

Luxury in Simplicity: Omkar Gawade's Konkan Dream

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In an era where tourism often prioritises luxury over authenticity, **Omkar Gawade** has emerged as a changemaker by building a model that celebrates simplicity, sustainability, and community-led growth. Rooted in the rich soil of Konkan, his venture **Bagayatdar Farm Stay** stands as a living example of how heritage, ecology, and livelihoods can thrive together.

A Vision Born from the Land

Growing up in Konkan, Omkar Gawade was deeply influenced by its biodiversity, cultural traditions, and the intimate bond between people and the soil. While cities grew more chaotic and disconnected from nature, Omkar felt a strong inner calling to give back to his homeland—not through conventional tourism, but through something meaningful and regenerative.

This vision laid the foundation for **Bagayatdar Farm Stay**, an initiative that goes beyond being just a travel destination.

Reviving a 100-Year-Old Mud House

The turning point came when Omkar and three of his friends decided to create a sustainable livelihood while staying in the village itself. They chose a **100-year-old traditional mud house**, owned by Dinu Kaka, which had remained locked for nearly 12 years.

Restoring the house became a learning journey in itself. Omkar and his team acquired traditional village skills—mud-house construction, natural cooling techniques, and indigenous maintenance practices. The restored home today offers visitors not just accommodation, but an experience of Konkan's architectural wisdom and earthy warmth.

More Than an Eco-Stay

Bagayatdar Farm Stay is not positioned as a typical eco-resort. It functions as a **learning hub for sustainable living and livelihood skills**. Visitors do not merely observe Konkan's sustainable lifestyle—they actively live it.

The natural coolness of the mud house, the absence of artificial luxury, and the immersive rural experience have attracted travellers from across the country, seeking peace, authenticity, and connection with nature.

Creating a Living Food Forest

One of Omkar Gawade's most impactful contributions has been the development of a **food forest** based on principles of natural farming. Concerned about chemical fertilisers, water scarcity, and soil degradation, he studied forest-farming models that allow nature to lead the process.

Trees, shrubs, climbers, and crops grow together in harmony, mimicking a natural ecosystem. Though initially met with skepticism—many doubted its practicality or tourism appeal—the food forest has now become a key attraction. Visitors witness how soil can remain alive, biodiversity can flourish, and farming can coexist with conservation.

Experiential Tourism Rooted in Culture

Under Omkar's leadership, Bagayatdar Farm Stay offers curated experiences such as **river-side trails, food forest walks, and cultural immersion tours**. Guests explore village life, traditional Konkani homes, local cuisine, handicrafts, and folk traditions.

For Omkar, this philosophy represents the true meaning of modern luxury—“**luxury in simplicity.**”

Driving Rural Employment and Development

Perhaps the most significant marker of Omkar Gawade's success is the impact on the local community. The farm stay has generated employment across multiple areas—hospitality, trekking guides, housekeeping, farming support, and tourism services.

Village women earn through their culinary skills, local farmers find reliable markets for their produce, and youth gain employment opportunities without migrating to cities. This community-driven growth has transformed Bagayatdar Farm Stay into a catalyst for **rural development**.

A Collective Effort Backed by Strong Support

Omkar acknowledges that this journey would not have been possible without the guidance and encouragement of his family—his parents and brother Suraj—as well as mentors and collaborators like **Vikas Kulkarni, Shivam Gawade, Omkar Kundekar, Rishabh Kundekar, and Prasad Gawade**, whose support strengthened the initiative at every stage.

Preserving Konkan's Heritage for the Future

Today, **Bagayatdar Farm Stay** is recognised not merely as a sustainable tourism project, but as a **living dream to preserve Konkan's heritage and ecological balance**. Omkar Gawade's success story proves that when entrepreneurship is guided by purpose, it can regenerate land, empower communities, and inspire a new definition of progress.

In reconnecting people with soil, culture, and nature, Omkar Gawade has quietly redefined what sustainable success truly looks like—one mud brick, one tree, and one village at a time.

Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious “**Maharashtra Style Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for him but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.

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