

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C” (BWR Karnataka C) for the Tourism – Homestay Rating of Green Peace Homestay, Ganalu, Mandya District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “BWR-KA-C”^{#*} (Pronounced **BWR Karnataka C**) **Tourism – Homestay** rating to **Green Peace Homestay, Ganalu Village, Malavalli Taluk, Mandya District, Karnataka**, which indicates that the organization provides/delivers **Moderate Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

HOMESTAY PROFILE:

Green Peace Homestay (GPH), Ganalu, was established by Mr. Gangadhar and his family in January 2016. GPH is a private home which proposes to offer accommodation to visitors/tourists on rent basis. Green Peace Homestay is located at Survey Number: 154/1, Behind Shakunidoddi Village, Atria Power Company Road, Ganalu Village, Halaguru Hobli, Malavalli Taluk, Mandya District, Karnataka. Ganalu Village is 28 Kms from Kanakapura, 84 Kms from Bengaluru and 80 Kms from Mysore. GPH is surrounded by greenery and 60 acres of pomegranate & banana plantations. The homestay is spread over 5 acres of land and located close to Shimsha River. The land is owned by Mr. Gangadhar.

OPERATIONS, FACILITIES AND SERVICES:

Green Peace Homestay enjoys locational advantages, as it is situated near a Reserve Forest (Cauvery wildlife sanctuary), Ganalu Falls, Shimsha River and Asia’s first hydroelectric power station (Shivanasamudra). GPH is located 8 Km from the main road and around 0.5 km from the tar road. The connecting road to the homestay is a kaccha mud road. The main building of the homestay is around 100 meters from the entrance gate. There are tourist attractions like Ganalu Falls, Muthathi, Bheemeshwari Adventure & Nature Camp, Cauvery Wildlife Sanctuary, Mekedatu, Shivanasamudra, Somanathapura, Srirangapatna, Cauvery Fishing

Camp and many more in the vicinity of GPH. The total built up area of the homestay is 6000 sq.ft. and comprises of G+2 floors. The Homestay proposes to offer 4 rooms for guests, of which three rooms are located on the ground floor and one on the 2nd floor. The family of Mr. Gangadhar stays on the first floor of the homestay. The rooms are around 400- 450 sq.ft each, consisting of bedroom, dining for 2-3 people and bathroom.

The rooms offer double accommodation with adequate amenities like A/c, attached bathroom, tables, chairs, wardrobes, dressing mirror, towels, basic toiletries etc. All bathrooms have defined shower and WC area. The rooms are clean, airy and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. Home Stay has Televisions (TV) in all rooms and the doors of the rooms are fitted with ordinary locks. The property is surrounded by electronic fencing with siren system. External furniture, parking area, windows, internal floors are kept clean and dust free.

KA stands for Karnataka

**Please refer to www.brickworkratings.com for definition of the rating & rating scale. The rating assigned is not a credit rating.*

There are 8 CCTVs and one PTZ camera (Pan–Tilt–Zoom camera) for monitoring the entrance/exit/common areas and one security guard. The homestay also offers iron board, information on near-by tourist destinations, wakeup call service and paid transportation facilities.

GPH proposes to provide A/c & Non A/c accommodation with Breakfast /Lunch/ Dinner (Meals are not part of room tariff and are at additional cost). It proposes to offers veg & non veg food with fixed menu, comfortable stay services, convenient check in and check out timings and pick-up and drop facilities. Alcohol is not served and smoking will not be allowed.

GPH proposes to offer candle light dinner, rooftop cinema, rooftop family dinner, swimming with life jackets, guided trek to Basavana Betta, Shulagiri, Muthathi & Shivanana Samudra power plant and farm activities like bird watching, fishing, nature walk, fruit picking. It also proposes to provide indoor & outdoor games/activities like Badminton, Carrom, Chess, Chowkabara, Kite Flying, Volley Ball, camp fire, river side tent camp & Agri Tourism.

The homestay has UPS and Solar lightings to address power supply issues and wifi facilities on additional charges. The homestay has its own website and bookings will be made through website, emails and on telephone. The homestay will accept payments in cash/ online transfer. The home stay is yet to maintain registers like Complaint/ suggestion book, Bill book, Receipt book etc. Digital locks/ safety lockers are not provided, however homestay has wardrobe with normal lock. First aid facilities and fire safety measures are in place presently.

The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available around 8 km from the homestay. In view of the interior location of the homestay, GPH may be suitable for adventure enthusiasts and group travellers.

GPH recently commenced its operations.

MANAGEMENT:

Mr. R. Gangadhar (aged ~40 years) is the proprietor. The family hails from an agricultural background. Smt. Geetha S (Wife of Mr. R Gangadhar), Ms.Sinchana & Ms. Yashika (Daughters of Mr. R. Gangadhar) and Ms. Yashodha (Sister of Mr. R Gangadhar) presently reside in Green Peace Home Stay. Mr. R. Gangadhar also has other business interests viz., mineral water processing and bottling, real estate development and educational sector.

STATUTORY COMPLIANCES

Green Peace Homestay has the following documents viz., Land Use Permit dt. December 31 2015, Police verification certificate dt. December 26 2015 issued in the name of the promoter,

No Objection Certificate from the Grama Panchayat, Byadarahalli dt. December 31, 2015 and Property tax paid receipts for FY 16.

RATING RATIONALE

The Tourism-Homestay rating assigned for Green Peace Homestay positively factors the nearby tourist attractions, clean and spacious rooms and adequate facilities proposed in the homestay. However, the rating is constrained by the limited track record as the home stay has recently commenced operations, road connectivity (to be improved), inherent seasonality risk associated with the cash flows of the homestay industry and moderate scale of operations.

Green Peace Homestay's ability to start its operations as proposed and cater to the requirements of guests by offering services of reasonable quality and security thereby providing secure, value for money stay options would be the key rating sensitivities. Adoption of adequate safety and security measures, establishment of good communication facilities and ensuring better services for differently abled guests with special needs is necessary.

METHODOLOGY ADOPTED

BWR Tourism Ratings reflects BWR's current opinion on the quality of the specific Tourism Product or Service in Karnataka. Department of Tourism (DoT), Government of Karnataka has issued Tourism Products Rating Guide – Karnataka 2015 (http://karnatakaturism.org/policy/Tourism_Products_Rating_Guide-Accommodation.pdf) and Guidelines for registration of Homestays in Karnataka vide GO (Government order) No. TD 429 TTT2015 Bengaluru, dated 31-3-2016. (<http://karnatakaturism.org/policy/go-dated-31.03.2016-kan-eng-agency-address-parameters.pdf>) ಸಂಖ್ಯೆ: ಪ್ರ ಇ 201 ಪ್ರವಾಯೋ 2016 ಬೆಂಗಳೂರು ಕರ್ನಾಟಕ: 24-06-2016 which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. In addition, BWR has drawn up several qualitative and quantitative parameters, based on its own research and in consultation with various experts in this field and in the “user industries”, to make a comprehensive assessment of the quality of Tourism Products/Services. The DoT parameters constitute 80% weightage of the Rating while BWR parameters constitute 20% weightage. The rating is carried out on a scale of A to E with (+) or (-) modifiers for A through C except D and E, to reflect comparative standing within the category. Rating Parameters are broadly categorized as Infrastructure, Services, Safety and Security, Statutory Compliances, Good Design Practices, Evaluation of business model, Promoters/Management analysis, Location analysis, Scale, diversification and coverage, Brand strength and Networking and Developmental efforts.

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Important Note: Brickwork Ratings (BWR) has assigned the rating based on the information and documents provided by the homestay management. BWR has taken considerable steps to avoid any data distortion; however, it does not examine the precision or completeness of the information obtained. And hence, the information in this report is presented “as is” without any express or implied warranty of any kind. BWR has not verified the authenticity of the documents submitted by the homestay and does not make any representation in respect to the truth or accuracy of any such information. The rating assigned by BWR should be treated as an opinion and not a recommendation to use or not to use the specified homestay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the homestay facility or users of this report or from any use of this report or its contents. BWR has the right to change, suspend or withdraw the rating at its discretion, at any time for any reasons.