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DEPARTMENT OF TOURISM

NOTIFICATION

The 31st May, 2021

## “Odisha Homestay Establishment Scheme 2021”

**A Scheme to encourage homeowners in the State to host tourists and provide experiential tourist offerings**

No.4783—TCT-TSP-MISC-0023/2020/TSM.—

**1. Introduction:**

To rapidly bridge the demand gap in availability of tourist accommodations, there is a need to encourage homeowners in the State to host tourists and provide experientially rich hospitality options to them.

**2. Objective:**

This scheme aims to incentivise the setting up and operation of homestays across Odisha with the objective of offering tourists' unique cultural experiences in hospitality, cuisine and other local ways of life while dwelling in local family homes.

**3. Applicability and Eligibility:**

This scheme will apply to homestays letting out upto six rooms (upto 12 beds) to guests/tourists. A maximum of 400 homestays located within a distance of 3 km. from designated tourist access points of following destinations will be eligible for availing incentives and benefits under this scheme, wherein 80 homestays will be selected through a lottery system during each year of the scheme period.

- Diamond Triangle Buddhist Circuit of Ratnagiri - Udayagiri - Lalitgiri
- Onkadelli Market - Koraput
- Bhitarkanika National Park - Kholabadi and Gupti
- Kandhamal -Daringbadi and Belghar
- Simlipal - Pithabata and Jashipur

- Satkosia Tiger Reserve - Tikarpara
- Debrigarh Wildlife Sanctuary - Dhodrokusum and Zero Point

Note: Department of Tourism may notify eligibility for other destinations from time to time vide a Government Order.

The owner of the homestay must host the visitor(s) in the homestay, in the sense that he and/ or his family member(s) shall directly engage in providing hospitality experiences to the visitor(s).

The lettable rooms must be situated within the premises in which the owner and/ or his family resides.

#### **4. Scheme period and validity:**

This scheme will be valid for five years and will be coterminous with the proposed Odisha Tourism Policy 2020-25 unless discontinued earlier or replaced by another scheme.

#### **5. Budget:**

A budget of INR 24.50 Crore has been earmarked for this scheme for 2021-2026 period.

#### **6. Obligation to comply with Government Directives and Standard**

##### **Operating Procedures:**

Every registered homestay shall comply with every current government directive and Standard Operating Procedure, including *inter alia* orders and SOP's under the relevant sections of the applicable acts.

Any contravention of such orders and SOPs shall invite Departmental action in the form of penalty not exceeding INR 10,000/-. If the said homestay continues to contravene the said orders even after the imposition of penalties, its owner shall be liable to deregistration wherein his certificate of registration shall be cancelled:

Provided that before imposing penalty and/or cancelling registration of the said homestay, the Officer authorized by this Department in this regard shall serve a notice upon its owner calling him to show cause as to why the an action should not be taken against him and afford him a reasonable opportunity of being heard in the matter.

#### **7. Facilities and Services to be provided:**

##### **A. Mandatory:**

i. **Contact:** The homestay must provide an operational telephone contact number(s) and e-mails for visitor(s) and other stakeholders such as the authorities to seek information or communicate concerns.

ii. **Visitor registration:** The homestay shall ensure the collection of basic identity and contact details of each visitor through a registry, including a copy of the visitor 's ID, all of which shall be produced when asked for by the statutory authority and/ or law enforcement officials.

iii. **Visitor Feedback facility:** The homestay shall maintain a comprehensive and easy to use feedback/ complaint/ grievance redress facility for the visitor(s) , which shall be produced when asked for by the authority during on-site inspection.

iv. **Power back-up:** The homestay must have adequate power back-up to provide uninterrupted lighting, operation of ceiling fan and other appliances used for preservation of perishables as well as basic electrical requirements such as charging of electronic appliances.

v. **Kitchen:** The homestay must run a hygienic kitchen to service the requirements of the visitor(s), including breakfast and principal meals as a minimum package inclusion. The kitchen shall be the same as that used by the owner and/ or his family and must maintain adequate and fresh inventory to serve the requirements of the guest(s). The kitchen shall be equipped with a water filter to supply potable water as per the need of the guest(s).

vi. **Safety and Security:** The homestay must install required technology and depute security staff and/ or use usage directions, signages and warnings to ensure the safety and security of the visitor(s) and other occupants from any likelihood of harm to health or life or personal property due to ;

- i. Theft or other human action
- ii. Accidents of electrical, fire or other structural nature
- iii. Pet(s) and other living creatures

vii. **Pest Control:** The homestay must guarantee adequate and regular pest control of the homestay premises.

viii. **First Aid:** The homestay must maintain an adequate inventory of first aid kit(s) and must maintain a directory of doctors and/ or medical facilities in the locality for timely access.

ix. **Payment:** The homestay must provide cashless/ electronic payment options to the visitor(s).

x. **Training for staff:** Minimum one employed staff/owner's representative must undergo a 15-day certificate course which will be designed and conducted by DoT periodically at government recognised institutions in the State.

xi. **Wages of staff:** Wages and employment conditions of staff employed by the homestay must satisfy the minimum wage criteria under Minimum Wages Act 1948 and benefits under ESI Scheme under the ESI Act 1948 – as notified by the Labour & ESI Department, Govt. of Odisha from time to time.

xii. **Room space:** The minimum carpet area of a lettable room shall be:

- a. Single Occupancy: 100 sq. ft.
- b. Double Occupancy: 120 sq. ft.

xiii. **Minimum bed size:**

- Double Occupancy: 72'x78' double bed / two (2) 36'x78' single beds
- Single Occupancy: One (1) 36'x78' single bed

xiv. **Every lettable room must have:**

- A hygienic attached toilet-bathroom with WC toilet, 24x7 running water, an operational water heater, and adequately provisioned toiletries.
- Ceiling fan/Air conditioning (AC including heating and cooling) facility to maintain ambient temperature between 20-25°C.
- Minimum 3 earthed power sockets of min 6A-250V rating, with universal adapter and extension board if required.
- A storage wardrobe with adequate number hangers
- Complimentary potable water for consumption
- A jar to heat potable water, two (2) glasses/ cups and sachets of tea/ *coffee* for the purpose of self service.

**B. Desirable:** Homestays may additionally ensure the following measures aimed at increasing convenience, security and quality of experience.

- i. Valid insurance to indemnify all occupants of the homestay including the visitor(s) and the staff against possible loss.
- ii. Reference material on local/ regional tourism options for the visitor (s) in the form of *coffee* table books, travel guides, brochures, maps, etc.
- iii. 24x7 access to internet by way of multi-device wireless router technology
- iv. Laundry facilities / services at reasonable rates
- v. Parking Facility: The homestay shall ensure arrangement of safe and secure parking facility for as many visiting parties as his homestay can host at a time, while ensuring that it does not inconvenience any other individual /entity in the vicinity.
- vi. Recreational facility for engaging the visitors in the form of indoor and outdoor

games, entertainment subject to decency and morality, library, etc.

- vii. Coordination with local transport providers and tour guides to facilitate reliable local tourism and logistical services as per their requirement.

The homestay may operate (directly or through vendors) an itinerary of engagements for visitors, such as nature and culture trails, sightseeing experiences, indigenous activities representative of the local arts and culture, cultural entertainment, bonfires, etc.

## 8. **Quality:**

The homestay must, in the spirit of *atithi devo bhava* and with the intent of being a brand ambassador of *Odisha – India's Best Kept Secret*, ensure:

- **Hygienic and delicious food** which promotes the local cuisines customised to visitors' tastes.
- **Clean linen and furnishing**
- **Dust and pollution free and pleasant ambience** throughout the premises
- **Timely, polite and hospitable responses** to the visitor(s)
- **Aesthetic decor** adequately representative of Odisha's cultural heritage

## 9. **Incentives for Registered Homestays:**

Homestays applying for registration and incentives under this scheme shall commit to operating the concerned homestay for a minimum of five consecutive years upon availing, failing which, DoT will be authorized to retrieve the entire incentive amount from the owner of the concerned homestay at an interest of 9% p.a.

### A. **Non-financial incentives:**

- a. DoT will offer its **digital platforms** (including Odisha Tourism Website and Social Media assets) free of cost to homestays for marketing their facilities, services and offers.
- b. DoT will provide **printed promotional collaterals** to the homestays as reference material for their visitors.
- c. Odisha Tourism Development Corporation (OTDC) will provide a **payment gateway at its disposal along with a collection-routing mechanism to homestays** for a maximum period of 2 operational years within which the concerned homestays shall acquire and activate electronic payment systems.

- d. DoT will conduct **special initiatives in collaboration with homestay hospitality aggregators, hoteliers, and competent non-governmental organisations** to reach out to residential property owners and potential entrepreneurs to facilitate their initiation into the homestays and B&B segment, including organising workshops, handholding programmes, cobranded promotions, etc.

**Mentor Hotel Initiative:** DoT will encourage prominent hotels and resorts to mentor registered homestays, with the opportunity co-brand the mentored homestays.

- e. DoT will facilitate and handhold registered homestays in the process of initial classification under Guidelines for Approval & Registration of Incredible India Bed & Breakfast/ Homestay Establishments.

**B. Financial incentives:**

- a. One-time Capital Investment Subsidy of 30% of fixed capital invested, subject to a ceiling of INR 1 lakh per lettable room, subject to a maximum of six rooms (upto INR 6 lakh).

This incentives shall be disbursed in the following pattern:

<b>Year of operation post registration</b>	<b>Percentage incentive</b>
Year 2	30%
Year 3	20%
Year 4	20%
Year 5	20%
Year 6	10%

**Definition:** Any investment which in view of the appraisal committee, is intended to enhance the quality of facility and services for the tourist may be included in the calculation of eligible capital investment. Indicative components are:

- New constructions

**Note:** New constructions outside the premises of His residence of the applicant owner are not eligible for incentives

- Landscaping
- Plumbing and masonry work
- Interior Furnishing and Decor
- Electrical installation
- Electronic appliances (e.g. television, internet connectivity)

- Furniture and fixtures
- Kitchen equipment
- Water Purifier
- Septic tank
- Generator and Air Conditioning plant / AC units
- Security and safety installations, including installations to prevent or mitigate impact of human actions such as theft and accidents caused by fire, electrical or other likely reasons

**b. Residential tariff will be applicable on consumption of cooking gas, power and water.**

**10. Application process:**

Every applicant wishing to register his residential property as a homestay under this scheme shall submit an application in the format provided at **Annexure-I** complete in all respects, along with an undertaking of authenticity in the format provided at **Annexure-II** and the checklist of facilities and services in the format provided at **Annexure -III**. Along with the application, the applicant shall enclose a document establishing legal ownership of the residential property, and any other document deemed necessary under the provisions of this scheme.

An application fee of INR 1,000/- shall be paid to Director Tourism, Government of Odisha in the form of a Demand Draft from any scheduled bank payable at Bhubaneswar, Odisha.

The Monitoring Subcommittee of the Special Committee constituted under Section 11 of this Scheme will inspect the concerned residential property and present the Report of Appraisal as per the format provided in Annexure-III to the Special Committee, which shall, based on its assessment, either communicate to the applicant its decision to refuse registration and the reasons thereof or shall issue a Certificate of Registration to the applicant in the format specified at Annexure-IV. The registration shall be valid for a period of five years following which the registered homestay shall reapply for registration in accordance with the prescribed format and process.

Every applicant aggrieved with any decision of the Screening Committee may file appeal before Secretary to Government of Odisha, Department of Tourism, whose decision shall be final and binding.

**11. Screening, Approval and Monitoring:**

The applications received will be screened for compliance and will be accorded approval by a Special Committee under the chairmanship of Director Tourism and comprising;

- Financial Advisor to Department of Tourism
- Nodal Officer of Department of Tourism authorized with the scheme's implementation
- Representative of Department of Forest & Environment in case the unit is near a protected area/ forest
- Principal, Institute of Hotel Management, Gol, Bhubaneswar
- Representative of India Tourism
- The Committee may invite other experts or officials to be part of the screening process, if deemed necessary.

A Monitoring subcommittee comprising the following members shall monitor and appraise the operation of every unit registered under this scheme once in every six months, reports of which shall be presented to the Special Committee:

- Additional District Magistrate
- Divisional Forest Officer or his/ her authorized representative in case the unit is near a protected area/ forest
- District Tourist Officer
- Technical Expert not below the designation of Executive Engineer nominated by District Collector
- ADM can co-opt up to 3 members ;
  - Preferably local officials like BOO / Tahasildar / IIC
  - Officials of concerned line Departments and
  - Hospitality experts preferably from the local area

## **12. Implementation of the scheme:**

Disbursal of funds under this scheme will be carried out through AADHAR based Direct Benefit Transfer.

### **ORDER**

Ordered that the Notification be published in the *Odisha Gazette* and copies thereof forwarded to the A.G., Odisha/ all Departments of Govt. / all Heads of Departments/ All RDCs/ all Collectors/ all Tourist Officers for information .

By Order of the Governor  
**VISHAL KUMAR DEV**  
 Principal Secretary to Government



**ANNEXURE-I**

1. Name of the Applicant Owner: Mr/ Ms/ Mrs

\_\_\_\_\_

Passport  
size photo  
of owner  
applicant

2. Mobile No.: \_\_\_\_\_

3. Email ID: \_\_\_\_\_@\_\_\_\_\_

4. Complete Address of concerned residential property:

\_\_\_\_\_

\_\_\_\_\_

District: \_\_\_\_\_ Pin code: \_\_\_\_\_

(Enclose a self-attested copy of a valid proof of ownership of the concerned residential property.)

5. Number of lettable rooms complying with furnishing and size criteria detailed in 7A – xii – xiv of the scheme:

Details	Available	Planned	Total Rooms
Single occupancy			
Double occupancy			

6. Travel Distance (in km.) of the concerned residential property from:

- Nearest Airport name: \_\_\_\_\_ Distance: \_\_\_ km.
- Nearest Railway Stn. name: \_\_\_\_\_ Distance: \_\_\_ km.
- Nearest Bus stand name: \_\_\_\_\_ Distance: \_\_\_ km.
- Police Stn. name: \_\_\_\_\_ Distance: \_\_\_ km.
- Post Office name: \_\_\_\_\_ Distance: \_\_\_ km.

**Signature of the Applicant Owner**

(Enclose a self-attested copy of UIDAI/ AADHAR Card along with photograph)

To,

**Director Tourism, Government of Odisha  
Paryatan Bhawan,  
Lewis Road, Bhubaneswar – 751014.**

### UNDERTAKING

I have read and understood all terms and conditions of the Odisha Homestay Establishment Scheme 2021 and am hereby willingly applying to register and consequentially operate my homestay in compliance with applicable guidelines. The information and documents I have submitted for this purpose are correct and authentic to the best of my knowledge. I am willing to undergo or nominate my bona fide representative/ employee to undergo any training programme conducted by Department of Tourism, Govt. of Odisha to ensure professional service quality standards at my homestay.

Name of the Applicant Owner: Mr/ Ms/ Mrs. \_\_\_\_\_

Signature of the Applicant Owner:

Place: \_\_\_\_\_

Date: \_\_/\_\_/\_\_\_\_

**Checklist of facilities and services:**

Sl.No.	Facility/ Service	Furnished by Homestay	Verification upon Inspection by Sub-committee specified in Para. 11
<b>MANDATORY</b>			
1	Number of lettable rooms satisfying size criteria:		
	a. Single Occupancy		
	b. Double Occupancy		
2	Room furnishing		
	a. Beds as per size criteria	Yes/ No	
	b. Attached toilet-bathroom	Yes/ No	
	c. Ceiling fan/ A.C.	Yes/ No	
	d. Power sockets	Yes/ No	
	e. Storage Wardrobe with hangers	Yes/ No	
	f. Potable water for consumption	Yes/ No	
	g. Beverage (tea/ coffee) self-service kit	Yes/ No	
3	Power Back-up	Yes/ No	
4	Kitchen to cook and serve all principal meals and equipped with a water filter	Yes/ No	
5	Security (Personnel & Technology)	Yes/ No	
6	Pest Control (Valid AMC)	Yes/ No	
7	First Aid Kit	Yes/ No	
8	Cashless/ Electronic Payment	Yes/ No	
9	Rooms as per space criteria	Yes/ No	
<b>DESIRABLE</b>			
1	Valid insurance covering all occupants including visitors	Yes/ No	
2	Reference material on regional tourism	Yes/ No	
3	Internet access	Yes/ No	
4	Laundry facility and service	Yes/ No	
5	Parking Facility	Yes/ No	
6	Recreational Facilities	Yes/ No	
7	Itinerary for guests	Yes/ No	
7a.	Brief on itineraries and experiences offered to guests:		

Capital Investment undertaken as per Applicant Owner: INR \_\_. \_\_ lakh

Capital Investment evidence ascertained by Subcommittee: INR \_\_. \_\_ lakh

Signature of the Applicant Owner:

Place: \_\_\_\_\_

Date: \_\_/\_\_/\_\_\_\_

Signature of the Inspecting Tourist Officer on behalf of Subcommittee:

Place: \_\_\_\_\_

Date: \_\_/\_\_/\_\_\_\_

**ODISHA HOMESTAY ESTABLISHMENT CERTIFICATE**

This is to certify that M/s. \_\_\_\_\_ Homestay, with postal address \_\_\_\_\_, Pin code \_\_\_\_\_, District \_\_\_\_\_, Odisha, owned and operated by Mr./ Ms. \_\_\_\_\_ is registered with and recognized by Odisha Tourism and is permitted to let out \_\_ single occupancy and \_\_ multiple occupancy rooms within the said property from DD/MM/YYYY to DD/MM/YYYY in compliance with the Odisha Homestay Establishment Scheme 2021.

Director Tourism

(On behalf of Screening & Approval Committee)