
STEVE BOGGIA
See India with new eyes
GO RURAL
INDeco
HOTELS~CONCEPTS~EXPERIENCES~MUSEUMS



STEVE BORGIA

‘LET’S DEVELOP A NEW AGENDA FOR OUR VILLAGES WITH WHAT THEY KNOW. WHAT THEY HAVE. WHAT THEY DO & WHAT THEY NEED.’

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'IF TOURISM DOES NOT BENEFIT LOCAL COMMUNITIES.. IT IS NOT FAIR TOURISM.'

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WE ALL TOOK SO MUCH……

YET,OUR VILLAGES HAVE SO MUCH TO OFFER..

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IT'S TIME TO REIMAGINE INDIA..WITH RURAL FOCUS

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LET DEVELOPMENT BE

WITHIN THE

FRAMEWORK OF STEVE BORGIA

WHAT THE LOCAL PEOPLE

…KNOW,HAVE, DO.&

NEED.

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REGIONAL FOCUS.

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WHATEVER WE DO… THE HOUR IS NOW !

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RURAL INDIA... MY PRODUCT.

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- India speaks in **2000 Languages,**
- And, writes in about **50,**
- Publishes highest number of **DAILIES** in the world,
- Taught the world the art of **COUNTING,**
- Introduced **AIR MAIL** to the world,

WHAT HAVE WE TO FEAR

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In the past one hundred years,

more **historic monuments**

have been DESTROYED.

most **artefacts** STOLEN

Many a **culture** SMASHED.

Religions THREATENED.

And more **VILLAGES LOST** forever,

than in all the years our civilization has been in existence.. .

irresponsible

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DAMAGED HERITAGE….





SEE

OPPORTUNITY

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EVEN IN

DESTRUCTION

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thanks to the Government of Tamilnadu

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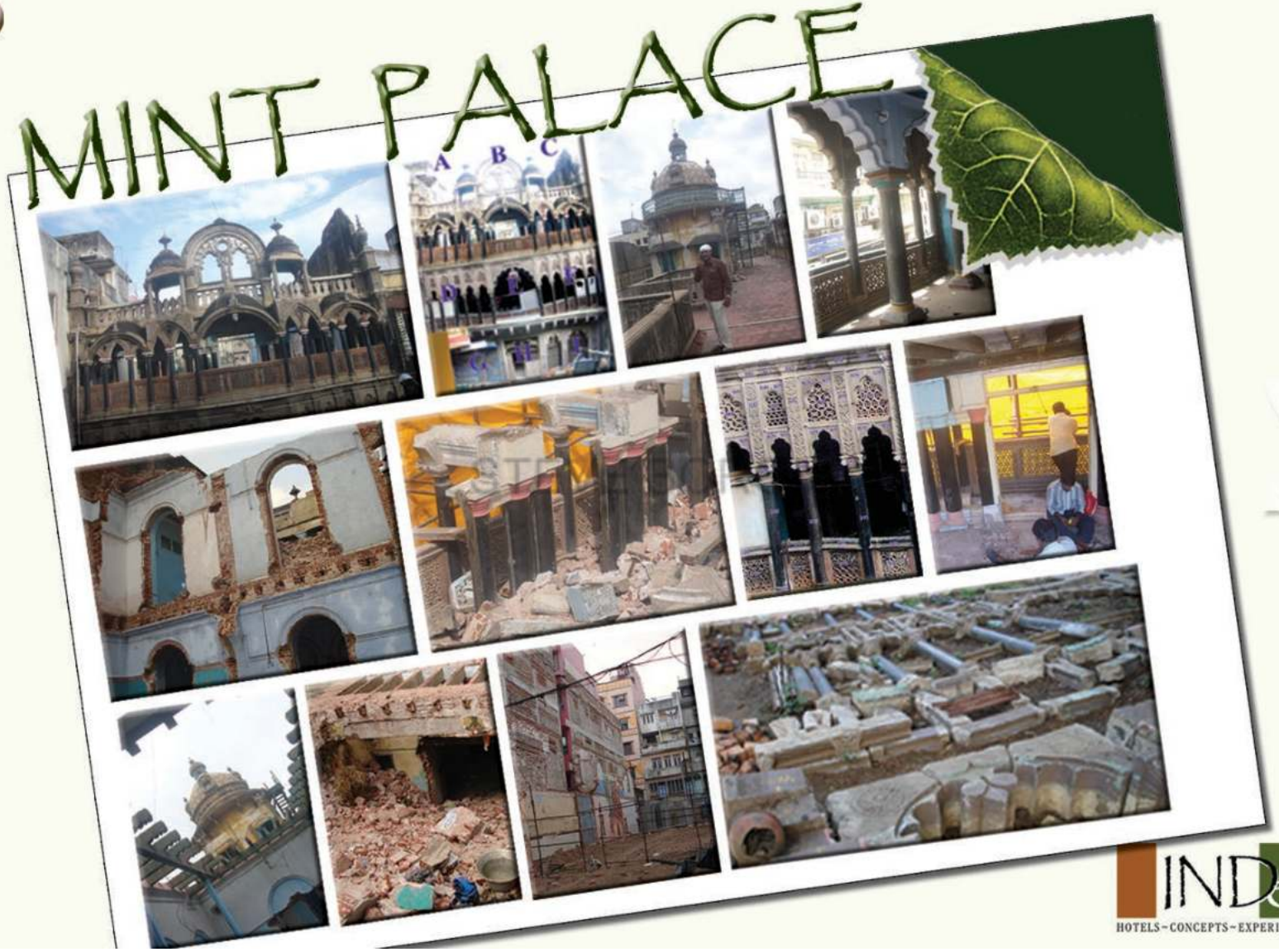


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MINT PALACE



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LOST & FOUND

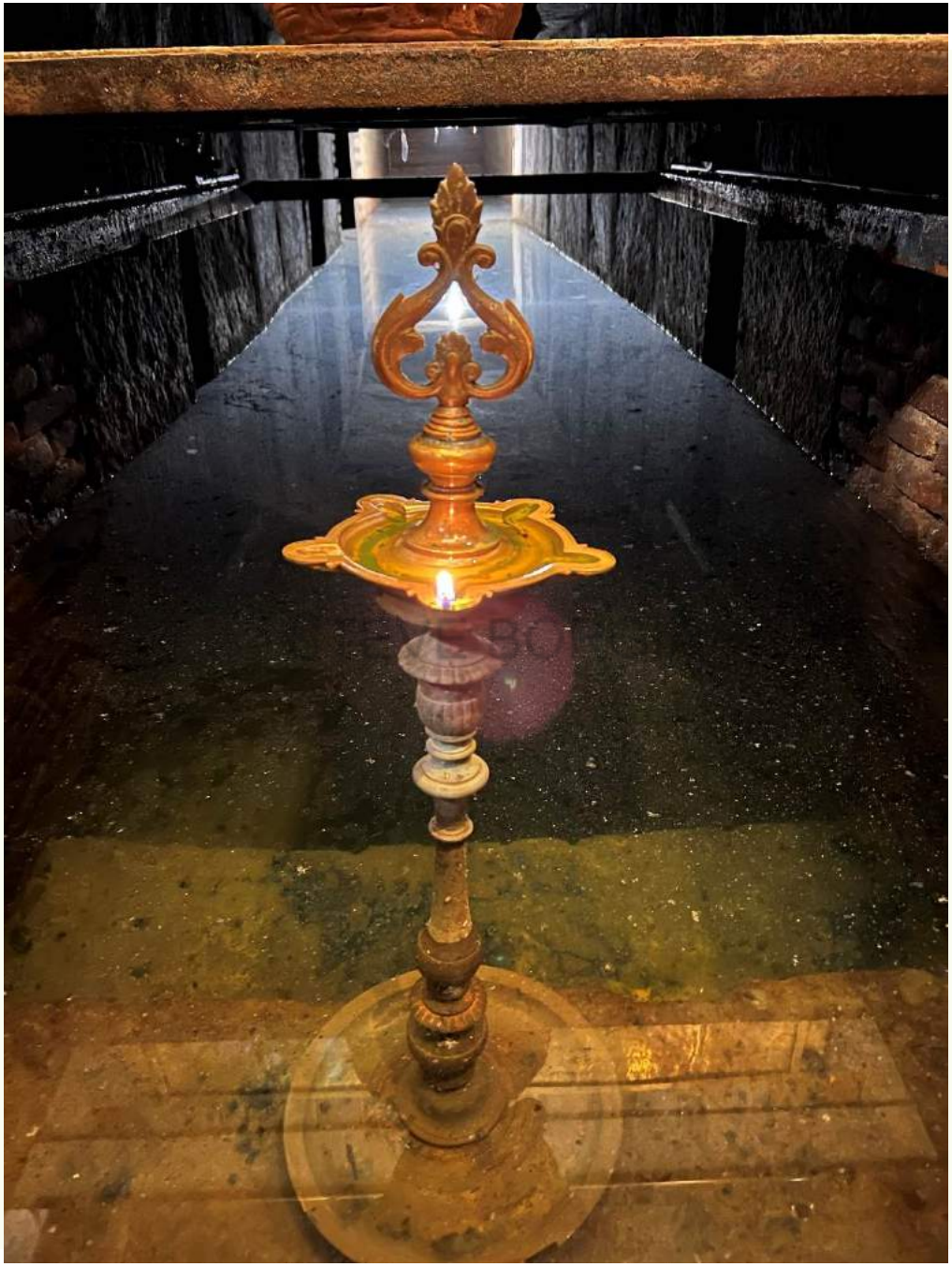
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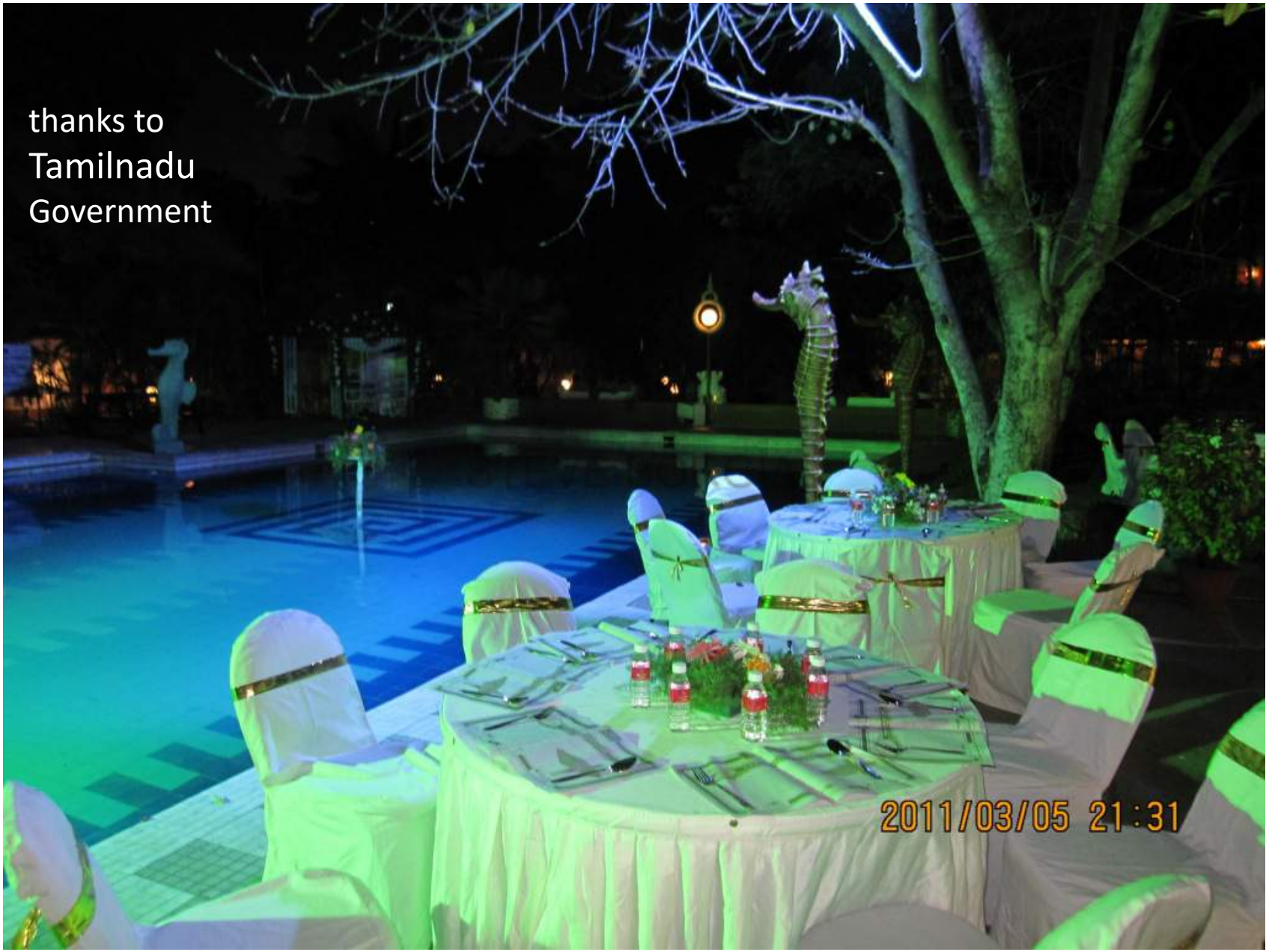
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30
PEOPLE
ROOMS
LAKHS
DAYS



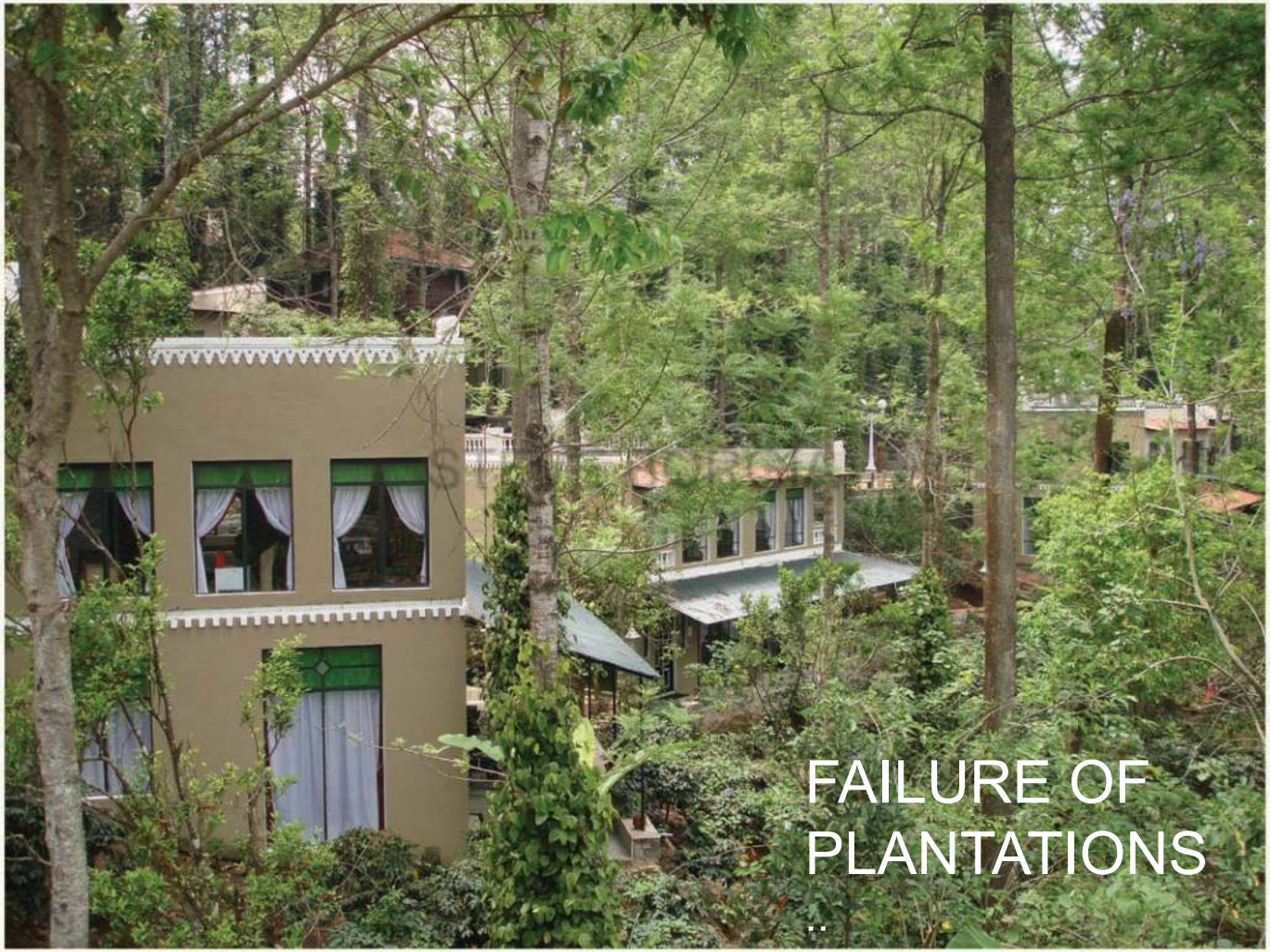


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thanks to
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Government
2011/03/05 21:31



DOME INTERIOR



FAILURE OF PLANTATIONS

..

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RESTAURANT



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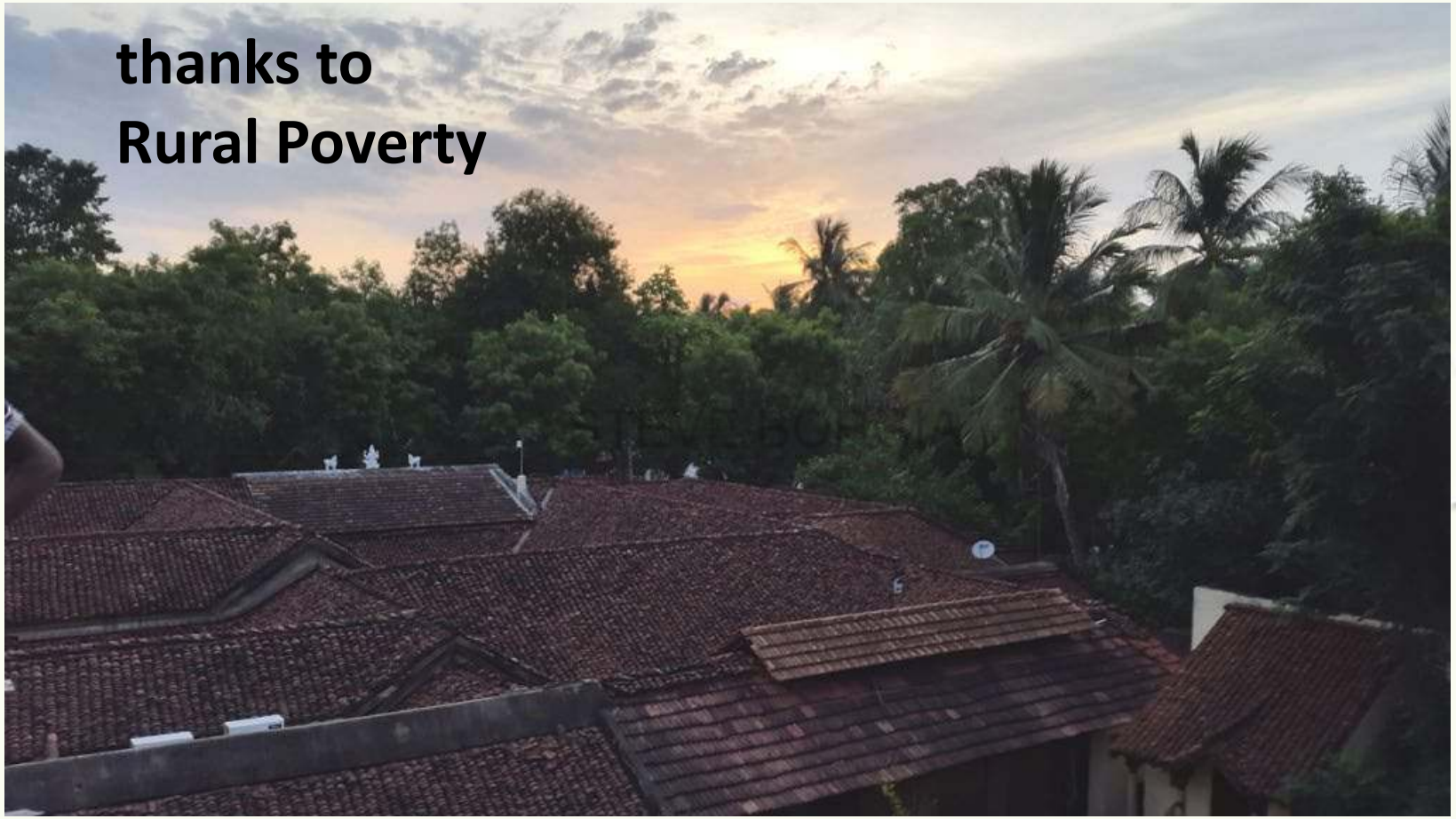


1920s Haviland De Pussmoth

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NOT ONLY INSTANTLY DOUBLED THE PER CAPITA INCOME OF THE REGION. BUT ALSO THE HAPPINESS QUOTIENT

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- **100 %** of our employees are from **neighborhood** villages;
- **87%** of our operational purchases are brought from around **10 km radius;**
- Our building projects spends **60% - 70%** on **labour**
- **70%** of our project purchases are from **local markets.**

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LOOKED BEYOND the HOTEL

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THE PAST

is certainly the business of

THE FUTURE so

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CONSERVE ,
PRESERVE &
CARE
for the neighborhood

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RURAL INDIA

Became my

CONCERN &

A SOCIO-ECONOMIC DEV. TOOL .

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MISSION :

RURAL ENTREPRENEURSHIP

PRODUCT :

AUTHENTIC INDIAN EXPERIENCE

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APPROACH:

WHAT THEY HAVE
WHAT THEY KNOW
& WHAT THEY DO...

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TOURISM is the

MAGIC WAND

One stop solution

Almost for all

COUNTRY issues

BUT WE NEED MAGICIANS….

YOU

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SWAMIMALAI

1896 TANJORE VILLAGE

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COCONUT MINT DRINK



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THE
PALACE
BLOCK



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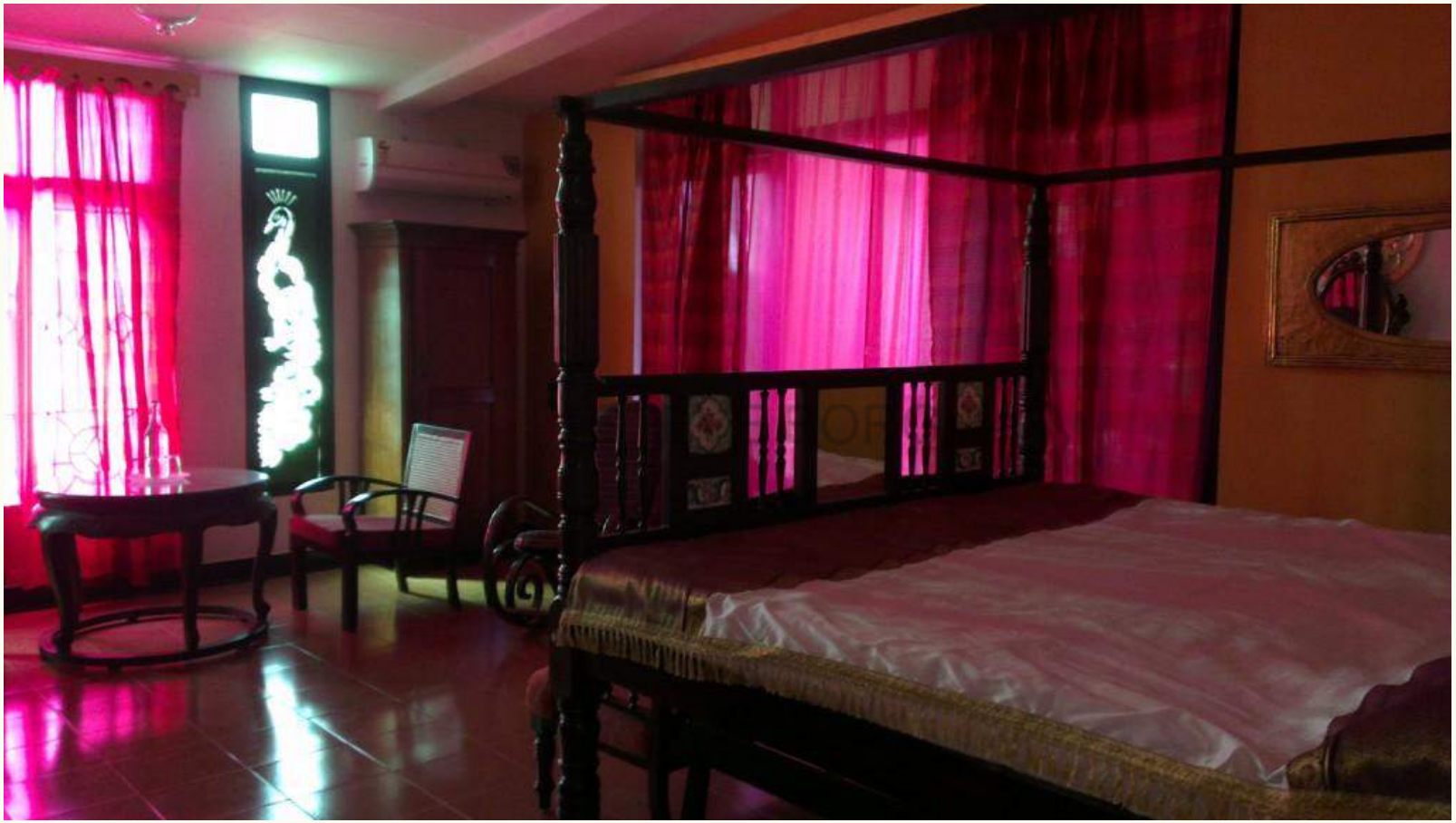
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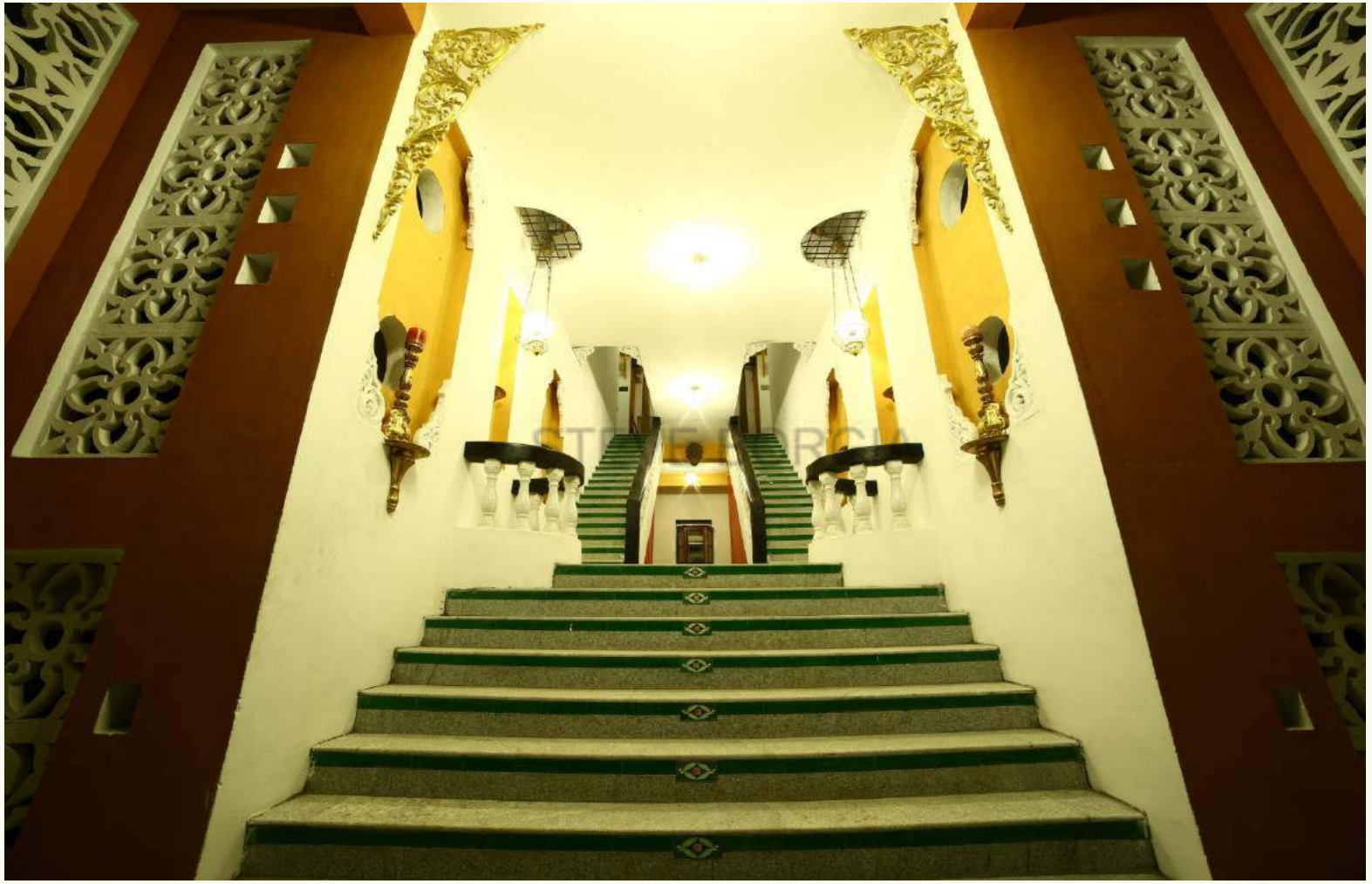


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EASY ACCESS ROOMS

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1st FLOOR ROOMS

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THE HERITAGE VILLAGE


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HERITAGE ROYAL SUITE


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the
ZAMIN
BLOCK




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TAKE CARE
not to stamp the
CRAWLING
INSECTS
& SEEK THE BLESSINGS OF THE
GODS
PASSING BY



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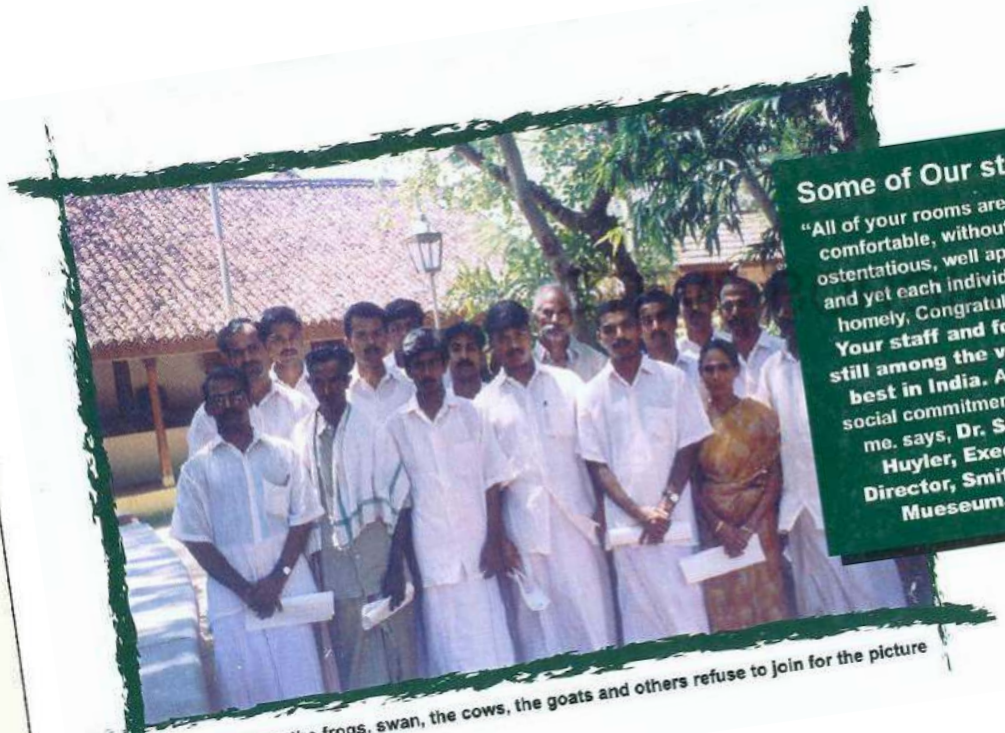
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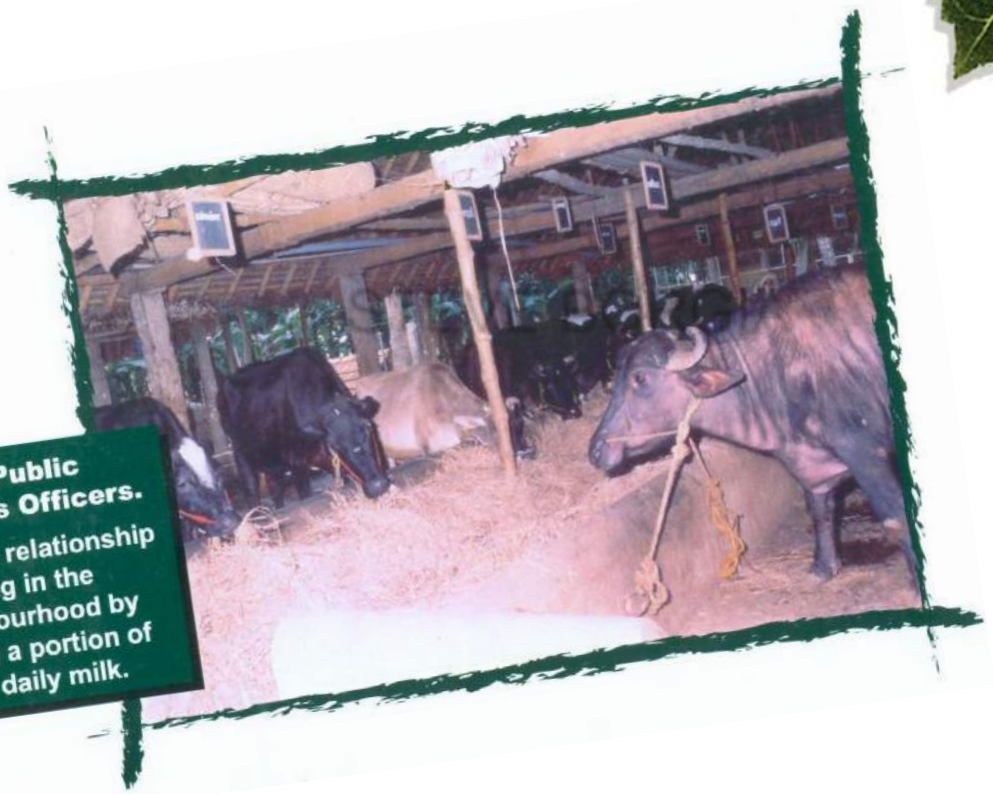


Note: The deer, the frogs, swan, the cows, the goats and others refuse to join for the picture

Some of Our staff...

"All of your rooms are perfect comfortable, without being ostentatious, well appointed and yet each individual and homely, Congratulations. **Your staff and food are still among the very very best in India.** And your social commitment amazes me. says, **Dr. Stephen Huyler, Executive Director, Smithsonian Mueseum, USA**

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The Public Relations Officers.

Keeps the relationship going in the neighbourhood by sharing a portion of their daily milk.

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The Educator…





Creating a School in the neighbourhood for every 25 rooms created in the hotel is a part of our mission statement.

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The Social Worker…



Supporting the Old Age Home in the neighbourhood.

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Sponsors...



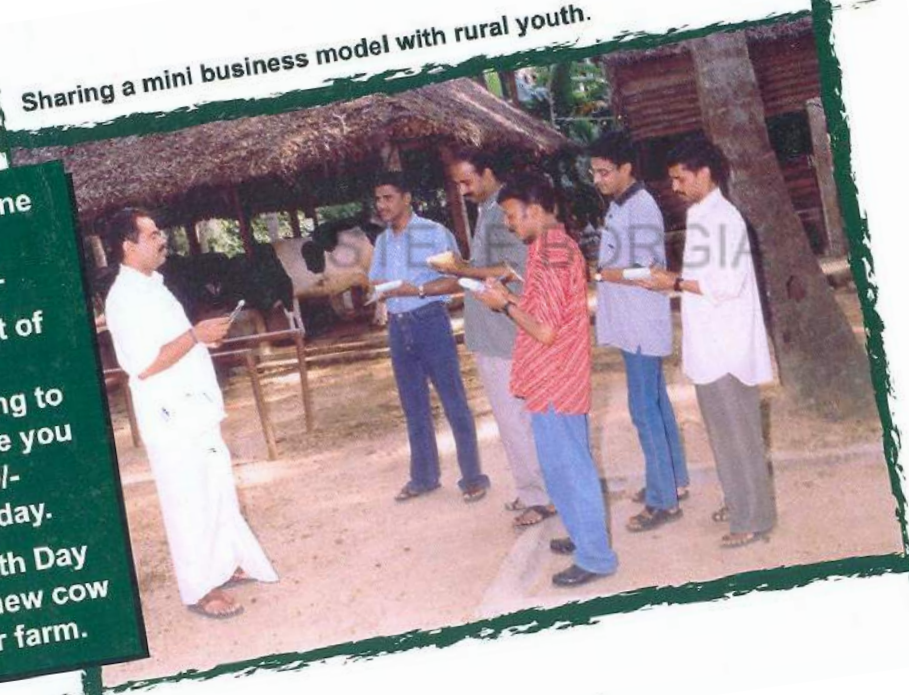
Four Hundred odd Teak Trees in 10 years will yield the sum required to refurbish the resort once in 10 years.

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Sharing a mini business model with rural youth.



- Start with one cow with Rs. 10000/-
- The Secret of one cow multiplying to 25 to give you Rs. 2000/- profit a day.
- Every 5th Day add a new cow to your farm.

SITE BORGIA

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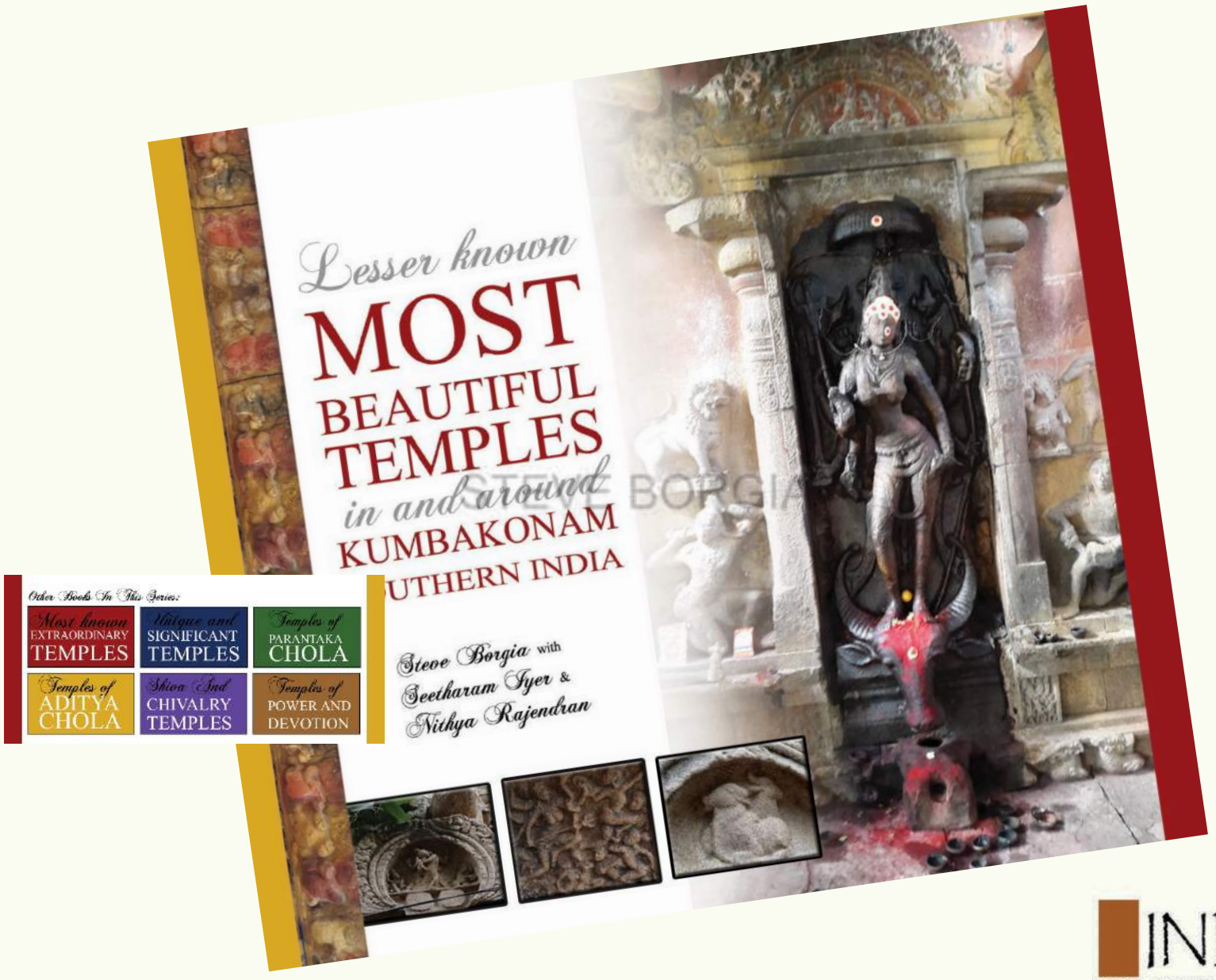
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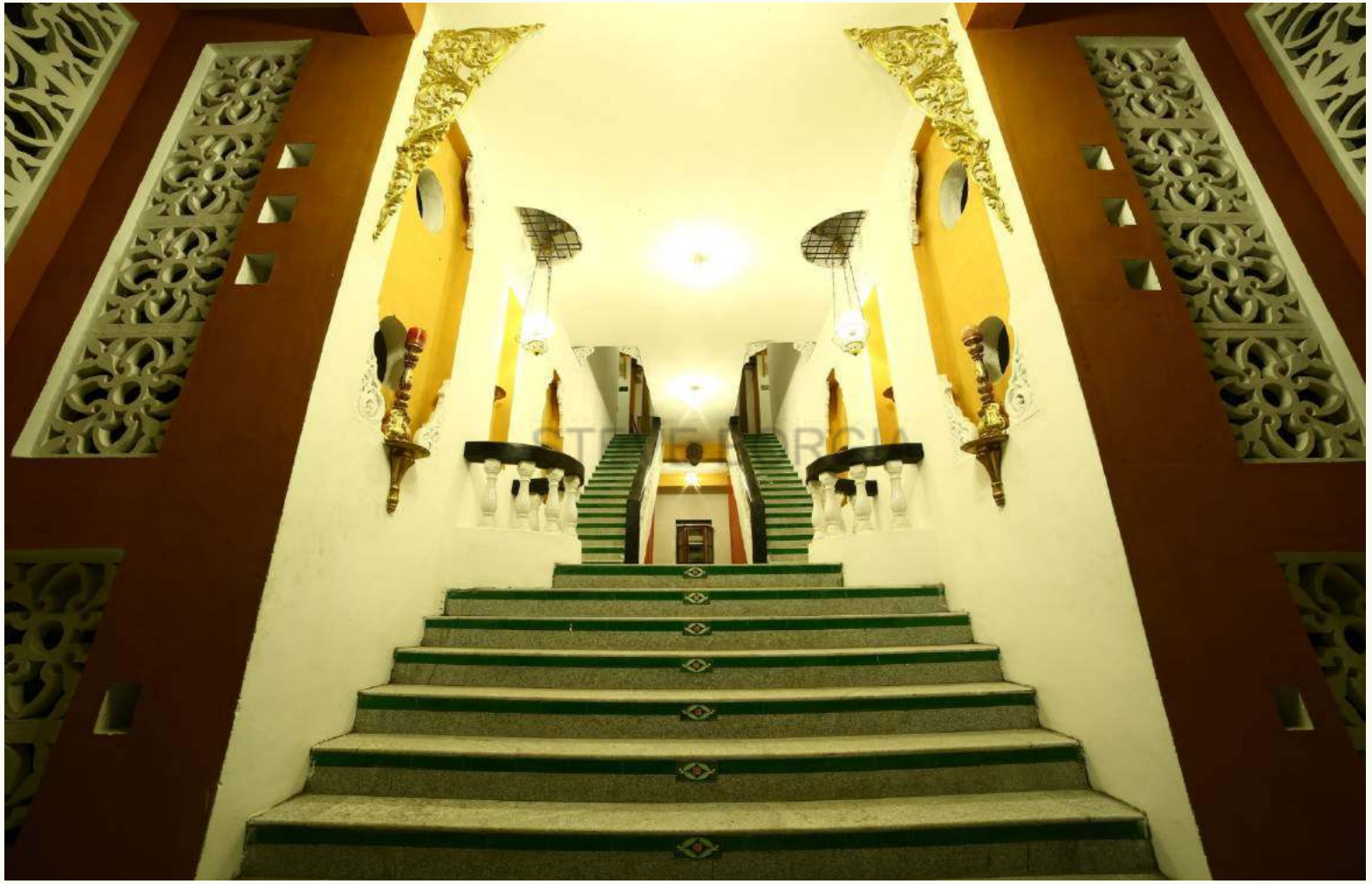
a STORY to say...

a HISTORY to connect...

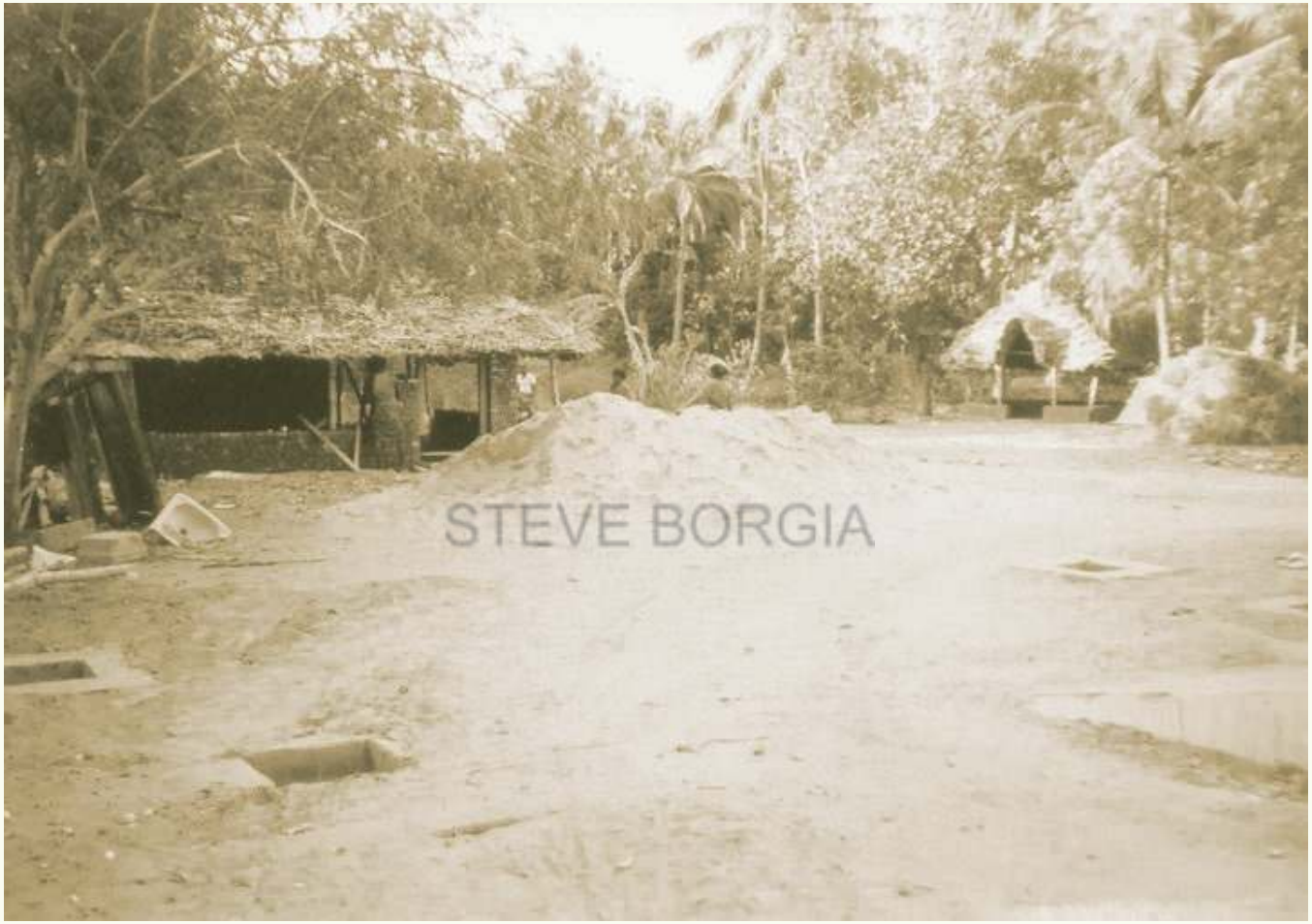
a WHIZ KID to sell.

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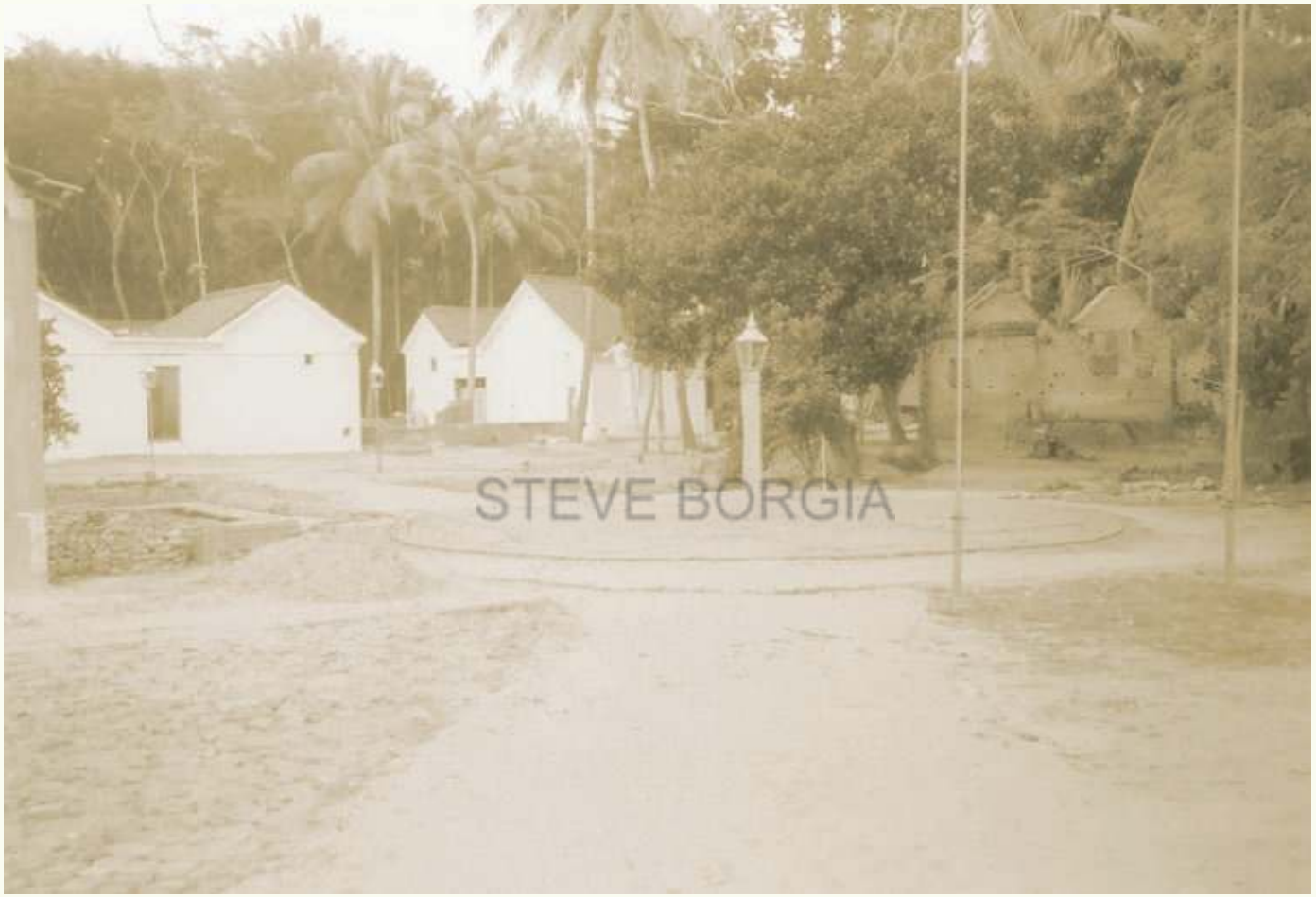
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MAHABALIPURAM
1820's British Camping Site
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Continuous search for

NEWER

PRODUCT OPTIONS

&

CREATING

DESTINATIONS &

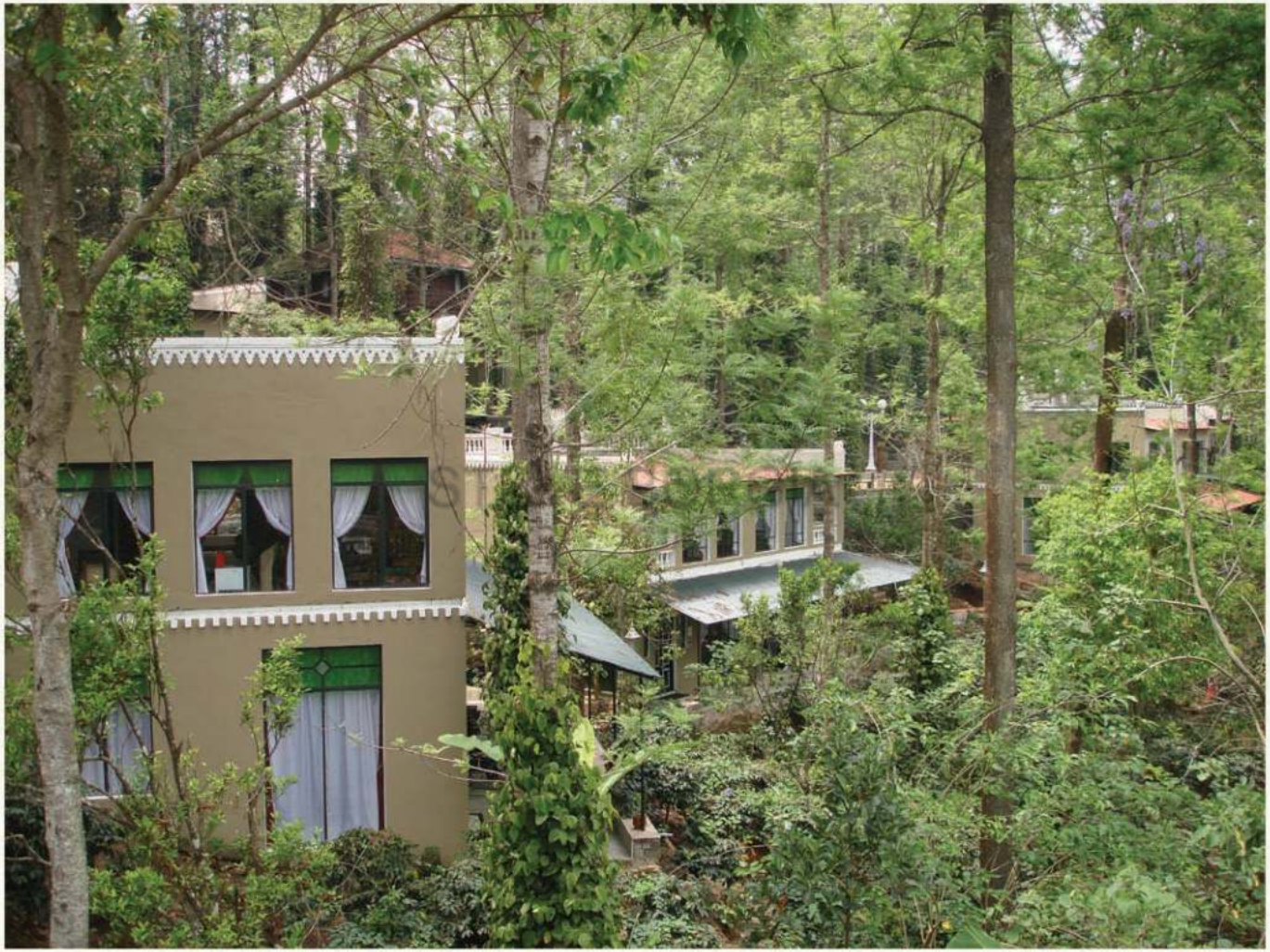
ITINARIES.

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INDeco's
STEVE BORGIA
Lake Forest HOTEL
Yercaud's Pride
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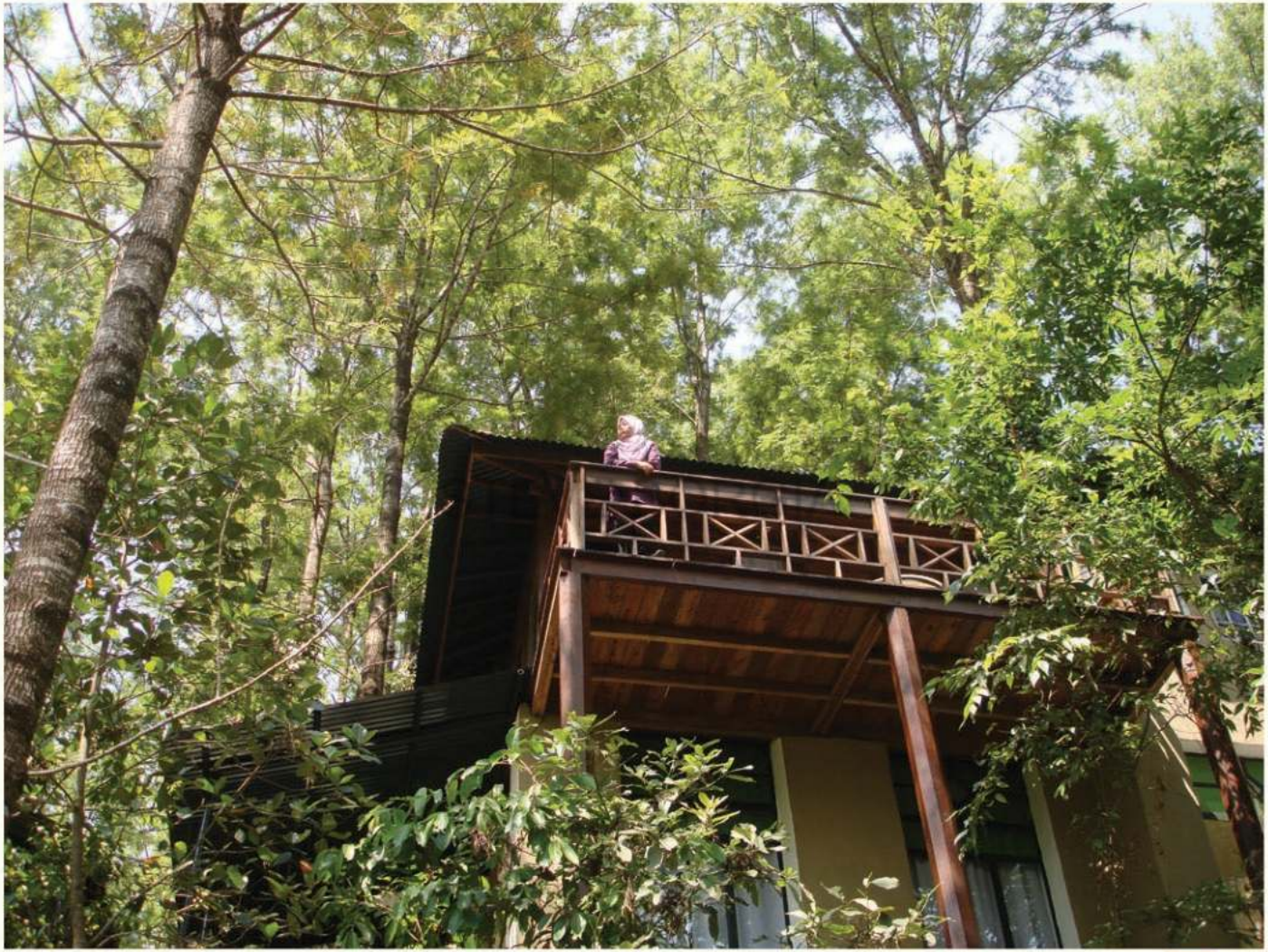
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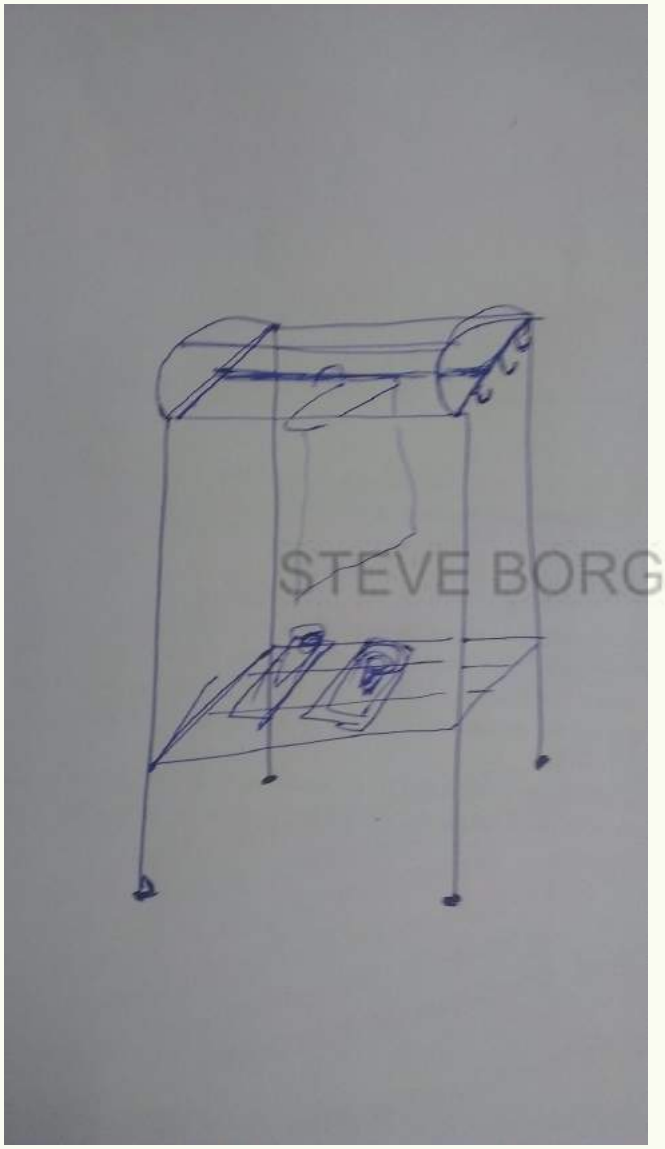
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SUPER

GUILT.

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ECO CONSTRUCTION

CREATED THE LAKE FOREST HOTEL IN YECAUD WITH 100% RECYCLED WOOD AND WON THE FORTUNE MAGAZINE AWARD.



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TREE

HERITAGE BUILDING

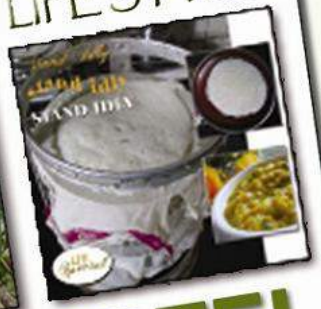
FLORA & FAUNA

FOOD & LIFE STYLE





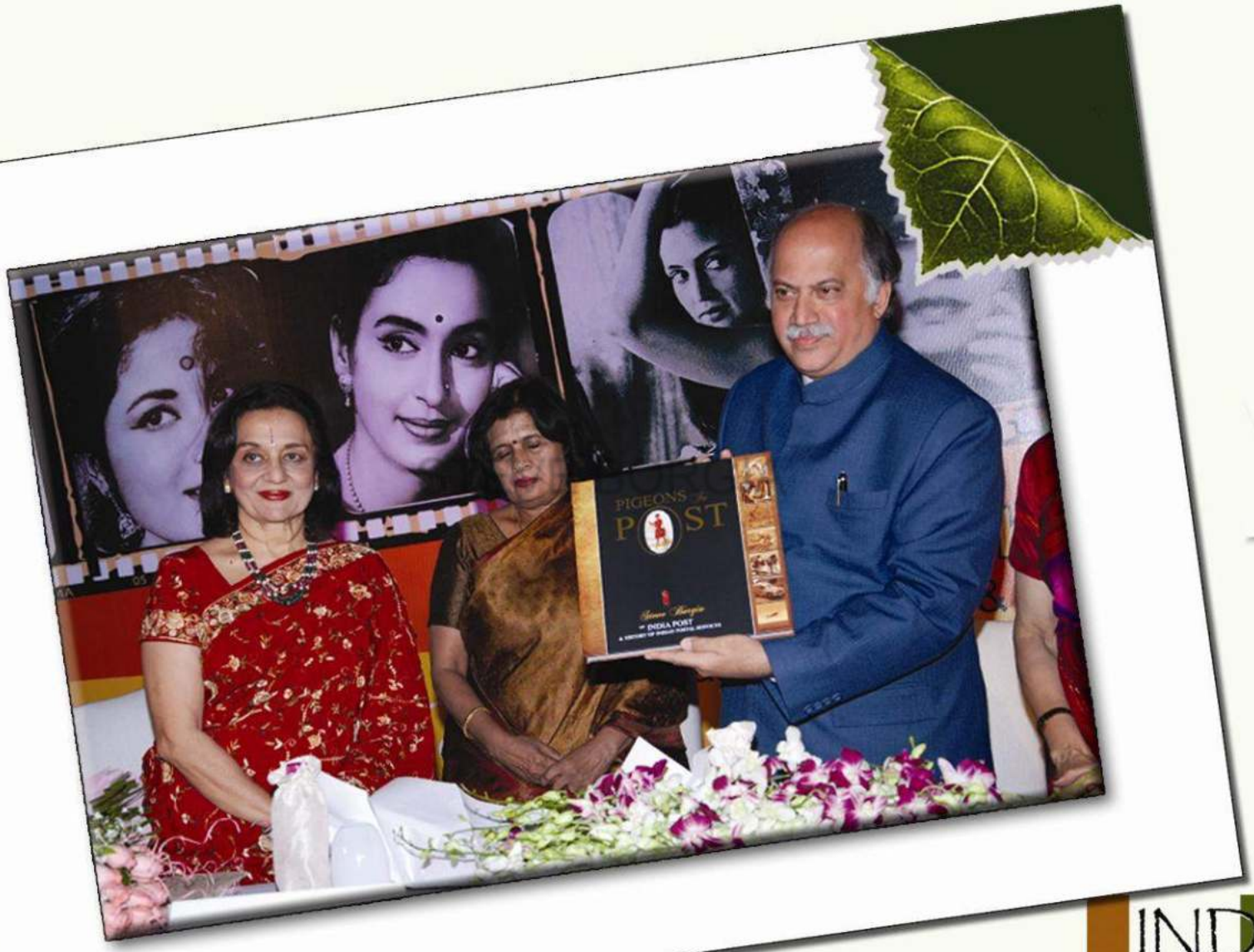




LOOKING BEYOND YOUR HOTEL

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1920s Haviland De Pussmoth

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1920s Haviland De Pussmoth

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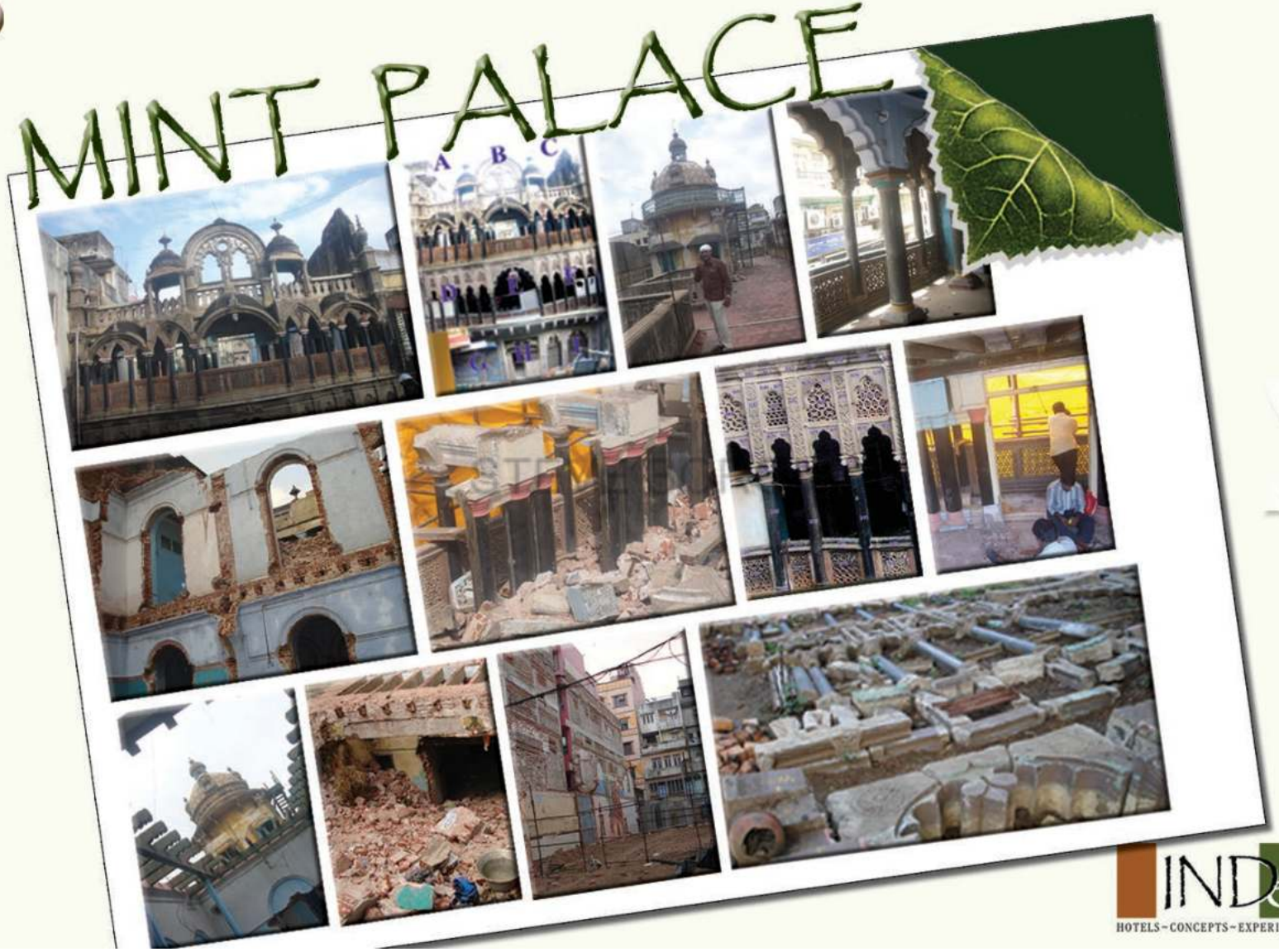


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MINT PALACE



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STEVE BORGIA


DAGA COMMERCIAL CORPORATION
ASHUTOSH SHIVLAL

Trans-locating heritage..

- **PRE DESTRUCTION PROTESTS**

STEVE BORGIA

- **120** Craftsmen
- **6** Months labour
- **4500** Pieces of Granite
- **45** Lorry Trips to move 350 kms.

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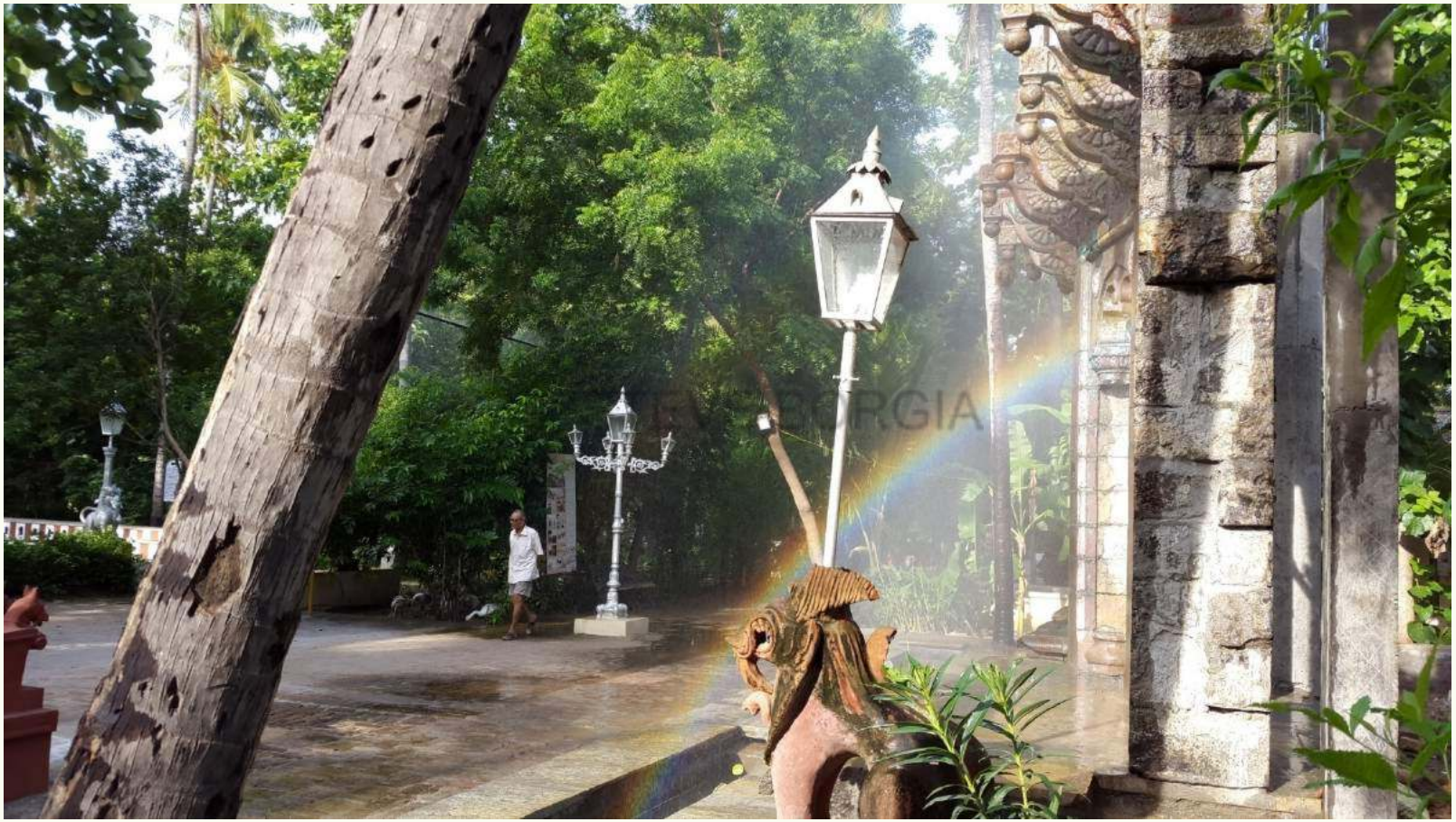
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Recycling AWARDS

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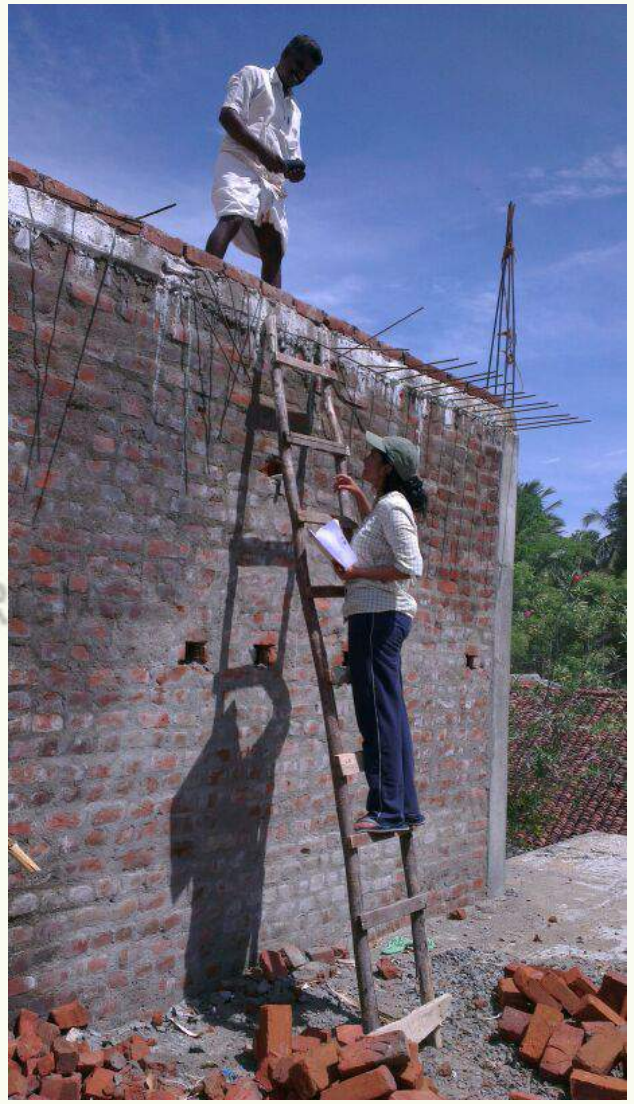








STEVE BOR



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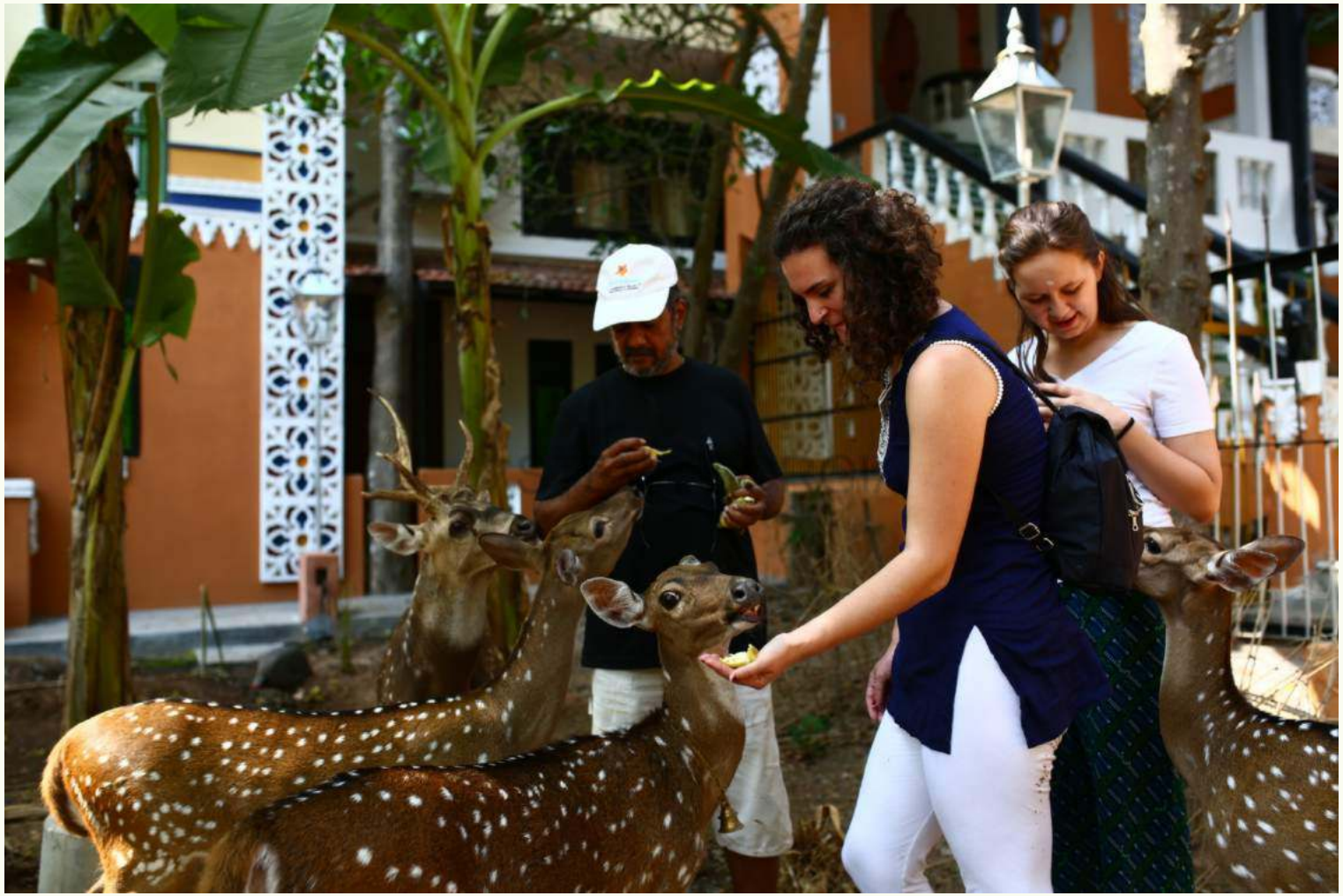
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RESPONSIBILITY

SUSTAINABILTY…

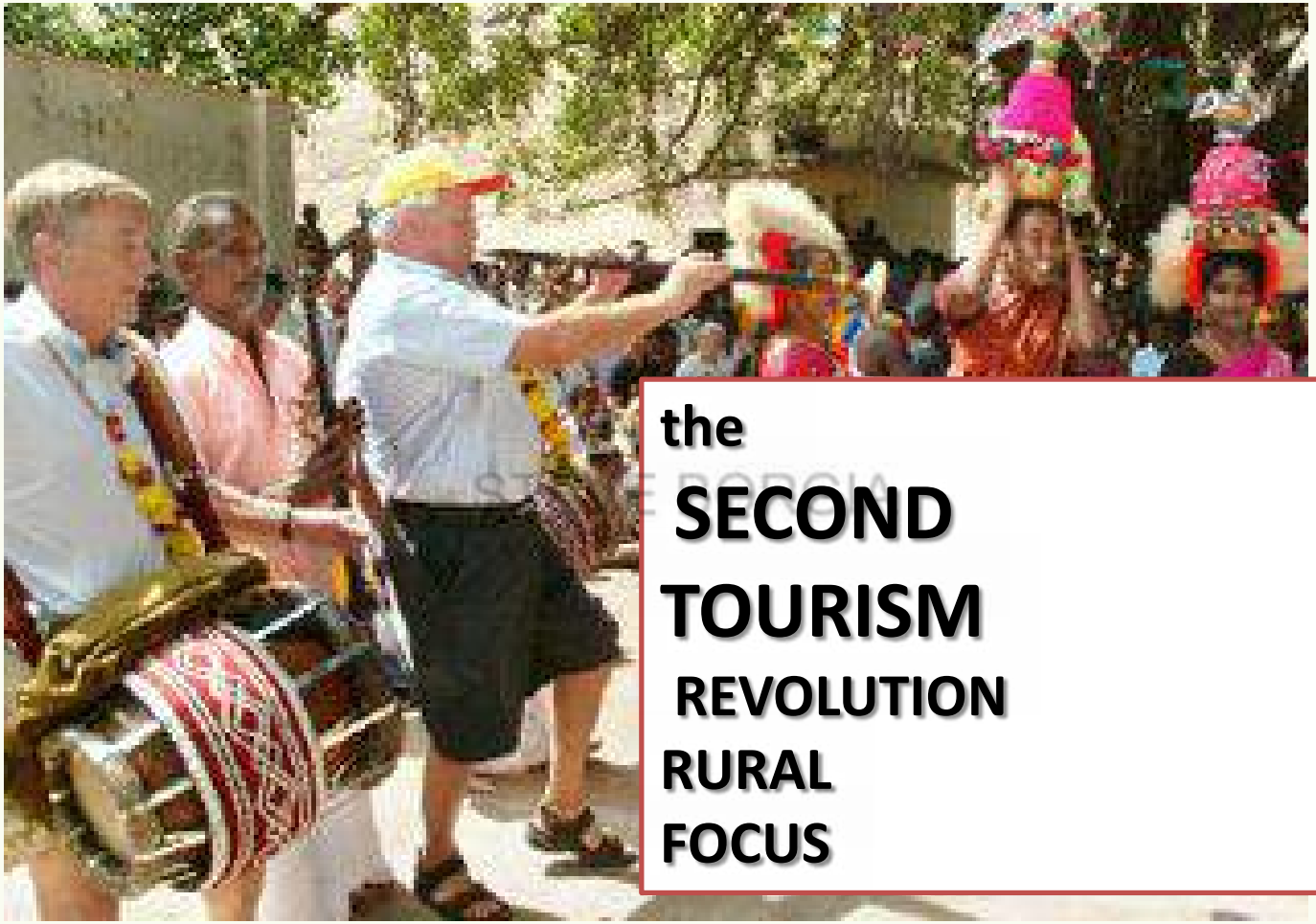
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GOODNESS

COMMONSENCE ,

INNOVATION &

CARE.



the

SECOND TOURISM REVOLUTION

RURAL FOCUS

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V2020

STEVE BORGIA

@Kumbakonam

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கும்பகோணம்
KUMBAKONAM



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CREATE

jobs .skill.livlihood

opportunities

and assist them.

And provide a

platform for emerging

ENTREPRENEURS.

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SKILLED

ALL BEGGARS

TO

SWEEPERS

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A Robotic solution to End Manual Scaven
A CSR Initiative of Indian Oil
Tamil Nadu State Office
Kumbakonam, Thanjavur
GENROBOTICS


STEVE BORGIA




THIRUMALAI
Home Stay


KUMBAKONAM MUNICIPALITY A/C BUS STOP
CITY UNION BANK LTD
24 HOURS ATM
CUB
CITY UNION BANK LTD
ATM

INSPIRE
INFORM
EDUCATE
TRAIN
TRANSFORM
AIDE

STEVE BORGIA

LOCAL PEOPLE & COMMUNITIES

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Recycling AWARDS

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The Educator…





Creating a School in the neighbourhood for every 25 rooms created in the hotel is a part of our mission statement.

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The Social Worker…



Supporting the Old Age Home in the neighbourhood.

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Sponsors...



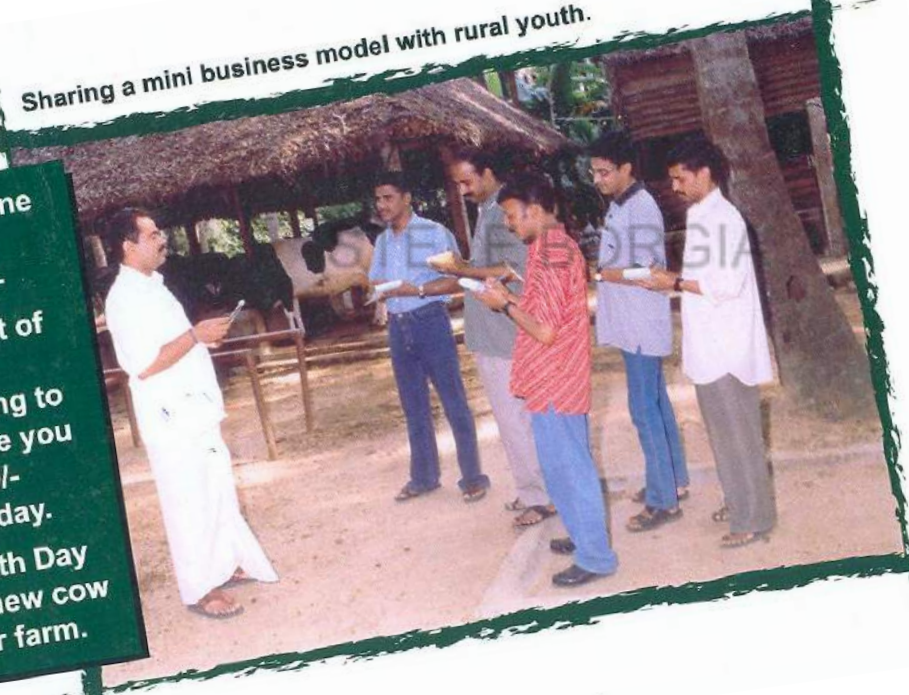
Four Hundred odd Teak Trees in 10 years will yield the sum required to refurbish the resort once in 10 years.

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Sharing a mini business model with rural youth.



- Start with one cow with Rs. 10000/-
- The Secret of one cow multiplying to 25 to give you Rs. 2000/- profit a day.
- Every 5th Day add a new cow to your farm.

SITE BORGIA

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COVID SURVIVAL
SWIMMING POOL
CONVERTED TO
FISH TANK

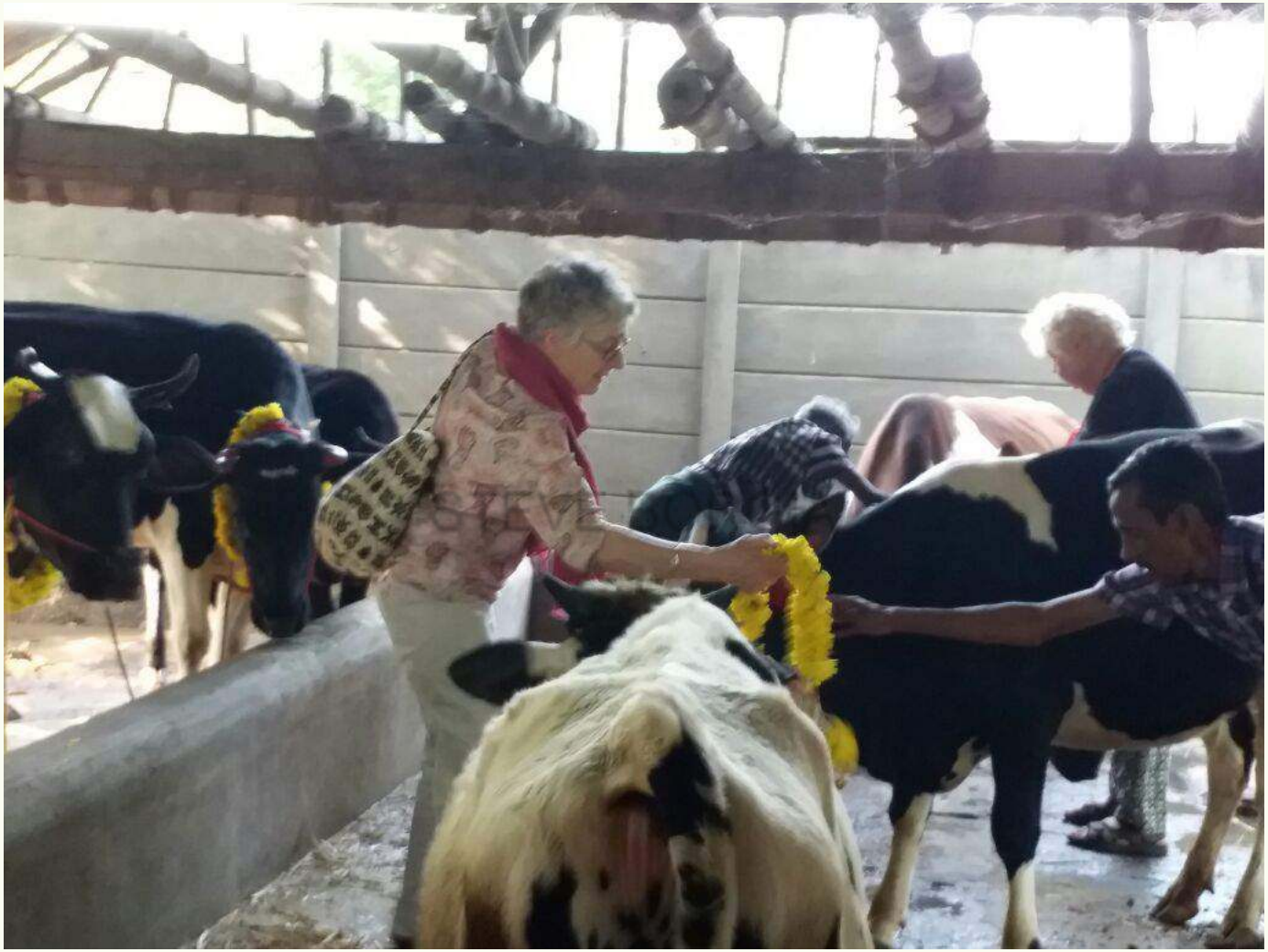

TAPIOCA
CULTIVATION
INSIDE THE
HOTEL
STEVE BORGIA



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RURAL WEDDING
DESTINATION

Yes, there can be FAILURES

and DISAPPOINTMENTS.....

But, not ALL can fail

and NOT ALL THE TIME.

PERSUANCE IS THE KEY.

YOU CAN FAIL ONLY

WHEN YOU GIVE UP.

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’82 4.03 USD

2020 over 800 USD

Multiple Revenue Source

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It needed a NARASIMHA PALLAVA to see the rock infested pallava port as

MAMALLAPURAM

in the 7TH CENTURY.

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a SHAH JAHAN

for a TAJ MAHAL

CESARE BORGIA

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- A WALT DISNEY gave us **laughter**
- RICHARD ATTENBOROUGH gave us a **Gandhi**
- STEVEN SPIELBERG took us beyond the human race.
- Then came MICHAEL JACKSON
- A. R . RAHMAN.... **And NOW we have A WHOLE NEW WORLD.**

STEVE BORGIA

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FRIEND, I am not
a SOCIAL WORKER,
a PATRIOT,
a FARMER or a SWAMIJI etc.

Nor am I a SMART HOTELIER.

I am proud of **MY COUNTRY**
and **MY PEOPLE**

and both deserve to be
RESPECTED & TAKEN CARE OF

STEVE BORGIA

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STEVE BORGIA



STEVE BORGIA

YOU MUST, MUST,
MUST HAVE IT.

STEVE BORGIA

NOT HAVING IT
IS NOT AN OPTION.


to MAKE
RURAL
INDIA
SMILE
LONGER.