



GOVERNMENT OF KERALA

Abstract

Local Self Government Department - Kudumbashree - Home stay Project in collaboration with M/s.STAYVERSE PRIVATE LIMITED - Authorizing the Executive Director, Kudumbashree to sign MoU - Orders issued.

LOCAL SELF GOVERNMENT (IA) DEPARTMENT

സ.ഉ.(സംഗ്രഹ) നം.151/2026/LSGD Dated,Thiruvananthapuram, 17-01-2026

Read 1. G.O .(Rt) No. 399/2024/LSGD; dated 19-02-2024.

2. Letter No. LSGD/PD/48636/2023-DPLA1 dated 22.03.2024 of the Principal Director, Local Self Government Department, Thiruvananthapuram

Letter No.KSHO/433/2023-D1 dated 20.11.2025 received
3. from the Executive Director, Kudumbashree, Thiruvananthapuram

ORDER

Government as per the G.O. read as 1st paper above, have accorded "in principle" sanction for the implementation of a home stay project in the name 'STAYVERSE' utilizing the vacant houses in Kerala and the Principal Director, Local Self Government Department was entrusted to implement the same in selected local bodies and to furnish study report.

2. Since the project is intended to be implemented through Kudumbashree, the Principal Director, Local Self Government Department, as per 2nd paper above, has requested the Executive Director, Kudumbashree to float the same as a pilot project.

3. Accordingly, as per 3rd paper above, the Executive Director, Kudumbashree has furnished draft MoU to be signed with M/s. STAYVERSE PRIVATE LIMITED for approval of the Government and requested for permission to enter into agreement with the entity

4. Government have examined the matter in detail and are pleased to authorize the Executive Director, Kudumbashree to enter into agreement with M/s. STAYVERSE PRIVATE LIMITED, on behalf of the Second Party,ie., Kudumbasree State Mission (STATE POVERTY

ERADICATION MISSION); subject to the following modifications to the draft MoU furnished as per 3rd paper above as appended below.

- i) In para 3.13 of the draft MoU, "Family members of Kudumbashree members" may be deleted.
- ii) The Project may be renamed as Stayverse @ Kudumbashree.
- iii) The number and date of this Government Order may be entered in the preliminary para of the MoU.

(By order of the Governor)

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സെക്രട്ടറി

To:

The Executive Director, Kudumbashree

Sri. Rahul R . K, Managing Director, M/s. STAYVERSE PRIVATE LIMITED

The Accountant General (A&E / Audit), Kerala, Thiruvananthapuram.

The Director, State Audit Department.

Law Department (vide U. O No. CONV-1/90/2025-LAW dated 14.10.2025

The Executive Director, Information Kerala Mission

Web & New Media

Stock file / Office copy (IA1/117/2025-LSGD)

Forwarded /By order

Section Officer

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made and executed on this the..... of 2026 at Kudumbashree State Mission office Thiruvananthapuram vide G.O.....

BETWEEN

M/s. STAYVERSE PRIVATE LIMITED, (PAN: ABLCS1239G,

CIN:U79120KL2023PTC081918) having its Registered Office at No. 5/283 A, Pallitheruvu, Kozhinjampara, Kozhinjampara P.O., Chittur, Palakkad -678555, Kerala, which is represented by its Managing Director - Sri. RAHUL R.K., aged 28, Holder of Aadhaar Number: 8992 1780 2868, resident of No: 16/388, Padinchare Veetil, Palappuram, Ottappalam, PIN: 679103, Palakkad, Kerala hereinafter referred to as 'First Party', (which expression shall unless repugnant to the context or meaning thereof, include its administrators, successors and permitted assigns) the FIRST PART.

AND

KUDUMBASHREE STATE MISSION (STATE POVERTY ERADICATION MISSION), having its registered office at Kudumbashree State Mission, 2nd Floor, TRIDA Rehabilitation Building, Medical College P.O., Thiruvananthapuram - 695011, Kerala, herein represented by its Executive Director – Sri. H. DINESHAN hereinafter referred to as 'Second Party', (which expression shall unless repugnant to the context or meaning thereof mean and include its successors and assigns) of the SECOND PART;

The First Party and Second Party shall hereinafter referred to as 'Parties'.

WHEREAS, First Party aims to capitalize on the vast untapped potential of Kerala's vacant houses to provide travelers with a comprehensive range of services. Its mobile application and web portal serve as the gateway to a unique and enriching travel experience, all while promoting sustainability and community engagement. First party aims to provide wide range of services to various tourists visiting Kerala including smart rooms, food etc.

AND WHEREAS, the First Party has necessary sanctions and approvals and the Government of Kerala approved in principle for the implementation of the project by way of GO (Rt) No: 399/2024/LSGD dated 19.02.2024.

AND WHEREAS, Second Party, an initiative by Government of Kerala, is a community network of women aimed at poverty

eradication and women empowerment programme.

AND WHEREAS, First Party had proposed a model for the implementation and management of homestays and serviced villas in vacant houses across Kerala which is accepted by the Second Party and this Memorandum of Understanding (MoU) aims to record the terms and understanding between the Parties and the manner in which the Parties wish to combine their efforts and collaborate with each other, under the brand name of ‘Stayverse @ Kudumbashree’.

AND WHEREAS, in consideration thereof all the parties have agreed to enter into this MoU which defines the roles matters related to roles and responsibilities of the participating institutions, monitoring and other matters related to the said project.

NOW, THEREFORE, the Parties hereby record the terms of their understanding as follows:

1. ROLES AND RESPONSIBILITIES OF THE FIRST PARTY -

STAYVERSE

1.1 Stayverse will form a partnership with Kudumbashree and extend the following services as part of our investment:

- (a) Development and provision of a booking engine, including the Stayverse mobile application and website - www.stayverse.in.
- (b) Comprehensive technology and technical support.
- (c) Assistance in conceptualization and securing government approvals.
- (d) Strategic promotional activities and a dedicated digital marketing team (Stayverse team).

1.2 Identification and Lease Agreements: Stayverse will identify the vacant homes/service villas etc. and negotiate lease agreements with owners of vacant houses/service villas etc. suitable for Homestays and service villas.

1.3 Training: Stayverse will provide necessary training for the Kudumbashree members to ensure effective management with the support of Kudumbashree District Missions.

1.4 Development of Service Standards: Both parties will work together to establish service details and standards for the homestays and serviced villas, ensuring quality service for guests.

1.5 Marketing and Promotion: Stayverse will handle marketing and promotional activities for the homestays and serviced villas across Kerala.

1.6 Stayverse will develop service standards and ensure the quality of operations.

1.7 Stayverse will provide customer care support to guests and promote the homestays and serviced villas through its marketing channels.

1.8 Stayverse shall do the needful for the advertisement/PR works.

1.9 Stayverse shall enter into agreement with the Micro Enterprise units.

1.10 Stayverse shall ensure that the business shall not run into any loss. The pricing shall be fixed with the consultation of Kudumbashree State Mission. The services are classified into three categories basic, gold and platinum. The pricing for the basic shall be fixed whereas the pricing for gold and platinum shall be flexible according to the market demand etc.

1.11 Stayverse will assist in identifying suitable houses, obtaining necessary licenses, and completing documentation to facilitate their conversion into homestays or serviced villas.

1.12 Stayverse shall enter into agreement with the house/service villa owners for using their property.

2. ROLES AND RESPONSIBILITIES OF THE SECOND PARTY - KUDUMBASHREE

2.1 Kudumbashree will identify suitable entrepreneurs to manage the homestays and serviced villas and provide full support to First Party to implement the project.

2.2 NHG (Neighbourhood Group) members and/or their family members, Auxiliary group members may become entrepreneurs and operate either individually or as a group.

2.3 Provide necessary support and assistance to Stayverse during the recruitment and training of Kudumbashree

members. Kudumbashree District Missions shall co-ordinate the training sessions.

2.4 Collaborate with Stayverse in developing service standards and Price fixation

2.5 Assist in marketing and promotion through Kudumbashree's existing network.

2.6 Kudumbashree State Mission may assist Stayverse with promotional and PR activities to support the effective functioning of the brand 'Stayverse @ Kudumbashree', though this is not a mandatory obligation.

2.7 Kudumbashree Mission shall provide skill training to Micro- Enterprises.

3. OTHER COVENANTS

3.1 Pilot Implementation: The initial phase of the project will commence with 25 homestays/serviced villas. The success of this pilot phase will be evaluated based on key performance indicators such as occupancy rates, guest satisfaction, and overall revenue generation. Upon successful completion of this phase, additional homestays and serviced villas will be added progressively after six months from the official launch date.

3.2 Composition of Kudumbashree Micro Enterprises: Each micro- enterprise must consist of single members or group members (3 to 10 members) to ensure effective management and operation. Micro Enterprise promotion and development is one of the significant strategies of Kudumbashree Mission to facilitate economic empowerment. The Mission gives priority on the concept of Local Economic development (LED).

3.3 Provision of Appliances and Interior Works: Stayverse will provide free consultation to the entrepreneurs on the purchase of home appliances, interior and exterior modifications to transform houses into fully operational homestays and serviced villas.

3.4 Involvement of Stayverse: Stayverse will oversee the process of identifying and promoting the homestays. Stayverse will also be responsible for guest allocation, utilizing its

booking engine.

3.5 Agreements: Two separate agreements will be executed: one between Stayverse and property owners and another between Stayverse and micro-enterprise units. Stayverse will act as the primary point of contact for both parties. The preferred approach is a revenue-sharing model with property owners, and every effort will be made to implement this structure. However, if revenue sharing is not feasible, a rental model may be considered based on mutual agreement.

3.6 Customer Care Support Structure

1. Level 1 – Kudumbashree Micro Enterprise Support Responsibility:

Level 1 customer care shall be managed and operated by Kudumbashree - registered Micro Enterprises under the guidance of Stayverse. These local support units will serve as the first point of contact for all guest and host inquiries.

Functions:

- Manage guest communications (calls, WhatsApp, chat) regarding bookings, check-ins, amenities, and local assistance.
- Handle routine service requests, maintenance coordination, and housekeeping support.
- Record and update all customer interactions in the designated support portal or mobile application.
- Provide immediate resolutions for common issues and service requests within the prescribed time frame.
- Escalate unresolved or critical issues to Level 2 support within the specified Service Level Agreement.
- Maintain service quality, courtesy, and customer satisfaction standards as prescribed by Stayverse.

Service Parameters:

Availability: 07:00 AM – 12:00 PM (IST) with emergency on-call support.

First Response Time: Within 10 minutes during service hours.

2. Level 2 – Stayverse Central Support

Responsibility:

Level 2 customer care shall be managed directly by Stayverse, serving as the escalation and resolution center for all cases beyond Level 1 scope, involving policy, finance, or technical issues.

Functions:

- Handle escalated cases related to refunds, disputes, system errors, or guest complaints beyond Level 1 capacity.
- Manage payment-related issues, platform or booking system errors, and policy clarifications.
- Conduct review, approval, and resolution for escalated refund or compensation requests.
- Provide technical and procedural guidance to Level 1 support teams.
- Analyze recurring issues, ensure compliance with SOPs, and update the knowledge base.

Service Parameters:

Availability: 24×7 via centralized helpdesk or escalation channel.

Acknowledgment of Escalation: Within 30 minutes of receipt.

Resolution Timeline: Within 24–72 hours, depending on case severity.

3. Level 3 – Grievance Oversight (Community Development Society/Kudumbashree District Mission)

If the issue remains unresolved after Level 2 intervention, the customer may submit a written grievance to the respective CDS/Kudumbashree District Mission for independent review. The Mission shall function as an oversight and mediation body, ensuring fairness and transparency in the process. Its role will be:

- To review the case details and verify whether the procedures of

Level 1 and 2 were properly followed.

- To provide recommendations or mediation support between Stayverse and the concerned Micro-Enterprise units.
- To ensure that customer concerns are addressed within reasonable timelines.
- The CDS/District Mission shall provide guidance, recommendations, or formal observations to uphold quality and accountability.

3.7 Training: Stayverse will provide monthly training for Kudumbashree members involved in managing the homestays. The training will cover hospitality, guest services, and operational standards.

3.8 Menu and Food Standards: All homestays and serviced villas will offer a standardized, high-quality signature menu for guests. While the core offerings will remain consistent, the local flavor and taste will be incorporated to reflect the unique character of each location.

3.9 Property Identification and Preparation:

Stayverse shall be responsible for identifying, screening, and bringing into the project only the most suitable, vacant, and well-facilitated houses. Priority will be given to properties that are furnished or semi-furnished, with maximum facilities, to minimize the initial investment burden on micro-enterprises. Micro-enterprises may assist in this process by verifying property conditions and supporting negotiations for fair rent with property owners. Before handover, the property owner shall ensure that the house is structurally safe, legally compliant, and equipped with essential utilities such as water, electricity, and sanitation. A lease agreement shall be executed between the property owner and Stayverse for a period of three (3) years, unless mutually agreed otherwise.

3.10 Contingencies and Transition: In the event a micro-enterprise discontinues operations, Stayverse shall, within 90

days, identify and onboard a replacement micro-enterprise through Kudumbashree District Mission. If the property owner requests the micro-enterprise to vacate before or after the 3-year lease period, Stayverse shall locate an alternative property acceptable to the micro-enterprise. If the micro-enterprise does not accept the alternative property due to valid reasons, such as the location being outside their hometown, not a prime location, or otherwise unsuitable, Stayverse shall refund the micro-enterprise's investment within 90 days, after reasonable deductions for depreciation and usage.

3.11 The Second Party - Kudumbashree shall provide its support (through CDS, Corporation/Municipality/Panchayath etc.) to the First Party to identify and convince the Micro Enterprises for the business model.

3.12 Stayverse will actively collaborate with state-level auxiliary groups across India to expand its homestay and serviced villa model, leveraging local networks and community-driven initiatives for seamless implementation.

3.13 Brand Usage and Membership Requirements: The First Party shall not use the present brand name for any purposes other than those explicitly authorized by Kudumbashree, without obtaining prior written permission. All homestays operating under this brand must be managed exclusively by Kudumbashree members or Auxiliary Group members.

3.14 Data Privacy & Protection Policy

- Stayverse is fully committed to protecting the privacy of all its customers, hosts, and partners. We treat all data shared with us as strictly confidential. Stayverse will never use, sell, or share customer data for any purpose other than providing services mentioned in the MoU or Homestay services.
- Customer information will be used only for booking, service delivery, and customer support.

- If Stayverse or any associated partner is found misusing customer data for any other purpose, strict disciplinary and legal action will be taken immediately.
- All Kudumbashree Micro-Enterprise units and partner teams must comply with Stayverse's Data Protection, Confidentiality, and Non-Disclosure Policy.
- Stayverse follows industry-standard data encryption, secure cloud storage, and access control protocols to ensure full data safety.

4. COMMERCIAL TERMS

4.1 Payments, Revenue Management, and Transparency.

All revenues from bookings shall be collected and managed by Stayverse. Payments for bookings shall be credited into the account of Stayverse, and the corresponding share of revenue shall be credited to the accounts of micro-enterprises every Friday for bookings from the previous Monday to Sunday. Stayverse shall provide software with an automatic revenue calculation feature, enabling the second party to have real-time visibility into all bookings and transactions. Separate login credentials shall be provided to allow verification of daily activities and monitoring of operations.

Stayverse shall provide monthly bank statements to Kudumbashree State Mission, ensuring full transparency and accountability in all transactions. Funds shall be distributed strictly according to the agreed revenue-sharing model: 10% to Stayverse, 80% to the micro-enterprises operating the homestays, and 10% to the property owners. Both parties shall have the right to audit all transactions at any time to ensure that revenue shares are correct.

In case of any delay in payment distribution, a penalty of 1% per day of the total revenue shall be imposed on Stayverse, effective from the due date of payment. This arrangement ensures timely

settlement, transparency, and safeguarding of the interests of all stakeholders.

4.2 Stayverse shall focus on building a regular and sustainable customer base, moving beyond seasonal tourism patterns. The objective is to create a progressive travel model where stays become part of a continuous lifestyle and social experience, thereby ensuring steady occupancy throughout the year.

For this purpose, Stayverse shall enter into partnerships with corporate entities, including IT companies, banking institutions, manufacturing firms, and retail chains. Through such partnerships, companies may provide Stayverse vouchers or annual stay packages to their employees, thereby promoting employee wellness and supporting work-life balance.

To safeguard the interests of micro-enterprises and property owners, Stayverse agrees to adjust its revenue share percentage in the event of reduced occupancy. The benefit of such reduction shall directly accrue to the specific micro-enterprise experiencing the low occupancy:

If the average occupancy rate of a particular micro-enterprise falls below 25%, Stayverse shall reduce its revenue share by 2% (from 10% to 8%) and the reduced amount shall pay to the micro enterprise unit.

If the average occupancy rate of a particular micro-enterprise falls below 20%, Stayverse shall reduce its revenue share by 5% (from 10% to 5%) and the reduced amount shall pay to the micro enterprise unit.

If the average occupancy rate of a particular micro-enterprise falls below 15%, Stayverse will not collect any revenue share from that enterprise.

This mechanism ensures that the micro-enterprise most affected by low occupancy retains a greater share of revenues during challenging periods.

commitments or obligations agreed upon before the notice period shall remain unaffected by the termination.

7. OTHER COVENANTS

7.1 Representation: Neither Party shall represent the other Party in any manner. This MoU does not give any authority to either Party to represent or exercise opinion or decision, on behalf of the other Party unless a written consent is received.

7.2 Indemnity: Both the Parties hereby undertakes to indemnify and keep the other Party unconditionally, and its connected persons, affiliates, and their respective employees and agents indemnified against all losses which it may suffer or incur arising from: (i) Any breach of its respective representations, warranties, covenants, undertakings, or obligations under this MoU; or (ii) Non-fulfillment of or failure to perform any covenant, obligation, Agreement or undertaking contained in this MoU.

7.3 Non- Disparagement - Either Party shall not, at any time during the term of this MoU and thereafter, make statements or representations, or otherwise communicate, directly or indirectly, in writing, orally, or otherwise, or take any action which may, directly or indirectly, disparage the other Party, its connected persons, affiliates, its partners or the staff of the other Party or any of its connected persons, subsidiaries or affiliates or their respective officers, directors, employees, advisors, businesses or reputations. This provision as aforesaid and the non-disparagement obligation as mentioned in this MoU shall survive the termination of this MoU.

7.4 Exclusivity - Nothing contained herein shall restrict the right of the First Party to enter into negotiations, business arrangements, partnerships, Memorandum of Undertakings, Agreements, and the like with third parties of its choice so long as such business arrangements, partnerships, Agreements, and the like do not affect the performance of the obligations of the respective parties under any definitive Agreement/s the parties shall enter into and as may have been envisaged under this MOU

nothing contained in this MOU shall restrict either Parties from offering same or similar courses elsewhere.

7.5 Relationship: It is agreed between the Parties that nothing in this MoU shall be deemed to create a partnership, joint venture, or agency relationship between the Parties. No relationship of employer and employee is created between the parties.

7.6 Amendment and Waiver: No Amendment for change hereof or addition hereto shall be effective or binding on either of the Parties hereto unless set in writing and executed by the respective duly authorized representatives of each of the Parties hereto. Further, any waiver of any of the terms hereof shall be valid if made by mutual consent of the Parties.

7.7 Confidentiality: Subject to the exceptions provided in this clause hereinafter, Parties agree that they shall keep all information pursuant to this MoU confidential and shall not disclose to any third Person any Confidential Information with respect to the MoU unless specified in clause 7.9 here under.

7.8 Disputes: Any difference or dispute between the Parties concerning the interpretation and/or implementation and/or application of any of the provisions of this MoU shall be settled amicably through mutual consultation or negotiations between the Parties, without reference to any third Party. All disputes, differences or questions arising out of this MoU including the interpretation of the terms herein or in regard to the obligations, failure or breach of any terms thereof by either of the Party under this MoU or of any matter whatsoever arising under this MoU which have not been mutually settled, shall be referred to Arbitration under the provisions of the Arbitration and Conciliation Act, 1996 (ACT No. 26 OF 1996). The Parties shall mutually appoint an Arbitrator. The place of Arbitration shall be Thiruvananthapuram or as decided by the Arbitrator. The language for Arbitration shall be Malayalam. The provisions of this clause shall survive the termination of this MoU.

7.9 Exceptions: Party may disclose Confidential Information:

7.9.1 To the extent to which it is required to be disclosed pursuant to Applicable Law;

7.9.2 To the extent to which it is specifically permitted by the other Party in writing;

7.9.3 To the extent that the Confidential Information is publicly available (other than as the result of a breach by such Party of its confidentiality obligation);

7.9.4 To its employees and professional advisors, but only to the extent necessary and subject to such employees and professional advisors accepting an equivalent confidentiality obligation to that set out in this Clause Confidentiality.

7.10 Ownership of Materials/Intellectual Property: Each Party acknowledges and agrees that the other Party owns the intellectual property rights that it owned or controlled prior to or created separately during but unrelated to this Arrangement, including any modifications thereto. Any work by the Parties resulting in the creation of new intellectual property shall be governed by the applicable Definitive Agreement(s) that addresses intellectual property ownership. No jointly owned intellectual property is intended to be created by the Parties under this Arrangement. No right or license is granted to either Party or its affiliates under this Arrangement to any Confidential Information, know-how, or other intellectual property right owned or controlled by the other Party or such other Party's affiliates.

7.11 Force Majeure: If the performance of any obligations by any Party as specified in this MoU is prevented, restricted, delayed or interfered by reason of force majeure then notwithstanding anything contained hereinabove, the Party affected shall be excused from its performance to the extent of such performance related to such prevention, restriction, delay or interference and provided the Party so affected uses its best efforts to remove such cause of non- performance and when removed the Party shall continue performance with utmost urgency. For the purpose of this article "Force Majeure" means and includes fire, explosion, cyclone, floods, earthquakes, other natural calamities, war, revolution, blockage, pandemic or embargo, any law, order, demands or requirements of any Government or statutory authority, strikes, which are not instigated for the purpose of avoiding obligations herein or any other circumstances beyond the control of the Party affected.

7.12 Notices and notifications: Any notice or notification required to be given under the provisions of this MoU must be given in writing in the address given below, and can be duly served on the other party by speed post or email.

Address of the First Party:

Stayverse Private Limited,
No. 5/283 A, Pallitheruvu,
Kozhinjampara (PO), Kozhinjampara,
Chittur, Palakkad - 678555, Kerala
Email:
Phone:

Address of the Second Party:

The Executive Director,
Kudumbashree State Mission,
2nd Floor, TRIDA Rehabilitation Building,
Medical College P.O.,
Thiruvananthapuram - 695011, Kerala
Email:
Mobile:

7.13 Compliance: Both the Parties shall ensure that their scope of work under this MoU is carried out legally complying with all the rules, regulatory norms, laws etc. Both parties shall indemnify each other with regard to any loss incurred etc. due to an illegal action of the other party.

7.14 Matters not provided in: If any doubt arises as to the interpretation of the provisions of this MoU or as to matters not provided therein, the Parties shall consult with each other for each instance and resolve such doubts in good faith.

7.15 Governing Law and Jurisdiction : This MoU and any matter relating to this MoU shall be governed by and construed in accordance with the laws of India, and shall be subject to exclusive jurisdiction of the courts at Thiruvananthapuram.

7.16 Counterparts: This MoU may be executed in counterparts, each of which shall be deemed to be the original and all counterparts shall collectively constitute a single instrument.

IN WITNESS WHEREOF, the Parties have caused their duly authorised representatives to sign this MoU on the date first above written.

**For M/s. STAYVERSE PRIVATE
LIMITED**

**For KUDUMBASHREE
STATE MISSION**

**Sri. RAHUL R.K.,
Head Procurement**

**Sri. H. Dineshan,
Executive Director**

Date:

Date:

Witness:

Witness:

Name and Signature:

Name and Signature:

FIRST PARTY

|SECOND PARTY