

## **Maharashtra Krsihi Prayatan (Agri Tourism) Vistar Yogana 2007.**

### **What is agri tourism?**

Agritourism is defined as Travel which combines agricultural or rural settings with products of agricultural operations – all within a tourism experience. Product can be “Experience Itself”.

The term Agri Tourism emerged in 1990

### **Why agri tourism?**

Mother nature is an open door school without brick walls, observe carefully , explore the hidden treasures and learn something or the other , moreover India is agriculture country , hence it is expected of us to be well informed about it. Urban population is increasing day by day, today urban children’s world is restricted in the closed door school, classes, cartoon programs on the television, video games, chocolates, soft drinks, spicy fast food, computer, internet, and so on, and they see Mother Nature only on television screen. More over out of people living in the cities 35 % do not have relatives in villages and 43% never visited or stayed in village.

Agriculture as business is becoming more and more expensive and many farmers cannot afford it. To add to this the gradual loss of fertility of the land that is giving diminishing yields. Unless and until the farmers start business of any form to compliment and support to their income from land, they shall be doomed to eke out bare existence below poverty line.

In order to encourage farmers to establish small and viable business such as agri tourism in rural India .ATDC has formed guidance assistance committee to render advice and technical know how .

**Agri and Rural Tourism opportunity in India:** Farm/Agri Tourism if developed along unique indigenous lines could have a multiplier effect and high revenue capital ratio. Every 10 lakhs additional tourist, will translate into Rs 1000 crore in revenue .Every additional Rs 10 lakhs invested can create 47.5 direct jobs and each direct job can create 11 indirect jobs (study report 2004)

**Market:** 310 million Domestic Tourists.

### **Maharashtra Background:**

- Highly diverse agro-climatic conditions.
- Progressive and innovative farmers.
- Four Agricultural Universities.
- Strong Co-operative movement.
- 40% urban population ever increasing domestic tourist market.
- Well developed industrial base.
- Self sufficiency.

### **Successful Pilot Agri and Rural Tourism Project in Maharashtra:**

**Agricultural Development Trust, Village Malegoan khurd,**

**Tal Baramati Dist Pune (started in OCT 2005) up till now, more than 4300 tourist from urban cities have experienced the farm holidays and enjoyed in this agri tourism center.**

**ATDC’s 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 providing opportunity to urban people to get back to the rural roots”.

**Agri Tourism Vistar Yogana:** 3 or more Agri Tourism centers in each and every Taluka in Maharashtra. (Every farmer has a chance to participate).

**Who can participate:** Individual Farmer/ NGO/Trust / Grampanchayat / Krsihi Vidyalaya/Krishi Vidyapeeth / Co-operative Society)

**Information of the place:**

**Name :** ( Individual Farmer/ NGO/Trust / Grampanchayat / Krishi Vidyalaya/Krishi Vidyapeeth / Co-operative Society \_\_\_\_\_)

Name of the Chairman / Director/Secretary: \_\_\_\_\_

Contact Persons name

1.

2.

Full address

Telephone Number/ fax Number/Mobile Number

Pin code

Village/ Name

Population of the village (man, women, boys, girls)

Literacy rate

Does village has Grampanchayat School (no of students?)

Does village have women self help groups (if yes how many and total participation)

What kind of products are produced/manufactured by these WSHG's

Does village has rural craftsmen and artisans (what kind of craft and art)

Farm: ----- acres/hectares

Detail farm address with nearest landmark

How many kms is the farm from village

Nearest Taluka Place (kms) route

Nearest Railway Station (kms) route

Nearest Airport (kms) route

Does village/farm have good approach road with MSRTC and private bus facility?

Does village has the medical facility

Number of people staying/working in the farm (man and women also children below 12 years)

Farm Water facility

Which crops are generally cultivated / grown during the rabbi and kharip seasons?

Does cash crops are cultivated in the farm? Which types?

Horticultural plantation (which fruits and number of acreage)

New agriculture methods and experiments adopted in the farm.

Near by Tourist Attraction (like forest / dam/lake/river/fort/old religious temple/hill station/old wada/ significant village history etc) give detail description with distances in approx kms from farm. (Attach Professional photograph (size 6 by 8) of each tourist attraction)

Does people have visited your farms and enjoyed their stay and trip before (if yes how many times / how many people/ when / what was their feedback)

Current Tourist accommodating capacity (if any):

Food and Drinking water facility.

Tourist Safety measures.

No of Agricultural Graduates living in the same village, (if any) provide at least 5 names. (In future we can employ them for this purpose)

Why do you think urban tourist should visit your village and your farm in particular?

Any other relevant information of the village /farm you feel is important to known by us

**What support ATDC will provide:**

Prepare Agri Tourism project report and business plan of the each applicant agriculture farm.

Help facilitate the financial support from Nationalize Banks, Institutes and Government Agencies to built Agri and Rural Tourism facilities and infrastructure like accommodation, sanitation, approach road etc.

Conduct Agri Tourism Business Training Program.

Conduct seminars and conferences on agri tourism business

Conduct lectures of the successful National and International Farmers in agri tourism business

Provide sales and marketing support.

Conduct and coordinate tours from urban areas to the farms.

Arrange National as well as International Agri Tourism Center study tours /Visits

**Agri Tourism Centre visit** to Agricultural Development Trust Malegoan Baramati Dist Pune. (Rs 250/- per person).

Arrange Experts (agriculture and tourism industry) visits to the farm.

**How to apply:**

Type/print /write in neat handwriting the above information on the fullscape paper attach 5 good professional photographs of the farm, village, and near by tourist attraction along with Demand Draft (payable at Pune) of Rs 1000/-((Rupees One thousand only as administrative charges) (non Refundable)) payable to **Agri Tourism Development Corporation** , send by register post / courier /by hand to the address below , please note all the information sent to us will remain with ATDC and further ATDC reserves the rights to use the information, and photographs in their future publications, brochures, magazines etc

**The Director Expansion (MKPVY 2007)**  
**Agri Tourism Development Corporation**  
1<sup>st</sup> Floor Karnik Heritage  
Lane Opp Barista Coffee  
F.C.Road, Deccan Gymkhana  
Pune – 411004  
[Info@agritourism.in](mailto:Info@agritourism.in)  
[www.agritourism.in](http://www.agritourism.in)

**For more information you can speak to**  
**Mr. Pandurang Taware**  
**Director Sales & Marketing**  
**92264 32980 or email to [pandurang@agritourism.in](mailto:pandurang@agritourism.in)**

**Please remember important dates mentioned below**

Last date of acceptance of duly filled application with all the details along with the DD: 14<sup>th</sup> Dec 2006.  
Expert and Technical Committee Visits to the farms will start from 25<sup>th</sup> Dec 2006  
Project Report Preparation will start from 1<sup>st</sup> Feb 2007  
Selected Agri Tourism Centers list will be published in leading newspapers in Maharashtra on 15<sup>th</sup> March 2007  
The capacity building measures along with Agri Tourism Tours will start from 1<sup>st</sup> April 2007

ATDC reserves the right to select the agri tourism centers in Maharashtra on the merits provided by the technical committee, and no further explanation whatsoever will be given to any of the applicants.

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