

**Ministry of Tourism, Arts, Culture & Youth affairs
Government of Jharkhand**



JHARKHAND STATE TOURISM AWARDS GUIDELINE 2024

Ref:...../

Ranchi, Dated- 2024



Directorate of Tourism

Department of Tourism, Art Culture, Sports and Youth Affairs

MDI Building, 2nd Floor, Dhurwa, Ranchi-834004

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1. GUIDELINES FOR JHARKHAND STATE TOURISM AWARDS

- 1.1. The Jharkhand State Tourism Awards 2024 aim to showcase and promote the best practices, innovations, and experiences within the state's tourism industry. These awards provide a platform to encourage continuous improvement, foster healthy competition, and highlight the importance of tourism as a driver of economic growth and cultural exchange.
- 1.2. The Ministry of Tourism, Arts, Culture & Youth affairs, Government of Jharkhand intends to present State Tourism Awards to various segments of the travel and tourism industry every year. These awards are presented to classified hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performance in their respective fields and also to encourage healthy competition with an aim to promote tourism.
- 1.3. Jharkhand State Tourism Awards Implementation Guidelines has been drafted As per clause 34.0 of Jharkhand Tourism Policy 2021, “*Awards for outstanding performance - Performance of Tourism units would be evaluated regularly and on the basis of objective evaluation criteria awards would be given to them by the State Government for outstanding achievement in various sectors of tourism*”.
- 1.4. The selection of the awardees is made by Committees constituted for the purpose and the decision of The Ministry of Tourism, Arts, Culture & Youth affairs, Government of Jharkhand is final and binding. Applications have to be submitted in proper forms, wherever specified. Unless otherwise mentioned, the entries for the award should have been published or the activities undertaken during the period of the financial year.
- 1.5. The Department of Tourism, Government of Jharkhand reserves the right to change the criteria, parameters for consideration, and all other relevant provisions from time to time for the selection of awards. The selection of awardees will be made by committees constituted for this purpose. Final selection will be based on site inspections made by the committee wherever necessary. The decision taken by the committee will be final.
- 1.6. The Department of Tourism, Arts, Culture, Sports & Youth affairs, Government of Jharkhand reserves the right to change the criteria, the parameters for consideration and all other relevant provisions for selection of Awards from time to time. The decision taken shall be at the sole discretion of the Secretary (Tourism), Government of Jharkhand and will be treated as final.

2. General Instructions:

- 2.1.1. Last date for receipt of entries in the respective divisions will be notified every year.
- 2.1.2. Entries should be sent as hard copies and strictly in the formats where specified.
- 2.1.3. The E-mail IDs are provided for addressing enquiries and award entries may be sent on these e-mail IDs. Hard copies of the entries/ applications duly signed only in Ink by the applicant would be accepted.

- 2.2. Each entry should be accompanied by a 250 word write up on the entry, a high resolution photograph of the award winner or award winning entry of minimum 100 dpi for inclusion in the award brochure, if the entry wins an award. The material should be sent in digital format on CD/USB Drive.
- 2.3. Each entry should be sent in a sealed packet / envelope containing the entry must have the name and contact details of the organization submitting the entry along with the category for which the entry is being submitted.

3. State tourism awards offer several benefits for the tourism industry and destinations:

- 3.1. State tourism awards will contribute to the growth and sustainability of the tourism industry by fostering excellence, promoting destinations, and facilitating collaboration within the tourism ecosystem of Jharkhand. The benefits through this initiative:
- 3.2. **Recognition:** Winning a state tourism award provides recognition and validation of the efforts and achievements of tourism stakeholders, including businesses, organizations, and destinations.
- 3.3. **Promotion:** Awards serve as powerful marketing tools, allowing winners to promote their accolades in promotional materials, advertising campaigns, and online platforms, attracting more visitors and driving tourism revenue.
- 3.4. **Incentive for Excellence:** The prospect of winning incentivizes stakeholders to continuously improve their services, facilities, and experiences, ultimately benefiting tourists with high-quality offerings.
- 3.5. **Networking and Collaboration:** Participation in award events and ceremonies offers opportunities for networking and collaboration among industry peers, government officials, and tourism experts.
- 3.6. **Hall of Fame Award:**
 - 3.6.1. It may be noted that any organization / agency etc., which has won the Jharkhand State Tourism Award in a particular category for the last 3 consecutive years and won the Jharkhand State Tourism Award for the 4th time in the same category would be given the "Hall of fame" Award.
 - 3.6.2. However, The applicant shall be eligible to receive the "Hall of Fame" Award, subject to submission of entry for Jharkhand State Tourism Award, the same meeting the criteria/ parameters listed for the concerned category and the Committee recommending the entry for winning the Jharkhand State Tourism Award for the 4th time. The applicant receiving the "Hall of Fame" Award would not be eligible for applying for the Jharkhand State Tourism Awards for that particular category for the next 3 years, after the receipt of the "Hall of Fame" Award.
- 3.7. CORRIGENDUM IF ANY, IN RESPECT OF THIS DOCUMENT WOULD BE UPLOADED ON THE WEBSITE OF THE Department of Tourism, JHARKHAND – <https://tourism.jharkhand.gov.in/Home>

4. Date, Timing & Where to submit Details

4.1. Table:1 Date, Timing & Where to submit Details

<u>Date and Timing</u> Date: TBD Timing: 11 to 5PM Location: To be Decided	<u>Where to Submit Applications:</u> Director , Tourism Directorate of Tourism, Govt. of Jharkhand, Department of Tourism, Art Culture, Sports and Youth Affairs , MDI Building, 2nd Floor, Dhurwa, Ranchi-834004 Phone:(0651)2400493, Web: https://tourism.jharkhand.gov.in
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- 4.1.1. Enquiries, if any, may be directed to email jharkhandtourismawards@gmail.com
- 4.1.2. Entries should be sent on provided email (jharkhandtourismawards@gmail.com).
- 4.1.3. Each entry should include a small write-up, minimum one high-resolution Pic via email.

5. Selection Committee Members:

5.1. Table:2 Selection Committee Members:

<ol style="list-style-type: none">1. Director Tourism – Chairperson2. Deputy Director Tourism- Secretary3. CEO JAP-IT / Representative4. MD JTDC5. Dir IPRD/Representative6. Joint Secretary Department of Tourism Jharkhand Govt.7. Under Secretary Directorate of Tourism8. Principal Institute of Hotel Management OR his / her representative who shall be the member of teaching faculty of the Institute9. FCI Deoghar Principal OR his / her representative who shall be the member of teaching faculty of the Institute	<ol style="list-style-type: none">10. Representative from FHRAI (The Federation of Hotel & Restaurant Associations of India) JH Chapter11. Representative from HAI (Hotel Association Of India) JH Chapter12. Representative from IATO (Indian Association of Tour Operators) JH Chapter13. Representative from TAAI (Travel Agents Association Of India) JH Chapter14. Representative from Tour & Travel Agent Association of Jharkhand15. Representative from IHHA (Indian Heritage Hotels Association) JH Chapter16. (Representatives / nominees of FHRAI, HAI, IATO and TAAI should have requisite expertise and experience of the hospitality and tourism industry (hands on experience)17. The Chairperson and any 4 members will constitute a quorum
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6. Selection Process

- 6.1. All applications for awards must be complete in all respects viz. application form, prescribed clearances / NOCs / certificates etc. Incomplete applications will not be accepted.
- 6.2. Application fees are zero for awards.
- 6.3. High resolution photo/image of the hotel (exterior and interior) to be submitted (soft copy).
- 6.4. The selection of the awardees shall be made on the basis of recommendations of the Selection Committee.
- 6.5. Once a Unit applies for an award, it should be ready at all times for inspection by the inspection committee of the Tourism Department, Jharkhand. No request for deferment of inspection will be entertained.
- 6.6. The recommendations duly signed by the inspection Committee (which shall be formed by the chairperson of selection committee) will be uploaded on the portal along with all necessary licenses/NoCs/permissions etc. and the recommendation of the inspection committee will be approved by the Chairperson of the said Committee expeditiously provided all the necessary documentation are complete in all respects.
- 6.7. Unit is expected to maintain required standards at all times. The Inspection Committee may inspect the unit at any time without previous notice.
- 6.8. **Appellate Authority:**
 - 6.8.1. Secretary Tourism shall be the appellate Authority. In case of any dissatisfaction with the decision of the Committee, the Units may appeal to the Secretary (Tourism), Government of Jharkhand for review and reconsideration within 7 days of receiving the communication regarding award. No request will be entertained beyond this period.

7. Awards Ceremony Details

- 7.1. A well curated awards ceremony will be organized to announce and honor the winners. This gala event will be attended by key stakeholders, government officials, media representatives, and industry professionals. Winners will be provided with trophies, certificates, or other forms of recognition.
- 7.2. The ceremony will be presented in Ranchi/ any Tourist Site on 27th September , every year which has been declared as the “World Tourism Day”.

8. General Guideline

- 8.1. The hotel must be able to convince the committee that they are taking sufficient steps to conserve energy and harvest water, garbage segregation, and disposal/ recycling as per Pollution Control Board (PCB) norms and following other Eco-friendly measures.
- 8.2. The Hotel should adhere to the tenets of the Code of Conduct for Safe And Honourable Tourism for which the following action would have to be taken:
- 8.3. A signed copy of the commitment towards “Safe & Honourable Tourism” should be attached with the application.
- 8.4. The Pledge of Commitment towards “Safe & Honourable Tourism” would have to be displayed prominently in the staff areas / back areas of the Hotels / Restaurants etc. and in the office premises of all the Head of the Departments (HODs).
- 8.5. As per Government of India's initiative for Promotion of Digital Transaction, it is mandatory for all Hotels classified/re-classified by the Ministry of Tourism, to submit data pertaining to Occupancy Reports and Digital Transaction as per prescribed template available online at <https://www.hotelcloud.nic.in> positively by 20th of every month for the previous month.

9. Proposed Award Categories

9.1. Table:2 Proposed Award Categories

<ol style="list-style-type: none">1. Best Classified Hotel (4 star/ 5 star / 5 Star Deluxe)- Annexure- 1 (Page 10-Page 15)2. Best Budget Hotel (1 star/ 2 star / 3 Star/ or registered under Nidhi Portal under MoT))- Annexure- 2 (Page 16-Page 22)3. Best Guest House- Annexure- 3 (Page 23-Page 28)4. Best Homestay- Annexure- 4 (Page 29-Page 34)5. Best Traditional Cuisine Restaurant- Annexure- 5 (Page 35-Page 40)6. Best Restaurant- Annexure- 6 (Page 41-Page 46)7. Cleanest Tourism Destination- Annexure- 7 (Page 47-Page 51)8. Best Adventure Tourism Operator- Annexure- 8 (Page 52-Page 56)9. Best Inbound Tour Operators/Travel Agents- Annexure- 9 (Page 57-Page 60)	<ol style="list-style-type: none">10. Best MICE Destination- Annexure- 10 (Page- 61)11. Best Social Media Influencer- Annexure- 11(Page- 62)12. Best Hotel of JTDC- Annexure- 12 (Page- 63)13. Best District for Tourism- Annexure- 13 (Page- 64)14. Best Publication -Annexure- 14 (Page- 65)15. Environmental Conservation Award -Annexure- 15 (Page- 66)16. Best Use of Digital Media in Tourism Promotion -Annexure- 16 (Page- 67)17. Best Guides Holding Valid Regional Level Guide Licenses- Annexure- 17 (Page- 68)18. Award for Devotion to Duty (Lifeguard -Water bodies/Security Guards/ Paryatak Mitra/Managers who have saved lives, etc.) -Annexure- 18 (Page- 69)
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10. Detailed Marking Criteria for Jharkhand State Tourism Awards (2023-2024) Evaluation Method

10.1. **Site Visits:** On-site inspections by a panel of experts to assess adventure activities, safety standards, and environmental practices.

10.2. **Customer Surveys:** Gathering feedback from participants on their experiences.

10.3. **Documentation Review:** Evaluation of submitted documentation regarding safety protocols, staff training, and environmental efforts.

10.4. Scoring System

10.4.1. Each criterion will be scored based on the allocated marks.

10.4.2. The operator with the highest total score out of 100 will be awarded the title.

10.4.3. This detailed marking criteria provides a thorough and structured approach to evaluating the best ensuring all aspects of their services are comprehensively assessed.

11. Awards

11.1. Plaque from Jharkhand Tourism

11.2. Mementos & Souvenirs from Jharkhand Tourism to the awardees.

11.3. Package for stay Netarhat or Other Prominent Tourist Site.

Format- 1

Registration form- Jharkhand State Tourism Awards 2024			Individual
Category- Individual	Award Category		
Name as per Aadhaar/Valid Identity Proof			
D.O.B		Email ID	
Mobile Number		Aadhar Number	
If aadhar not Available, provide any valid photo ID Proof		ID Name-	ID Number-
Website/ Social Media Links			

Declaration:-

- I have voluntarily submitted my Aadhaar Number and I am aware that it will be used to establish my identity.
मैंने स्वेच्छा से अपना आधार नंबर जमा किया है और मुझे पता है कि इसका उपयोग मेरी पहचान स्थापित करने के लिए किया जाएगा।
- I am aware that my identity will be established by matching my personal identification details available in Aadhaar Records.
मुझे पता है कि आधार रिकॉर्ड में उपलब्ध मेरे व्यक्तिगत पहचान विवरण का मिलान करके मेरी पहचान स्थापित की जाएगी।

Format-2

Registration form- Jharkhand State Tourism Awards 2024			Organization
Category- Organisation	Award Category		
Name of the Head/Authorized Person as per Aadhaar/Valid Identity Proof			
D.O.B		Email ID	
Mobile Number		Aadhar Number	
If aadhar not Available, provide any valid photo ID Proof		ID Name-	ID Number-
Designation		Office Contact No.	
Brief Description about the Organisation			
Type of Organisation			
Registered Address & Unit Location			
Website / Social Media Links			

Declaration:-

- I have voluntarily submitted my Aadhaar Number and I am aware that it will be used to establish my identity.
मैंने स्वेच्छा से अपना आधार नंबर जमा किया है और मुझे पता है कि इसका उपयोग मेरी पहचान स्थापित करने के लिए किया जाएगा।
- I am aware that my identity will be established by matching my personal identification details available in Aadhaar Records.
मुझे पता है कि आधार रिकॉर्ड में उपलब्ध मेरे व्यक्तिगत पहचान विवरण का मिलान करके मेरी पहचान स्थापित की जाएगी।

Annexure- 1 Category- Best Classified Hotel (4 star/ 5 star / 5 Star Deluxe)_Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the hotel				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Hotel site verification report	NA	
3	Registration Number- Name of Registering Authority- Name of Registration Act (Received in year of Establishment) <u>Mandatory</u>			Verification of submitted document	NA	
4	if required attach Power of Attorney ((attach document)			as document submitted	NA	
5	Status of classification during 2023-2024, 1 star to 5 star (as per GOI guidelines) Submit necessary documents			As per submitted certificate verification	NA	
6	Establishment Year More than 10 Years- 5 Marks, More than 5 Years-less than 10 Years- 4 Marks, More than 3 Years & less than 5 Years- 3 Marks More than 1 Year & less than 3 Years- 2 Marks Less than 1 Year-1 Marks		No. of Years Passed after operation-	Verification of submitted document	5	
7	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
8	Number of Double Occupancy Rooms Number of Rooms			As per hotel records and Hotel	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	1. Rooms More than 100-5 marks 2. More than 75 & <100 – 4 marks 3. More than 50 & < 75 – 3 marks 4. More than 25 & < 50 – 2 marks 5. More than 10 & < 25 – 1 marks			site verification report		
9	Total occupancy and capacity percentage in the year of past three years >=90%- 5 Marks >=75% & <90%- 4 Marks >=60% & <75%-3 Marks >=45% & <60%-2 Marks >=30% & <45%-1 Marks <30% - 0 marks			As per records maintained by hotel	5	
10	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >10 Crore - 5m 2. >8 Crore & < 10 Crore - 4 marks 3. >5 Crore & < 8 Crore - 3 marks 4. >3 Crore & <5 Crore- 2 Marks 5. >1 Crore & <3 Crore- 1 Marks <1 Crore - 0 Marks			CA certified Document	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
11	Reviews in the past 3 year from reputed platforms like google reviews & Make my Trip, Booking.com, Expedia, Hotels.com , Airbnb, Agoda , Tripadvisor, Trivago, HotelsCombined, Priceline, Kayak, OYO with minimum 100 no. users review (Rating Average of Min 5 Hotel Booking portal) 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	10	
12	System in place for Handling of special requests and complaints If available - 3 Marks If resolved more than 10 Complaints registered in written- 5 Marks			Hotel Site verification Report	5	
13	Quality of Accommodation (10 Marks) <ul style="list-style-type: none"> ● Room Quality (4 Marks) <ul style="list-style-type: none"> ○ Cleanliness ○ Comfort of beds and furnishings ○ Maintenance and upkeep ● Amenities (3 Marks) <ul style="list-style-type: none"> ○ In-room amenities (Wi-Fi, air conditioning, minibar, etc.) ○ Availability of premium services (e.g., room service, laundry) ● Facilities (3 Marks) <ul style="list-style-type: none"> ○ Availability and quality of facilities (e.g., pool, gym, spa) 			As per Hotel Feedback system & Hotel Site verification Report	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
14	Brief description of the hotel highlighting the salient features in not more than 30 words (5 Marks)				5	
15	Food and Beverage - 10 Marks <ul style="list-style-type: none"> ● Quality of Food - 3 Marks <ul style="list-style-type: none"> ○ Taste and variety of food offered ○ Hygiene standards in kitchens and dining areas ● Service in Restaurants - 2 Marks <ul style="list-style-type: none"> ○ Speed and quality of service ○ Staff professionalism 			As per Hotel Feedback system & Hotel Site verification Report	5	
16	Inclusion of local cuisine in your hotel menu IHM Ranchi to provide list of Local cuisine with Description - Min 10 Items - 3 Marks Min 5 Items- 2 Marks Otherwise zero marks Attach Hotel Menu			Self attested hotel Menu Verification	3	
17	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the hotel Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to			Hotel Site verification Report	2	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 3 Marks, if not present 0 marks					
18	Sustainability and Eco-Friendliness -10 Marks Environmental Practices- 5 Marks <ul style="list-style-type: none"> ● Energy-saving measures- 2 Marks ● Waste management & recycling practices-3 Mark Community Involvement - 5 Marks <ul style="list-style-type: none"> ● Engagement in local community projects- 3 Marks ● Support for local businesses and suppliers- 2 Marks 			Hotel Site verification Report	10	
19	Innovation and Unique Offerings (5 Marks) <ul style="list-style-type: none"> ● Innovative Services (3 Marks) Unique guest experiences (e.g., cultural tours, adventure activities) Use of technology to enhance guest experience <ul style="list-style-type: none"> ● Distinctive Features (2 Marks) Unique architectural design or historical significance Signature programs or services			As per marking officer	5	
20	Compliance with Standards and Regulations (5 Marks) <ul style="list-style-type: none"> ● Safety and Security 4 Marks <ul style="list-style-type: none"> ○ Fire safety measures- 2 ○ Security protocols- 2 ● Legal and Regulatory Compliance - 1 			Hotel Site verification Report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	Adherence to local laws and tourism guidelines Possession of necessary licenses and certifications					
21	Overall Presentation and Ambiance (Marks) <ul style="list-style-type: none"> ● Aesthetic Appeal (3 Marks) <ul style="list-style-type: none"> ○ Interior and exterior design ○ Landscaping and outdoor spaces ● Cultural Representation (2 Marks) <ul style="list-style-type: none"> ○ Reflection of local culture and heritage in design and services 			Hotel Site verification Report	5	
22	Has the hotel received an award earlier under this category by any reputed firm or organization National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks Social Media Presence- 2 Marks please provide link with Post reach Details			Verification of Received Award	5	
23	Advertisement / packages sold by the hotel at any reputed magazine/ national level platforms etc.				3	
24	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				5	
25	Total				100	

Note: To be done for all categories (4 star and 5 star & 5 Star Deluxe rating hotels)

Annexure- 2 Category- Best Classified Hotels (1/2/3 star/ Heritage- Basic or registered under Nidhi Portal under MoT)_Qualification Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the hotel				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Hotel site verification report	NA	
3	Registration Number- Name of Registering Authority- Name of Registration Act (Received in year of Establishment) <u>Mandatory</u>			Verification of submitted document	NA	
4	if required attach Power of Attorney (attach document)			as document submitted	NA	
5	Category of Hotel during 2023-2024(as per GOI guidelines) 1. 3 Star 2. 2 Star 3. 1 Star 4. Heritage- Basic Submit necessary documents Star rating should remain valid even after the six months of application invite date released by Tourism department of Jharkhand Submit necessary documents			As per submitted certificate verification	NA	
6	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than		No. of Years Passed after operation-	Verification of submitted document	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	5 Years-0 Marks)				
7	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
8	Number of Double Occupancy Rooms Number of Rooms 1. Rooms More than 50-5 marks 2. More than 40 & <50 – 4 marks 3. More than 30 & < 40 – 3 marks 4. More than 20 & < 30 – 2 marks 5. More than 10 & < 20 – 1 marks			As per hotel records and Hotel site verification report	5	
9	Total occupancy and capacity percentage in the year of past three years Total occupancy and capacity percentage in the year of past three years >=90%- 5 Marks >=75% & <90%- 4 Marks >=60% & <75%-3 Marks >=45% & <60%-2 Marks >=30% & <45%-1 Marks <30% - 0 marks			As per records maintained by hotel	5	
10	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >5 Crore - 5m 2. >4 Crore & < 5 Crore - 4 marks 3. >2.5 Crore & < 4 Crore - 3 marks			CA certified Document	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<p>4. >1.5 Crore & <2.5 Crore- 2 Marks</p> <p>5. >0.5 Crore & <1.5 Crore- 1 Marks</p> <p><0.5 Crore - 0 Marks</p>					
11	<p>Reviews in the past 3 year from reputed platforms like google reviews & Make my Trip, Booking.com, Expedia, Hotels.com , Airbnb, Agoda , Tripadvisor, Trivago, HotelsCombined, Priceline, Kayak, OYO with minimum 100 no. users review (Rating Average of Min 5 Hotel Booking portal)</p> <p>4.0 or above- 10 Marks</p> <p>Between 3.0 to 4.0 -5 Marks</p> <p>otherwise 0 Marks</p>			To be checked on the before 1/2 days or on the day of Evaluation	10	
12	<p>System in place for Handling of special requests and complaints</p> <p>If available - 3 Marks</p> <p>If resolved more than 10 Complaints registered in written- 5 Marks</p>			Hotel Site verification Report	5	
13	<p>Quality of Accommodation (10 Marks)</p> <ul style="list-style-type: none"> ● Room Quality (4 Marks) <ul style="list-style-type: none"> ○ Cleanliness ○ Comfort of beds and furnishings ○ Maintenance and upkeep ● Amenities (3 Marks) <ul style="list-style-type: none"> ○ In-room amenities (Wi-Fi, air conditioning, minibar, etc.) ○ Availability of premium services (e.g., room service, laundry) 			As per Hotel Feedback system & Hotel Site verification Report	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<ul style="list-style-type: none"> ● Facilities (3 Marks) <ul style="list-style-type: none"> ○ Availability and quality of facilities (e.g., pool, gym, spa) 					
14	Brief description of the hotel highlighting the salient features in not more than 30 words (5 Marks)				5	
15	Food and Beverage - 10 Marks <ul style="list-style-type: none"> ● Quality of Food - 3 Marks <ul style="list-style-type: none"> ○ Taste and variety of food offered ○ Hygiene standards in kitchens and dining areas ● Service in Restaurants - 2 Marks <ul style="list-style-type: none"> ○ Speed and quality of service ○ Staff professionalism 			As per Hotel Feedback system & Hotel Site verification Report	5	
16	Inclusion of local cuisine in your hotel menu IHM Ranchi to provide list of Local cuisine with Description - Min 10 Items - 3 Marks Min 5 Items- 2 Marks Otherwise zero marks Attach Hotel Menu			Self attested hotel Menu Verification	3	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
17	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the hotel Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 3 Marks, if not present 0 marks			Hotel Site verification Report	2	
18	Sustainability and Eco-Friendliness -10 Marks Environmental Practices- 5 Marks <ul style="list-style-type: none"> ● Energy-saving measures- 2 Marks ● Waste management & recycling practices-3 Mark Community Involvement - 5 Marks <ul style="list-style-type: none"> ● Engagement in local community projects- 3 Marks ● Support for local businesses and suppliers- 2 Marks 			Hotel Site verification Report	10	
19	Innovation and Unique Offerings (5 Marks) <ul style="list-style-type: none"> ● Innovative Services (3 Marks) <ul style="list-style-type: none"> ○ Unique guest experiences (e.g., cultural tours, adventure activities) ○ Use of technology to enhance guest experience ● Distinctive Features (2 Marks) <ul style="list-style-type: none"> ○ Unique architectural design or historical significance ○ Signature programs or services 			As per marking officer	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
20	Compliance with Standards and Regulations (5 Marks) <ul style="list-style-type: none"> ● Safety and Security 4 Marks <ul style="list-style-type: none"> ○ Fire safety measures- 2 ○ Security protocols- 2 ● Legal and Regulatory Compliance - 1 <ul style="list-style-type: none"> ○ Adherence to local laws and tourism guidelines ○ Possession of necessary licenses and certifications 			Hotel Site verification Report	5	
21	Overall Presentation and Ambiance (Marks) <ul style="list-style-type: none"> ● Aesthetic Appeal (3 Marks) <ul style="list-style-type: none"> ○ Interior and exterior design ○ Landscaping and outdoor spaces ● Cultural Representation (2 Marks) <ul style="list-style-type: none"> ○ Reflection of local culture and heritage in design and services 			Hotel Site verification Report	5	
22	Has the hotel received an award earlier under this category by any reputed firm or organization National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks Social Media Presence- 2 Marks please provide link with Post reach Details			Verification of Received Award	5	
23	Advertisement / packages sold by the hotel at any reputed magazine/ national level platforms etc.				3	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
24	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				5	
25	Total				100	

Note: To be done for all categories (i.e 1 star , 2 star , 3 star, Heritage- Basic)

Annexure-3 Category- Best Guest House_ Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Unit				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Unit site verification report	NA	
3	Registration Number- Name of Registering Authority- Name of Registration Act (Received in year of Establishment) <u>Mandatory</u>			Verification of submitted document	NA	
4	if required attach Power of Attorney (attach document)			as document submitted	NA	
5	For GuestHouse with min 6 rooms with Double occupancy Submit necessary documents			As per submitted certificate verification	NA	
6	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than 5 Years-0 Marks)		No. of Years Passed after operation-	Verification of submitted document	5	
7	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
8	Number of Double Occupancy Rooms Number of Rooms 1. Rooms More than 25-5 marks			As perGuest House records and site verification	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	2. More than 20 & <25 – 4 marks 3. More than 15 & < 20 – 3 marks 4. More than 10 & < 15 – 2 marks 5. More than 8 & < 10 – 1 marks			report		
9	Total occupancy and capacity percentage in the year of past three years >=90%- 5 Marks >=75% & <90%- 4 Marks >=60% & <75%-3 Marks >=45% & <60%-2 Marks >=30% & <45%-1 Marks <30% - 0 marks			As per records maintained by Unit	5	
10	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >2 Crore - 5m 2. >1 Crore & < 2 Crore - 4 marks 3. >0.5 Crore & < 1 Crore - 3 marks 4. >0.25 Crore & <0.5 Crore- 2 Marks 5. >0.10 Crore & <0.25 Crore- 1 Marks <0.10 Crore - 0 Marks			CA certified Document	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
11	Reviews in the past 3 year from reputed platforms like google reviews & Make my Trip, Booking.com, Expedia, Hotels.com , Airbnb, Agoda , Tripadvisor, Trivago, HotelsCombined, Priceline, Kayak, OYO with minimum 100 no. users review (Rating Average of Min 5 Hotel Booking portal) 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	10	
12	System in place for Handling of special requests and complaints If available - 3 Marks If resolved more than 10 Complaints registered in written- 5 Marks			Unit verification Report	5	
13	Quality of Accommodation (10 Marks) <ul style="list-style-type: none"> ● Room Quality (4 Marks) <ul style="list-style-type: none"> ○ Cleanliness ○ Comfort of beds and furnishings ○ Maintenance and upkeep ● Amenities (3 Marks) <ul style="list-style-type: none"> ○ In-room amenities (Wi-Fi, air conditioning, minibar, etc.) ○ Availability of premium services (e.g., room service, laundry) ● Facilities (3 Marks) <ul style="list-style-type: none"> ○ Availability and quality of facilities (e.g., pool, gym, spa) 			As per Unit Feedback system & Unit Site verification Report	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
14	Brief description of the Guest House highlighting the salient features in not more than 30 words (5 Marks)				5	
15	Food and Beverage - 10 Marks <ul style="list-style-type: none"> ● Quality of Food - 3 Marks <ul style="list-style-type: none"> ○ Taste and variety of food offered ○ Hygiene standards in kitchens and dining areas ● Service in Restaurants - 2 Marks <ul style="list-style-type: none"> ○ Speed and quality of service ○ Staff professionalism 			As per Unit Feedback system & Unit Site verification Report	5	
16	Inclusion of local cuisine in your hotel menu IHM Ranchi to provide list of Local cuisine with Description - Min 10 Items - 3 Marks Min 5 Items- 2 Marks Otherwise zero marks Attach Hotel Menu			Self attested hotel Menu Verification	3	
17	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the hotel Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to			Unit Site verification Report	2	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 3 Marks, if not present 0 marks					
18	Sustainability and Eco-Friendliness -10 Marks Environmental Practices- 5 Marks <ul style="list-style-type: none"> ● Energy-saving measures- 2 Marks ● Waste management & recycling practices-3 Mark Community Involvement - 5 Marks <ul style="list-style-type: none"> ● Engagement in local community projects- 3 Marks ● Support for local businesses and suppliers- 2 Marks 			Unit Site verification Report	10	
19	Innovation and Unique Offerings (5 Marks) <ul style="list-style-type: none"> ● Innovative Services (3 Marks) Unique guest experiences (e.g., cultural tours, adventure activities) Use of technology to enhance guest experience <ul style="list-style-type: none"> ● Distinctive Features (2 Marks) Unique architectural design or historical significance Signature programs or services			As per marking officer	5	
20	Compliance with Standards and Regulations (5 Marks) <ul style="list-style-type: none"> ● Safety and Security 4 Marks <ul style="list-style-type: none"> ○ Fire safety measures- 2 ○ Security protocols- 2 ● Legal and Regulatory Compliance - 1 			Unit Site verification Report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	Adherence to local laws and tourism guidelines Possession of necessary licenses and certifications					
21	Overall Presentation and Ambiance (Marks) <ul style="list-style-type: none"> ● Aesthetic Appeal (3 Marks) <ul style="list-style-type: none"> ○ Interior and exterior design ○ Landscaping and outdoor spaces ● Cultural Representation (2 Marks) <ul style="list-style-type: none"> ○ Reflection of local culture and heritage in design and services 			Unit Site verification Report	5	
22	Has the hotel received an award earlier under this category by any reputed firm or organization National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks Social Media Presence- 2 Marks please provide link with Post reach Details			Verification of Received Award	5	
23	Advertisement / packages sold by the hotel at any reputed magazine/ national level platforms etc.				3	
24	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				5	
25	Total				100	

Annexure-4 Category- Best Home Stay_ Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Unit				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Unit site verification report	NA	
3	Registration Number- Name of Registering Authority- Name of Registration Act (Received in year of Establishment) <u>Mandatory</u>			Verification of submitted document	NA	
4	if required attach Power of Attorney (attach document)			as document submitted	NA	
5	For Homestay with max 6 rooms with Double/ single occupancy Submit necessary documents			As per submitted certificate verification	NA	
6	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than 5 Years-0 Marks)		No. of Years Passed after operation-	Verification of submitted document	5	
7	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
8	Number of Double/ Single Occupancy Rooms Number of Rooms 1. Rooms More than 5-5 marks 2. More than 4 & <5 – 4 marks			As Unit records and site verification report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	3. More than 3 & < 4 – 3 marks 4. More than 2 & < 3 – 2 marks 5. More than 1 & < 2 – 1 marks					
9	Total occupancy and capacity percentage in the year of past three years >=90%- 5 Marks >=75% & <90%- 4 Marks >=60% & <75%-3 Marks >=45% & <60%-2 Marks >=30% & <45%-1 Marks <30% - 0 marks			As per records maintained by Unit	5	
10	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >0.5 Crore - 5m 2. >0.3 Crore & < 0.5 Crore - 4 marks 3. >0.2 Crore & < 0.3 Crore - 3 marks 4. >0.1 Crore & <0.2 Crore- 2 Marks 5. >0.05 Crore & <0.01 Crore- 1 Marks <0.05 Crore - 0 Marks			CA certified Document	5	
11	Reviews in the past 3 year from reputed platforms like google reviews & Make my Trip, Booking.com, Expedia, Hotels.com , Airbnb, Agoda , Tripadvisor, Trivago, HotelsCombined, Priceline, Kayak, OYO with minimum 100 no. users review			To be checked on the before 1/2 days or on the day of Evaluation	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	(Rating Average of Min 5 Hotel Booking portal) 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks					
12	System in place for Handling of special requests and complaints If available - 3 Marks If resolved more than 10 Complaints registered in written- 5 Marks			Unit verification Report	5	
13	Quality of Accommodation (10 Marks) <ul style="list-style-type: none"> ● Room Quality (4 Marks) <ul style="list-style-type: none"> ○ Cleanliness ○ Comfort of beds and furnishings ○ Maintenance and upkeep ● Amenities (3 Marks) <ul style="list-style-type: none"> ○ In-room amenities (Wi-Fi, air conditioning, etc.) ○ Availability of premium services (e.g., room service, laundry) ● Facilities (3 Marks) <ul style="list-style-type: none"> ○ Availability and quality of facilities (e.g., Bathtub gym) 			As per Unit Feedback system & Unit Site verification Report	10	
14	Brief description of the Homestay highlighting the salient features in not more than 30 words (5 Marks)				5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
15	Food and Beverage - 10 Marks <ul style="list-style-type: none"> ● Quality of Food - 3 Marks <ul style="list-style-type: none"> ○ Taste and variety of food offered ○ Hygiene standards in kitchens and dining areas ● Service in Restaurants - 2 Marks <ul style="list-style-type: none"> ○ Speed and quality of service ○ Staff professionalism 			As per Unit Feedback system & Unit Site verification Report	5	
16	Inclusion of local cuisine in your hotel menu IHM Ranchi to provide list of Local cuisine with Description - Min 10 Items - 3 Marks Min 5 Items- 2 Marks Otherwise zero marks Attach Hotel Menu			Self attested hotel Menu Verification	3	
17	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the hotel Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks			Unit Site verification Report	2	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	Other places- 3 Marks, if not present 0 marks					
18	Sustainability and Eco-Friendliness -10 Marks Environmental Practices- 5 Marks <ul style="list-style-type: none"> ● Energy-saving measures- 2 Marks ● Waste management & recycling practices-3 Mark Community Involvement - 5 Marks <ul style="list-style-type: none"> ● Engagement in local community projects- 3 Marks ● Support for local businesses and suppliers- 2 Marks 			Unit Site verification Report	10	
19	Innovation and Unique Offerings (5 Marks) <ul style="list-style-type: none"> ● Innovative Services (3 Marks) <ul style="list-style-type: none"> ○ Unique guest experiences (e.g., cultural tours, adventure activities) ○ Use of technology to enhance guest experience ● Distinctive Features (2 Marks) <ul style="list-style-type: none"> ○ Unique architectural design or historical significance ○ Signature programs or services 			As per marking officer	5	
20	Compliance with Standards and Regulations (5 Marks) <ul style="list-style-type: none"> ● Safety and Security 4 Marks <ul style="list-style-type: none"> ○ Fire safety measures- 2 ○ Security protocols- 2 ● Legal and Regulatory Compliance - 1 			Unit Site verification Report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<ul style="list-style-type: none"> ○ Adherence to local laws and tourism guidelines ○ Possession of necessary licenses and certifications 					
21	<p>Overall Presentation and Ambiance (Marks)</p> <ul style="list-style-type: none"> ● Aesthetic Appeal (3 Marks) <ul style="list-style-type: none"> ○ Interior and exterior design ○ Landscaping and outdoor spaces ● Cultural Representation (2 Marks) <ul style="list-style-type: none"> ○ Reflection of local culture and heritage in design and services 			Unit Site verification Report	5	
22	<p>Has the hotel received an award earlier under this category by any reputed firm or organization</p> <p>National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks</p> <p>Social Media Presence- 2 Marks please provide link with Post reach Details</p>			Verification of Received Award	5	
23	Advertisement / packages sold by the hotel at any reputed magazine/ national level platforms etc.				3	
24	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				5	
25	Total				100	

Annexure-5 Category- Best Traditional Cuisine Restaurant_ Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Unit				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Unit site verification report	NA	
3	Registration Number- Name of Registering Authority- Name of Registration Act (Received in year of Establishment) <u>Mandatory</u>			Verification of submitted document	NA	
4	if required attach Power of Attorney (attach document)			as document submitted	NA	
5	For Traditional Cuisine Restaurant Submit necessary documents			As per submitted certificate verification	NA	
6	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than 5 Years-0 Marks)		No. of Years Passed after operation-	Verification of submitted document	5	
7	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
8	Authenticity of Cuisine (5 Marks) <ul style="list-style-type: none"> Variety of Traditional Dishes (10 Marks): Range of traditional Jharkhandi dishes offered. 			As Unit records and site verification report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<ul style="list-style-type: none"> Culinary Excellence (Menu samples showcasing creativity and quality of Jharkhand dishes Testimonials from culinary experts or food critics) Type of Cuisine, e.g., traditional Jharkhandi, Continental, etc. 					
9	Use of Local Ingredients (3 Marks): Incorporation of local and indigenous ingredients in the menu.			As per records maintained by Unit	3	
10	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >0.5 Crore - 5m 2. >0.3 Crore & < 0.5 Crore - 4 marks 3. >0.2 Crore & < 0.3 Crore - 3 marks 4. >0.1 Crore & <0.2 Crore- 2 Marks 5. >0.05 Crore & <0.01 Crore- 1 Marks <0.05 Crore - 0 Marks			CA certified Document	5	
11	Reviews in the past 3 years from reputed platforms like google reviews & Zomato, Swiggy, etc. other platforms with minimum 100 no. users review (Rating Av. of Min 3 online Platforms Rating) 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
12	System in place for Handling of special requests and complaints If available - 1 Marks If resolved more than 10 Complaints registered in written- 2 Marks			Unit verification Report	2	
13	Overall Presentation and Ambiance (Marks) <ul style="list-style-type: none"> ● Ambience and Decor (5 Marks) <ul style="list-style-type: none"> ○ Traditional Decor (3 Marks): Use of traditional Jharkhandi themes, artifacts, and decor elements. ○ Interior and exterior design ○ Landscaping and outdoor spaces ● Cleanliness and Hygiene (5 Marks): Overall cleanliness and hygiene standards maintained in the restaurant. ● Cultural Representation (2 Marks) <ul style="list-style-type: none"> ○ Reflection of local culture and heritage in design and services 			As per Unit Feedback system & Unit Site verification Report	10	
14	Brief description of the Homestay highlighting the salient features in not more than 30 words (5 Marks)				3	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
15	Taste and Quality of Food (10 Marks) <ul style="list-style-type: none"> ● Flavor (5 Marks): Authenticity and depth of flavors in traditional dishes. ● Presentation (3 Marks): Visual appeal and traditional presentation of dishes. ● Freshness (2 Marks): Quality and freshness of ingredients used. 			As per Unit Feedback system & Unit Site verification Report	10	
16	Service Quality (10 Marks) <ul style="list-style-type: none"> ● Staff Knowledge (3 Marks): Staff knowledge about the cuisine and ability to explain dishes to customers. ● Hospitality (7 Marks): Courtesy, attentiveness, and hospitality of the staff. 				10	
17	Inclusion of local cuisine in your hotel menu IHM Ranchi to provide list of Local cuisine with Description - Min 10 Items - 3 Marks Min 5 Items- 2 Marks Otherwise zero marks Attach Hotel Menu			Self attested hotel Menu Verification	3	
18	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the hotel Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 3 Marks, if not present 0 marks			Unit Site verification Report	2	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
19	Sustainability and Eco-Friendliness -10 Marks Environmental Practices- 5 Marks <ul style="list-style-type: none"> ● Energy-saving measures- 2 Marks ● Waste management & recycling practices-3 Mark Community Involvement - 5 Marks <ul style="list-style-type: none"> ● Engagement in local community projects- 3 Marks ● Support for local businesses and suppliers- 2 Marks 			Unit Site verification Report	10	
20	Innovation and Unique Offerings (5 Marks) <ul style="list-style-type: none"> ● Innovative Services (3 Marks) <ul style="list-style-type: none"> ○ Unique guest experiences (e.g., cultural tours, adventure activities) ○ Use of technology to enhance guest experience ● Distinctive Features (2 Marks) <ul style="list-style-type: none"> ○ Unique architectural design or historical significance ○ Signature programs or services 			As per marking officer	5	
21	Compliance with Standards and Regulations (5 Marks) <ul style="list-style-type: none"> ● Safety and Security 4 Marks <ul style="list-style-type: none"> ○ Fire safety measures- 2 ○ Security protocols- 2 ● Legal and Regulatory Compliance - 1 <ul style="list-style-type: none"> ○ Adherence to local laws and tourism guidelines 			Unit Site verification Report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<ul style="list-style-type: none"> ○ Possession of necessary licenses and certifications 					
22	<p>Has the Unit received an award earlier under this category by any reputed firm or organization</p> <p>National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks</p> <p>Social Media Presence- 2 Marks please provide link with Post reach Details</p>			Verification of Received Award	5	
23	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				5	
24	Total				100	

Annexure -6 Category- Best Restaurant_Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Unit				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Unit site verification report	NA	
3	Registration Number- Name of Registering Authority- Name of Registration Act (Received in year of Establishment) <u>Mandatory</u>			Verification of submitted document	NA	
4	if required attach Power of Attorney (attach document)			as document submitted	NA	
5	For Traditional Cuisine Restaurant Submit necessary documents			As per submitted certificate verification	NA	
6	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than 5 Years-0 Marks)		No. of Years Passed after operation-	Verification of submitted document	5	
7	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
8	Authenticity of Cuisine (5 Marks) <ul style="list-style-type: none"> ● Variety of Dishes (10 Marks): Range of dishes offered. ● Culinary Excellence 			As Unit records and site verification report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	(Menu samples showcasing creativity and quality of Jharkhand dishes Testimonials from culinary experts or food critics)					
10	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >2 Crore - 5m 2. >1 Crore & < 2 Crore - 4 marks 3. >0.5 Crore & < 1 Crore - 3 marks 4. >0.25 Crore & <0.5 Crore- 2 Marks 5. >0.1 Crore & <0.25 Crore- 1 Marks <0.1 Crore - 0 Marks			CA certified Document	5	
11	Reviews in the past 3 years from reputed platforms like google reviews & Zomato, Swiggy, etc. other platforms with minimum 100 no. users review (Rating Av. of Min 3 online Platforms Rating) 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	10	
12	System in place for Handling of special requests and complaints If available - 1 Marks If resolved more than 10 Complaints registered in written- 2 Marks			Unit verification Report	2	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
13	<p>Overall Presentation and Ambiance (10 Marks)</p> <ul style="list-style-type: none"> ● Ambience and Decor (5 Marks) <ul style="list-style-type: none"> ○ Traditional Decor (3 Marks): Use of traditional Jharkhandi themes, artifacts, and decor elements. ○ Interior and exterior design ○ Landscaping and outdoor spaces ● Cleanliness and Hygiene (5 Marks): Overall cleanliness and hygiene standards maintained in the restaurant. ● Cultural Representation (2 Marks) <ul style="list-style-type: none"> ○ Reflection of local culture and heritage in design and services 			As per Unit Feedback system & Unit Site verification Report	10	
14	Brief description of the Homestay highlighting the salient features in not more than 30 words (5 Marks)				3	
15	<p>Taste and Quality of Food (10 Marks)</p> <ul style="list-style-type: none"> ● Flavor (5 Marks): Authenticity and depth of flavors in traditional dishes. ● Presentation (3 Marks): Visual appeal and traditional presentation of dishes. 			As per Unit Feedback system & Unit Site verification Report	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<ul style="list-style-type: none"> Freshness (2 Marks): Quality and freshness of ingredients used. 					
16	Service Quality (10 Marks) <ul style="list-style-type: none"> Staff Knowledge (5 Marks): Staff knowledge about the cuisine and ability to explain dishes to customers. Hospitality (5 Marks): Courtesy, attentiveness, and hospitality of the staff. 				10	
17	Inclusion of local cuisine in your hotel menu IHM Ranchi to provide list of Local cuisine with Description - Min 10 Items - 3 Marks Min 5 Items- 2 Marks Otherwise zero marks Attach Hotel Menu			Self attested hotel Menu Verification	3	
18	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the hotel Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 3 Marks, if not present 0 marks			Unit Site verification Report	2	
19	Sustainability and Eco-Friendliness -10 Marks Environmental Practices- 5 Marks <ul style="list-style-type: none"> Energy-saving measures- 2 Marks 			Unit Site verification Report	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<ul style="list-style-type: none"> ● Waste management & recycling practices-3 Mark Community Involvement - 5 Marks <ul style="list-style-type: none"> ● Engagement in local community projects- 3 Marks ● Support for local businesses and suppliers- 2 Marks 					
20	Innovation and Unique Offerings (5 Marks) <ul style="list-style-type: none"> ● Innovative Services (3 Marks) <ul style="list-style-type: none"> ○ Unique guest experiences (e.g., cultural tours, adventure activities) ○ Use of technology to enhance guest experience ● Distinctive Features (2 Marks) <ul style="list-style-type: none"> ○ Unique architectural design or historical significance ○ Signature programs or services 			As per marking officer	5	
21	Compliance with Standards and Regulations (5 Marks) <ul style="list-style-type: none"> ● Safety and Security 4 Marks <ul style="list-style-type: none"> ○ Fire safety measures- 2 ○ Security protocols- 2 ● Legal and Regulatory Compliance - 1 <ul style="list-style-type: none"> ○ Adherence to local laws and tourism guidelines ○ Possession of necessary licenses and certifications 			Unit Site verification Report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
22	Has the Unit received an award earlier under this category by any reputed firm or organization National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks Social Media Presence- 2 Marks please provide link with Post reach Details			Verification of Received Award	5	
23	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				8	
24	Total				100	

Annexure- 7 Category- Cleanest Tourism Destination (A/B/Non notified_More than 1 Lakh annual Visitor/C/D)_Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Destination- Name of DTPC Secretary- in case of Notified Destination Name of Destination Owner/ Management committee- In Case of Non- Notified Destination				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Site verification report	NA	
3	Category of Tourism Site among the Site Notified Tourist by Dept. of Tourism, JH A/B/C/D or In case Site Not Notified- Ownership & Management Details (Pvt./ Lease/	Notified Category			NA	
4	Is DTPC Registered as Society Yes/ No- 2 Marks otherwise 0 Marks In case of non Notified Site- Provide Business Registration Number & Is Managements Committee Registered as Partnership firm/ LLP/ Company/ Society etc. If Yes- 2 Marks otherwise 0 Marks				2	
5	Yearly Average Tourist Footfall For A/B category >5 Lakh - 5 Marks >4 Lakh & < 5 lakh- 4 marks >3 Lakh & < 4 lakh- 3 marks				5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	>2 Lakh & < 3 lakh- 2 marks >1 Lakh & < 2 lakh- 1 marks For C/D category >1 Lakh - 5 Marks >0.4 Lakh & < 0.5 lakh- 4 marks >0.3 Lakh & < 0.4 lakh- 3 marks >0.2 Lakh & < 0.3 lakh- 2 marks >0.1 Lakh & < 0.2 lakh- 1 marks					
6	Award category - A/B, Ticketing system is mandatory Online Ticketing System- 5 Marks Offline Computerized Ticket system-4 Marks Offline printed slip System with unique count with date- 3 Mark Manual hand written Ticketing system with Date- 2 Mark Otherwise disqualified Award category - C/D, Online Ticketing System- 10 Marks Offline Computerized Ticketing system- 6 Mark Offline printed slip System with unique count with date- 4 Mark Manual hand written Ticketing system with number & date- 2 Mark Otherwise Zero Marks				5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
11	Reviews in the past 3 years from reputed platforms like google reviews & Equivalent Min 100 no. of Rating 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	5	
12	System in place for Handling of special requests and complaints If available - 1 Marks If resolved more than 10 Complaints registered in written- 2 Marks			Site verification Report	2	
14	Brief description of the Destination highlighting the salient features in not more than 30 words (5 Marks)				5	
17	Availability of Tourist Guide Attach details of Guide				3	
18	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the site Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 3 Marks, if not present 0 marks			Unit Site verification Report	2	
19	<ul style="list-style-type: none"> ● Sustainability and Eco-Friendliness -10 Marks ● Environmental Practices (air quality 			Unit Site verification Report	10	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
	<p>monitoring data, water quality testing reports display etc.) - 5 Marks</p> <ul style="list-style-type: none"> • Energy-saving measures- 2 Marks • Waste management & recycling practices (Data on waste collection, recycling facilities, and cleanliness of public spaces-3 Mark • Community Involvement - 5 Marks • Engagement in local community projects- 3 Marks • Support for local businesses and suppliers- 2 Marks 					
20	<ul style="list-style-type: none"> • Innovation and Unique Offerings (5 Marks) • Innovative Services (3 Marks) • Unique guest experiences (e.g., cultural tours, adventure activities) • Use of technology to enhance guest experience • Distinctive Features (2 Marks) • Unique architectural design or historical significance • Signature programs or services 			As per marking officer	5	
21	<ul style="list-style-type: none"> • Compliance with Standards and Regulations (5 Marks) • Safety and Security 4 Marks • Fire safety measures- 2 • Security protocols- 2 • Legal and Regulatory Compliance - 1 • Adherence to local laws and tourism guidelines • Possession of necessary licenses and certifications 			Unit Site verification Report	5	

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
22	Purified Drinking Water Facility				3	
23	Hand Washing Area with availability of Water supply- 3 marks				3	
24	Toilet for Male- 3 Marks				3	
25	Separate Toilet for Female with Water Supply- 5 Marks				5	
26	Cleanliness of Toilet Area- 2 Marks				2	
27	Availability of Security Guards- 5 Marks				5	
28	Availability of Separate Parking Space- 5 Marks				5	
29	Availability of First aid Box - 2 Marks				2	
30	Display of Emergency Contact Number- 3 Marks				3	
31	Kioske/ Shops- 2 Marks				2	
32	Que Management- 3 Marks				3	
33	Changing Rooms- 2 Marks				2	
34	Cleanliness at the entrance and outer premises of Destination- 2				2	
35	Sufficient no of Signages				3	
36	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer				5	
37	Has the Destination received an award earlier under this category by any reputed firm or organization National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks Social Media Presence- 2 Marks please provide link with Post reach Details				3	
	Total				100	

Annexure- 8 Category- Jharkhand tourism excellence awards for the year 2023-2024 for best adventure tourism operator_ Qualification Details/ Marking criteria Details

Sl No.	Parameter	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Adventure tourism operator Unit- Name of Adventure tourism operator unit Owner/ Management committee				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Site verification report	NA	
3	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than 5 Years-0 Marks)		No. of Years Passed after operation-	Verification of submitted document	5	
4	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)			Upon verification by Dept Tourist Trade Registration Rules master Data	2	
5	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >2 Crore - 5m 2. >1 Crore & < 2 Crore - 4 marks 3. >0.5 Crore & < 1 Crore - 3 marks 4. >0.25 Crore & <0.5 Crore- 2 Marks 5. >0.1 Crore & <0.25 Crore- 1 Marks <0.1 Crore - 0 Marks			CA certified Document	5	

6	Online Ticketing System- 5 Marks Offline Computerized Ticket system-4 Marks Offline printed slip System with unique count with date- 3 Mark Manual hand written Ticketing system with Date- 2 Mark Otherwise disqualified				5	
7	Reviews in the past 3 years from reputed platforms like google reviews & Equivalent Min 100 no. of Rating 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	10	
8	System in place for Handling of special requests and complaints If available - 1 Marks If resolved more than 10 Complaints registered in written- 2 Marks			Site verification Report	2	
9	Brief description of the Destination highlighting the salient features in not more than 30 words (1 Marks) Packages and Pricing (Details of adventure packages offered and their pricing) (1 Marks)				2	
10	Activity and participation Descriptions: (Detailed descriptions and promotional materials of offered activities. Photographs/Videos, Visual documentation of activities) Participation Data: Statistics on the number of participants for each activity.)				2	

11	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the site Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 1 Marks, if not present 0 marks			Unit Site verification Report	2	
12	Range of Adventure Activities (15 marks) Variety of Activities Number of different activities offered- 4 Marks Range within activities (difficulty, type)- 3 Marks				7	
13	Innovation in Activities Introduction of new activities- 2 Marks Uniqueness of activities- 1 Marks				3	
14	Popularity of Activities Participation rates- 3 Repeat participation- 2 customer participation data Clientele Type and number of clients served (e.g., domestic, international)				5	
15	Safety Standards (20 marks) Safety Equipment Availability of necessary safety gear- 5 Marks Quality and maintenance of equipment- 5 Marks				10	

16	<p>Training of Staff</p> <p>Staff certifications- 2</p> <p>Frequency of training- 2</p> <p>On-site safety briefings-1</p>				5	
17	<p>Emergency Protocols</p> <p>Documented emergency plans- 3 Marks</p> <p>Safety Measures and Protocols (Provide documentation and certifications of guides and staff in first aid and rescue operations.)</p> <p>Accreditations and Licenses. List of relevant certifications and licenses</p> <p>Effectiveness of emergency drills- 2 Marks</p>				5	
18	<p>Environmental Sustainability (10 marks)</p> <p>Eco-Friendly Practices</p> <p>Waste management practices- 5 Marks</p> <p>Use of eco-friendly materials- 3 Marks</p>				8	
19	<p>Conservation Efforts</p> <p>Participation in conservation projects- 1 Marks</p> <p>Impact of conservation efforts- 1 Marks</p>				2	
20	<p>Customer Experience (5 marks)</p> <p>Customer Service</p> <p>Responsiveness to inquiries- 3 Marks</p> <p>Friendliness and professionalism of staff- 2 Marks</p>				5	

21	Has the Unit received an award earlier under this category by any reputed firm or organization National Level by Govt. Bodies- 3 Marks State Level by Govt Bodies- 2 Marks Any reputed Organization- 1 Marks Otherwise Zero Marks Social Media Presence- 2 Marks please provide link with Post reach Details			Verification of Received Award			5
22	Customer feedback- on the date of Visit in written or oral in front of Verifying Officer						5
23	Community Engagement (5 marks) Local Employment Number of local staff employed- 2 Marks Training provided to local staff- 1 Marks						3
24	Community Development Support for local businesses- 1 Marks Contribution to community projects- 1 Marks						2
	Total						100

Annexure 9 Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for Best Inbound Tour Operator/Travel Agent (handling inbound tours)

Sl No.	Parameter/ Criteria	Details to be filled by applicant	Details to be verified by officials Mark (correct /Incorrect)	Related Documents to be submitted/ attached/ verification	Mark obtained/ (Max Marks)	Remarks
1	Name of the Unit- Name of unit Owner/ Management committee				NA	
2	Registered Address/ Local Address (Should have a office within state of Jharkhand)			Site verification report	NA	
3	Establishment Year (More than 10 Years- 5 Marks, More than 5 Years & less than 10 Years- 3 Marks, Less than 5 Years-0 Marks)		No. of Years Passed after operation-	Verification of submitted document	5	
4	Are you Registered under Jharkhand Tourist Trade Registration Rules 2023? Write Jharkhand Tourist Trade Registration Number (Tick over Yes/No)				2	
5	Sum of Turnover in the past three year (CA certified certificate) Last FY 2023-24 1. >2 Crore - 5m 2. >1 Crore & < 2 Crore - 4 marks 3. >0.5 Crore & < 1 Crore - 3 marks 4. >0.25 Crore & <0.5 Crore- 2 Marks 5. >0.1 Crore & <0.25 Crore- 1 Marks <0.1 Crore - 0 Marks			CA certified Document	5	

6	Online Ticketing System- 5 Marks Offline Computerized Ticket system-4 Marks Offline printed slip System with unique count with date- 3 Mark Manual hand written Ticketing system with Date- 2 Mark Otherwise disqualified				5	
7	Reviews in the past 3 years from reputed platforms like google reviews & Equivalent Min 100 no. of Rating 4.0 or above- 10 Marks Between 3.0 to 4.0 -5 Marks otherwise 0 Marks			To be checked on the before 1/2 days or on the day of Evaluation	10	
8	Brief description of the Destination highlighting the salient features in not more than 30 words (1 Marks) Packages and Pricing 1 Marks				2	
9	Jharkhand Tourism promotion related information display/ distribution/ Tourism circuits/ promoted by the site Display board, Tourism Site circuit/ Site Distance display painting/ Banner, where to visit nearby place map if available in entrance area/ waiting room - 2 marks Other places- 1 Marks, if not present 0 marks			Unit Site verification Report	2	
10	Range of Services (20 marks) 1. Number and diversity of tour packages				5	
11	2. Inclusion of unique destinations				5	
12	Ability to tailor tours				3	

13	<ol style="list-style-type: none"> 1. Visa assistance, travel insurance, guides-3 Marks 2. Package sold to how many states- 4 Marks 				7	
14	<p>Customer Experience (16 marks)</p> <p>Customer Service</p> <ol style="list-style-type: none"> 1. Responsiveness and professionalism- 4 Marks 2. Quality of communication- 3 Marks 3. Handling of inquiries and bookings- 3 Marks 				10	
15	<p>Customer Satisfaction</p> <ol style="list-style-type: none"> 1. Repeat business- 3 Marks 2. Referrals- 3 Marks 				6	
16	<p>Has the Unit received an award earlier under this category by any reputed firm or organization</p> <p>National Level by Govt. Bodies- 3 Marks</p> <p>State Level by Govt Bodies- 2 Marks</p> <p>Any reputed Organization- 1 Marks</p> <p>Otherwise Zero Marks</p>			Verification of Received Award	3	
17	<p>Customer feedback- on the date of Visit in written or oral in front of Verifying Officer</p>				5	
18	<p>Operational Excellence (11 marks)</p> <p>Efficiency and Reliability</p> <ol style="list-style-type: none"> 1. Timeliness and accuracy -3 Marks 2. Dependability- 2 Marks 				5	

19	<p>Partner Network</p> <ol style="list-style-type: none"> 1. Quality of partnerships- 2 Marks 2. Reliability of partnerships- 1 Marks 				3	
20	Technology Integration- Advanced technology usage- 3 Marks				3	
21	<p>Marketing and Promotion (8 marks)</p> <p>Innovative Marketing Strategies</p> <ol style="list-style-type: none"> 1. Creativity and effectiveness- 3 Marks 				3	
22	<p>Online Presence</p> <ol style="list-style-type: none"> 1. Website quality- 2 Marks 2. Social media engagement- 3 Marks <p>Social Media Presence- please provide link with Post reach Details</p>				5	
23	<p>Sustainability and Community Engagement (6 marks)</p> <p>Eco-Friendly Practices</p> <p>Sustainable tourism practices- 2 Marks</p> <p>Support for local communities- 2 Marks</p>				4	
24	Whether Part of any association of Jharkhand Chapter				2	
	Total				100	

Annexure 10_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for best mice destination

Sl No.	Parameter/ Criteria	Details to be filled by applicant	Details to be verified by officials	Related Documents to be submitted	Mark obtained/ (Max Marks)	Remarks
1.	Infrastructure and Facilities (conference venue, connectivity and accommodation)				10	
2.	Event Management Services (professional service and support service)				10	
3.	Accessibility Information on connectivity via road, rail, and air, including distance from nearest airport and railway station.				10	
4.	Technological Infrastructure Availability of high-speed internet, audiovisual equipment, and other technological amenities required for MICE events.				15	
5	Safety and Security Measures in place to ensure the safety and security of attendees, including medical facilities and emergency response services.				10	
6	Environmental Sustainability Efforts to promote eco-friendly practices and sustainability in MICE activities, including green certifications of venues and initiatives.				10	
7	Feedback and Testimonial Reviews and testimonials from past events and attendees, highlighting the destination's strengths and areas for improvement.				20	
8	Promotion and advertisement				10	
9	Turnover of past three years				5	

Annexure 11_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for best social media influencer

Name of the influencer	
social media handles	
Address	
Since when social media career began	

Marking Criteria

s.no	Parameters	Documents to be submitted/ check by the officials	Remarks	Marks
1.	Number of Followers on all media platform		10	
2.	Engagement rate		10	
3.	Posts on tourism in Jharkhand		10	
4.	Awards and Recognitions		10	
5.	Campaigns for tourism in Jharkhand		10	
6.	Total		50	

Annexure 12_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for best hotel of JTDC

Name of the hotel	
Address, location, mail id and telephone number	
Name of the manager and contact person	

Marking Criteria:

s.no	Parameters	Documents to be submitted/ check by the officials	Marks	Remarks
1.	Food/hospitality		20	
2.	Cleanliness/hygiene		20	
3.	Earnings in the past three years		20	
4.	Menu range		20	
5.	Occupancy report		20	

Annexure 13_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for best Best district for Tourism

Sl No.	Parameter/ Criteria	Details to be filled by applicant	Details to be verified by officials	Related Documents to be submitted	Mark obtained/ (Max Marks)	Remarks
1	Tourist footfall (Number of tourists visiting annually, including domestic and international visitors.)				15	
2	Infrastructure and facilities (availability of hotels , transportation)				10	
3	Promotion and marketing for tourism done by the district				15	
4	Tourist attractions (number and variety of tourism spots)				10	
5	Safety and security (Safety measures and security protocols in place for tourists.)				10	
6	Cleanliness and hygiene at tourist spots				10	
7	Special initiatives if any organized by District				5	
8	Any innovation in tourism				10	
9	A brief description about the district and its tourism				5	
10	How Much fund mobilized from other than DTTC & tourism dept. fund to Tourism projects for development of their notified Destinations.				10	
	Total				100	

Annexure 14_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for Excellence in publication

Sl No.	Parameter/ Criteria	Details to be filled by applicant	Details to be verified by officials	Related Documents to be submitted	Mark obtained/ (Max Marks)	Remarks
1	Book/ Magazine/ Periodical/ Journal/ Guide printed for Jharkhand during the period April 2021- 2023 Copies of each article or magazine or book shall have to be submitted				10	
2	Distribution and Reach The effectiveness and breadth of distribution channels, including both print and digital platforms.				10	
3	Content quality (the article should be promotion of a tourist circuit, tourist destination/ tourism product)				10	
4	Visual appeal (originality, language and pictures used)				10	
5	Digital presence				10	
6	Total				50	

Annexure 15_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for Environmental conservation award

Sl No.	Parameter/ Criteria	Details to be filled by applicant	Details to be verified by officials	Related Documents to be submitted	Mark obtained/ (Max Marks)	Remarks
1	Project Concept, Innovative and unique approach to eco-friendly tourism or environmental conservation				10	
2	Sustainability(Long-term sustainability and environmental impact)				10	
3	Community Involvement (Level of local community engagement and benefits)				10	
4	Innovation (Use of innovative technologies or practices in the project)				10	
5	Overall Impact(General assessment of the project's overall impact on tourism and environmental conservation)				10	
6	Total				50	

Annexure 16_Category- Jharkhand tourism excellence awards for the year 2023-2024 for Marking Criteria for best use of digital media in tourism promotion

Sl No.	Parameter/ Criteria	Details to be filled by applicant	Details to be verified by officials	Related Documents to be submitted	Mark obtained/ (Max Marks)	Remarks
1	Content Quality, Creativity, originality, and relevance of content used in digital media campaigns				10	
2	Engagement(User interaction, likes, shares, comments, and overall engagement on social media platforms)				10	
3	Innovation in Use of Technology (Use of cutting-edge technology like VR, AR, AI, and other digital innovations)				10	
4	Visual Appeal Quality and attractiveness of visual elements such as photos, videos, and graphics				10	
5	Feedback and Reviews (Handling and utilization of user feedback and reviews to improve services)				10	
6	Total				50	

Annexure 17_Category- Jharkhand tourism excellence awards for the year 2023-2024 for best Guide
Application form

Name of the person	
Guide License Number	
Address, mail id , mobile number	
Number of Tourist Served	
Feedback of Tourists	
Number of Language Known	

Annexure 18_Category- Jharkhand tourism excellence awards for the year 2023-2024 for devotion to duty (Guards, Parytak mitra who have saved the life)

Application form

Name of the person	
Designation in Jharkhand Tourism	
Address, mail id , mobile number	
Live saving action done	
Number of lives saved and the overall impact of their actions on the community.	
Level of training and preparedness exhibited during the rescue operation.	