



Shri. Pandurang Taware

Director

Sales & Marketing

Agri Tourism Development Corporation Pune

Back Ground

Mr. Pandurang Taware has experience of 17 years in Hospitality Business. His core area is Sales & Marketing of the New Concepts in Hospitality Business. Mr. Taware is natively from Baramati and belongs to the farmer's family and is aware of the problems of the farmers' community. His childhood memories from the small village 'Sangavi' in Baramati taluka actually motivated him to start something like Agri Tourism. Today when he looks back, he says I was lucky to be brought up as apart of the joint family in the agri and rural setup in the small village.

He has very vast knowledge and experience in Tourism Industry. He is the member of the several apex bodies of the Tourism & Hospitality Industry besides being the Member of the **Executive Committee of the All India Resort Development Association** he is also Member of **Federation of the Hotel and Restaurant Association of India FHRAI**.

From Last 8 years, Mr. Taware heads Sales & Marketing Division of the Conamore Resorts Pvt Ltd, **the Pune Based Vascon Group Company**. He is credited of developing the "Vista **Do Rio Resort**" and "**Galaxy Beach Resort**" Goa Brands in the Indian & International Market.

The company "**ATDC**" is his brainchild. The main objective of the **Agri Tourism Development Corporation, Pune** is to provide consultancy, project reports preparation, sales & marketing and training in the field of Agri Tourism besides the promoting and showcasing the culture of the Agriculture and Rural families of Maharashtra and India, and help the agriculturist (Farmers) to earn the well-deserved respect in addition to the supplementary income to his family and introduce this concept of Agritourism to the Urban Citizens as an, Educational and Recreational, Entertainment opportunities.

ATDC

Mission

"Is to promote agriculture tourism to **achieve income, employment and economic stability** in rural communities in India, help boosting a range of **activities, services and amenities** provided **by farmers and rural people** to attract urban tourists to their area thus provide opportunity for urban people to get back to the roots"