



Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Madhuvan Homestay, Joida Taluk, Uttara Kannada District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to Madhuvan Homestay, Joida Taluk, Uttara Kannada District, Karnataka** which indicates that the organization provides/delivers **Average Quality of Facility**. This Provisional Rating is valid for 6 months and will be considered as a regular rating at the discretion of BWR, upon submission of the Original Homestay Registration Certificate issued by the Department of Tourism, Government of Karnataka.

HOMESTAY PROFILE:

Madhuvan Homestay (MH), Joida Taluk, Uttara Kannada District, Karnataka was established by Mr. Ravaji and his family. MH is located at survey number 15 near Virnoli Village, Joida Taluk, Dandeli surrounded by a forest in Uttara Kannada District of Karnataka and spread over 1.32 acres. The built up area of the homestay is approx 20 guntas. MH commenced operations on February 1 2012 and has 4 cottages, common dining hall and kitchen, with indoor games and outdoor activities. MH is around 500 meters from Virnoli Village, 14 Km from Dandeli town center and around 90 kms from Hubli in Karnataka. MH is suitable for groups who wish to experience trekking, sightseeing and nature walks.

OPERATIONS, FACILITIES AND SERVICES:

Dandeli Town Center is around 14 Km from the homestay. Syntheri Rock, Dandeli Wildlife Sanctuary, Kali River, Sykes Point, Anshi National Park, Kavala Caves and Shirolu Peak are the tourists places located in and around Dandeli town. The nearest Police Station, nearest bus stand, Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, shopping center , post office, bank, ATM etc are also available in Dandeli town.

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.**



The rooms at the homestay are comfortable. MH has 4 cottages, common dining hall (2 nos) and kitchen. Each cottage offers single/double accommodation with amenities like double bed, television, sit out, attached bathroom with 24 hours hot water, dressing mirror, fans, towels, newspapers and basic toiletries etc. The rooms are clean and the sizes of the rooms and bathrooms in the homestay are adequate. The doors of the rooms are fitted with ordinary locks. MH has parking space for around 5 cars. MH provides complimentary tea/ coffee, toiletries, home food style breakfast, lunch and dinner (vegetarian food and non vegetarian food). Alcohol and smoking is allowed. MH also provides items required for camp fire at night and outdoor activities like trekking and cab facilities to nearby tourist attractions

The standard tariff is Rs. 1500 per head for 23 hours of stay. MH also takes copies of ID proofs of guests during check in time. MH provides assistance with luggage, wakeup call service on request, paid transportation on call, information on nearby tourist destinations and key information like nearby hospital contact details etc.

The homestay property has electric fencing with lockable gate. CCTV's are not fixed in the homestay and a security guard is appointed. UPS is available to address power supply issues and each room has natural boiler facility for hot water. The bookings would be made through word of mouth, emails, telephone, online booking and MH has tie-up with travel websites which includes Trip advisor and Goibibo. The home stay has maintained registers like guest register, bill book and complaint/ suggestion book. Digital locks/ safety lockers are not provided. First aid facility and fire safety measures (5 nos) is available.

MANAGEMENT:

Mr. Ravaji Mahadev Desai has more than 2 decades of experience in the hotel business and the proprietor of Madhuvan Homestay. The proprietor stays in the same building of the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor and his wife, Ms. Vidya Ravaji Desai. A security guard and 4 maids are appointed as a part of security and cleaning arrangements.



STATUTORY COMPLIANCES:

Madhuvan Homestay has the following documents viz., Land Use Permit dt. March 23, 2016 from Gram Panchayat, Police verification certificate dt. November 14, 2016 issued in the name of the proprietor Mr. Gajanana Areguli and the homestay, approval from Gram Panchayat dt August 27, 2016 for operating a homestay and Property tax paid receipts for 2016-17. MH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, MH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that MH's Application number is 16110284.

RATING RATIONALE:

The Tourism- Homestay rating assigned for Madhuvan Homestay positively factors the satisfactory track record of the homestay, proprietor's experience in homestay business, nearby tourist attractions, clean, spacious rooms and adequate facilities. However, the rating is constrained by the poor approach road to the homestay, inadequate security measures, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Madhuvan Homestay's ability to provide good quality services and secure, value for money stay options would be the key rating sensitivities. Ensuring security measures by installing CCTV's, provision of additional amenities 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) which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. Guidelines for registration of Homestays in Karnataka have been issued vide GO (Government order)



No. TD 429 TTT2015 Bengaluru, dated 31-3-2016. (<http://karnatakaturism.org/policy/godated-31.03.2016-kan-eng-agency-address-parameters.pdf>), ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 24-6-2016, ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ :13/10/2016 (<http://karnatakaturism.org/policy/Homestay Governmentorder.pdf>) . 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 Home Stay 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 home Stay 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 home Stay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the home stay 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.