alternative accommodation unit promote alternative use of energy production and the mention percentage of energy produce from the alternative source. (E.g. Windmill and Solar). (300 Words).
- What are the activities are performed by the Homestay/ cluster/ alternative accommodation unit to promote agriculture activities (dairy, poultry, fishery)? (300 Words)





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SECTION A: INTRODUCTION (FARM AND AGRI STAY)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words) (Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION A: INTRODUCTION (COTTAGE)



- What are the extra facilities are provided inside the rooms of the Homestay/ cluster/ alternative accommodation unit (e.g. kitchen facility). (150 Words) (Mandatory)
- Describe the aesthetic value of the Homestay/ cluster/ alternative accommodation unit. (300 Words) (Mandatory)
- What are the building materials are used to built of the Homestay/ cluster/ alternative accommodation unit? (150 words)
- Elaborate the unique experience offers by the Homestay/ cluster/ alternative accommodation unit to the tourist (300 Words)
- What are the service quality standards followed by the Homestay/ cluster/ alternative accommodation unit?
 - a. Luxury (Please elaborate)
 - b. Premium (Please elaborate)
 - c. Standard (Please elaborate)





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SECTION A: INTRODUCTION (COTTAGE)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are it's expectation? (300 Words) (Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION A: INTRODUCTION (AYURVEDIC AND WELLNESS)

- How the Homestay/ cluster/ alternative accommodation unit promotes physical and mental wellness? (300 Words) (Mandatory)
- List down the special ayurvedic treatment performed in the Homestay/ cluster/ alternative accommodation unit and elaborate them? (300 Words) (Mandatory)
- How many employee of the Homestay/ cluster/ alternative accommodation unit are performing ayurvedic treatment and how many of them are certified practitioners for performing ayurvedic treatment?
- What are the locally manufactured products are used for ayurvedic treatment by the Homestay/ cluster/ alternative accommodation unit. (150 Words)
- How and what are the homestay/cluster/alternative accommodation unit are providing capacity building training to the to the staff. (300 Words)
- Mention the license providing authority, provided license to the Homestay/ cluster/ alternative accommodation to perform ayurvedic treatment? (Mandatory)





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SECTION A: INTRODUCTION (AYURVEDIC AND WELLNESS)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are it's expectation? (300 Words) (Mandatory)
- Any other relevant information.
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SECTION A: INTRODUCTION (VERNACULAR ARCHITECTURE)

- What are the vernacular/local used materials are used to built the Homestay/ cluster/ alternative accommodation unit? (150 Words)
- What are the architectural features of the Homestay/ cluster/ alternative accommodation reflecting vernacular architecture? Elaborate (300 Words)
- Describe the elements of the vernacular architecture incorporated in the structure of the homestay unit. (300 Words)
- Describe if any vernacular process of construction used in the homestay unit? (150 Words)
- Describe the cultural aspect of the local community reflecting on the homestay unit? (150 Words)
- What are the unique experiences doing the homestay share with the tourist? List down the activities with reference.





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SECTION A: INTRODUCTION (VERNACULAR ARCHITECTURE)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words)(Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are it's expectation? (300 Words)(Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





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SECTION A: INTRODUCTION (ALL INCLUSIVE)



- What are the facilities does the Homestay/ cluster/ alternative accommodation unit supporting accessible tourism? (150 Words)(Mandatory)
- Describe the facilities provided by the Homestay/ cluster/ alternative accommodation in order the cater tourists with special need? (300 Words)(Mandatory)
- Describe the unique experiences provided by the homestay unit to the tourists.(150 Words)
- No. of rooms in the unit having facilities catering the needs of tourists with special needs. (Mandatory).
- Describe the types and module of capacity building training program provided by the Homestay/ cluster/ alternative accommodation unit to its employee to handle special need tourists. (300 Words)





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SECTION A: INTRODUCTION (ALL INCLUSIVE)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words) (Mandatory)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION A: INTRODUCTION (RESPONSIBLE)



- What are the practices adopted by the Homestay/ cluster/ alternative accommodation unit that reflects sustainable and responsible tourism practices? (150 Words) (Mandatory)
- How Homestay/ cluster/ alternative accommodation unit is promoting responsible practices among tourists? (300 Words).
- How the Homestay/ cluster/ alternative accommodation unit promotes renewable and conservation of resource practices and list down the practices and elaborate them? (300 Words) (Mandatory)
- Does the homestay adopt campaign following.
 - A. Single use of plastic. (Areas of prohibition)
 - B. Water recycling (average Quantity of water recycled daily)
 - C. Solid waste management
 - D. Travel for life campaign.





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SECTION A: INTRODUCTION (RESPONSIBLE)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words) (Mandatory)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words) (Mandatory)
- Any other relevant information.
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SECTION A: INTRODUCTION (TREE HOUSE)



- What is the height of the elevated platform for Homestay/ cluster/ alternative accommodation unit built? And provide detail description of the types of elevation. (Mandatory) (300 Words)
- What is the outer Framework of the Homestay/ cluster/ alternative accommodation unit? Elaborate. (300 Words)
- What are the unique facilities provided by the Homestay/ cluster/ alternative accommodation unit. Describe (300 Words).
- Provide brief description of the recreation activities, work space, hangout space provided by the Homestay/ cluster/ alternative accommodation unit. (300 words)





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SECTION A: INTRODUCTION (TREE HOUSE)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION A: INTRODUCTION (VILLA)



- How does the Homestay/ cluster/ alternative accommodation unit promotes offer luxurious amenities to the tourists? (300 Words). (Mandatory)
- What are the unique experience are provided by the Homestay/ cluster/ alternative accommodation unit to the tourist?. (300 Words).
- Give details about the yard and garden of Homestay/ cluster/ alternative accommodation unit? (Mandatory) (150 Words)
- Describe the unique architecture of the Homestay/ cluster/ alternative accommodation unit. (Mandatory) (300Words)
- What are the modern amenities are provided by the Homestay/ cluster/ alternative accommodation unit? (150 Words)





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SECTION A: INTRODUCTION (VILLA)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are it's expectation? (300 Words)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION A: INTRODUCTION (CLUSTER)



- How many Homestay/ cluster/ alternative accommodation unit together mentioned in the particular cluster? (Mandatory)
- What is the specified theme of the Homestay/ cluster/ alternative accommodation unit/cluster and describe it in detail. (300words) (Mandatory)
- What is the approximate distance of each Homestay/ cluster/ alternative accommodation unit under the cluster? (Mandatory)
- How does the Homestay/ cluster/ alternative accommodation unit support community participation? (300 words)
- What are the unique experience and amenities Homestay/ cluster/ alternative accommodation unit are providing to the tourists? (300 Mandatory)





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SECTION A: INTRODUCTION (CLUSTER)



- What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit? (300 Words)
- Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectations? (300 Words)
- Any other relevant information.
- Link to the supporting documents, photos and videos.





SECTION B: ELIGIBILITY CRITERIA



1. ACCOMMODATION

- No. of rooms in Homestay/ cluster/ alternative accommodation unit. (Attached relevant documents)
- No. of Night Sold in a financial year (2022-23)
- Total Revenue in last financial year (2022-2023)

2. ACCESSIBILITY

- Nearest Bus stand (Name) and (Distance approx.)
- Nearest Railway Station (Name) and (Distance approx.)
- Nearest Airport (Name) and (Distance approx.)

3. ANNUAL TOURIST FLOW

- Annual Domestic Tourist Flow?
- Major origin of domestic tourists?
- Annual international Tourist Flow?
- Major origin of international tourist?
- Total number of one day visitor?



4. MARKETING AND PROMOTION

- Does the unit promote in social media platform and any other online platform? (Yes/No)
 - I. Link
 - II. Link
 - III. Link
 - IV. Link
 - V. Link
- What are the other promotional strategies used by the Homestay/ cluster/ alternative accommodation unit for the promotion?
- Do the Homestay/ cluster/ alternative accommodation unit has its own website? If yes, provide relevant link.
- Do the Homestay/ cluster/ alternative accommodation unit registered with any of the OTA (Online Travel Aggregator)?
- Does the marketed through state government portals? (yes/ no). If yes, provide relevant link





SECTION B: ELIGIBILITY CRITERIA



5. HYGIENE AND SANITIZATION

- What are the three major initiatives taken by the Homestay/ cluster/ alternative accommodation owner to keep it hygienic and sanitized?
- How the Homestay/ cluster/ alternative accommodation unit is contributing to maintain the post covid hygiene and sanitization majors?

6. HUMAN RESOURCE

- Total No. of staff in the Homestay/ cluster/ alternative accommodation unit?
- No. of trained Staff are there in the Homestay/ cluster/ alternative accommodation unit unit?
- No. of women staff are there in the Homestay/ cluster/ alternative accommodation unit unit?
- Weather the staff is form locality or not? If yes, number of staff from local community.
- Facilities provide to employee of the Homestay/ cluster/ alternative accommodation unit?

7. ECONOMIC CONTRIBUTION

- How the Homestay/ cluster/ alternative accommodation unit Unit is contributing in the increasing employment in locals?
- How the Homestay/ cluster/ alternative accommodation unit Unit is contributing in women employment in the village?



SECTION B: ELIGIBILITY CRITERIA



8. SAFETY AND SECURITY

- Location of the Homestay/ cluster/ alternative accommodation unit from nearest police station?
- Majors taken by the Homestay/ cluster/ alternative accommodation unit owner to protect tourist from any kind of threat?
- Initiative taken by Homestay/ cluster/ alternative accommodation unit owner to protect women tourists?
- Availability of security guard inside the unit?

Yes

No

- Does the homestay have emergency healthcare facility?
 - a. Nearest hospital (distance)
 - b. Ambulance service.
 - c. Doctor on call

- Does the homestay provide the first aid training and basic fire training to the staff?

Yes

No





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SECTION B: ELIGIBILITY CRITERIA



9. PICTURES

- Façade
- Open area
- Rooms
- Kitchen
- Washroom.
- Others





Ministry of Tourism
Government of India



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