

BORED with the usual holiday where you land up on beaches and hill stations teeming with people? Tired of crammed hotel rooms and eating the usual fare?

Instead, try ***Agri-Tourism*** for the out-of-the-box experience.

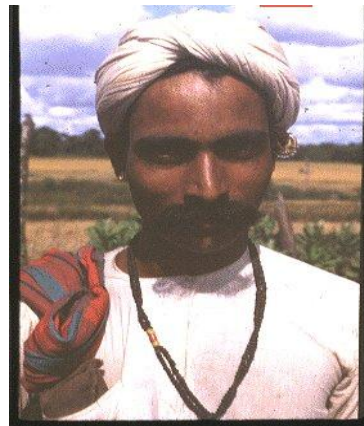
Where you can actually hear your own breathing and listen to birdsong...

This is one of the fastest growing tourism activities. Indians and International visitors are very interested in the history of the India, since most of the people come from an agricultural ancestry, they want to learn more about what their great grand parents or grandparents did for a living. This is great opportunity to get back to the rural roots. ***Come...Discover the true culture... Agriculture in rural India***



Agri Tourism offers tourists' edutainment farm tours in Malegaon

Village, where they would be told about the cultivation of grapes, sugarcane, pomegranate, guava, mango, chikkoo, Custard apple, coconut, lime, banana and many more fruits plantation, guests can visit dairy farm, milk collection centres, goat farm, emu (like ostrich bird) farm, or get an insight into how silk is produced and raw jaggery and sugar is made. It would also include evening entertainment Marathi programmes such as Bharud, Jagran Gondhal, Shekoti folk songs (all these are combinations of songs, drama, acting with music and dance) also play some of the forgotten rural games like gilli danda, gotya, bhavra, tourists can also go for the village sight seeing tour, speak to villagers, understand the working of grampanchayat, visit village school here talk to children know their quality of life, understand their expectation from urban friends.



Agri Tourism is however not all about staying in a village and relishing the food, this is an opportunity to be close to where the 75 % of Indians live. "One of the best things about staying on a farm is that guests can contribute to the place through their involvement," Our idea is to make tourists live life like a villager, right from milking the cow, ploughing the field, bathing in a well to climbing a tree and plucking fruits," says ATDC director (sales and marketing) Pandurang Taware.

Why **Agri Tourism**?

Mother Nature is open door school without brick walls! If observed carefully one can learn something or the other, moreover India is Agriculturist's Country, it is expected that we should know the information related to agriculture.

Today urban children's world has become limited in the closed door school, classes, cartoon programs on the television, video games, chocolates, soft drinks, spicy fast food, computer, internet, and so on, they see mother nature only on television screen,



Now it has become very necessary that children know the traditional way of agricultural farming activities, and other businesses dependant on agriculture.

Here children come very close to Mother Nature and learn many new things in life...



Children get to know first hand experience of the agricultural activity on the farm, they can freely roam in the 110 acres of agricultural farm, see and touch various different types fruits and domestic animals like cows, sheep, goats, emu birds, learn the milking process of the cows and goats, get an insight into how silk is produced and raw jaggery and sugar is made.

Agri Tourism is the wonderful way to make students / children aware of the village life



Agri Tourism Offers:

Farm tours, farm-based Bed and Breakfast operations, farm vacations, seasonal festivals, and other forms of agri tourism are attracting growing numbers of local, regional and even international visitors.



Onsite Accommodation facilities and amenities

- 13 self content rooms with modest bedrooms, washrooms, toilets & bathrooms,
- Better quality bedding mattresses, pillow covers and linen.
- Dinning facilities with genuine maharashtrian homely made food
- Window screens and coverings.
- Clothes storage and door locks.
- Electricity Generator Back Up facility (limited hours).
- On site Medical Help and Doctors on call, 24 hrs security personnel.
- Twin sharing accommodation capacity for 30 people
- Triple sharing – for 40 people
- Quadruple sharing for 50 people
- Dormitory accommodation hall for 200 people.

Agri Tourism on- site attractions /activities:

The Guests here are welcomed in traditional way with *kumkum* and garlands, and then invited to partake of an authentic breakfast made by local farmer

- Fruit Plantations Tour, understanding the growth cycle pattern, Fruit Food Values etc. Tourists and kids will be told the information of the supply chain cycle from farmer to customer
- Cow Farm Tour, Cow milking, visiting the talulka milk processing units near by getting insight of how milk, cow dunk by product are made, how beneficial are



those products for human body?

- Sheep and Goat Farm Tour, goat walking, milking
- Silk Farming and producing with retail counter to buy silk cloth and silk sarees
- Farm Equipment Museum
- Medicinal Plantation Tour, understanding the uses of plants in day-to-day life.
 - Practical demonstration of various experiments on crops and fruits.



- Various Modern methods of water irrigation demos.
- Large nursery of mother saplings to help grow superior grade fruits trees. Here tourists can know about the different types of saplings.
- Supply improved and processed sugarcane sets.
- Irrigation water and soil analysis, fertilizers plants and animal feed & to guide the farmers accordingly.



- Rural Games like (gilli danda) vittudandu, gotya, bhavra, bullocks cart and tractor rides.
- Bee Hive Demo Farm
- As an alternative to electricity the trust has installed solar, windmill, biogas, and other unconventional modes of energy generation.
- Rural Folk Songs and Music.

Souvenir shop and Fruit Stall:

Here tourists can buy the small wooden bullock cart, mud articles, specialty pickles, Papads, Milk products, Jaggery, Sugar cane, Fruits, Food Grains, Village and rural theme paintings, plant saplings, silk cloth and sarees, and many more rural specialty products as souvenir gifts.



Agri Tourism Offsite attractions.

- Hon'ble Shri Sharad Pawarji's Museum.
- Domestic Airport station and Strip.
- Nearby Village fairs and weekly bazaars.
- Educational Campuses of Agricultural Development Trusts and Vidya Prathistan.
- Winery Unit/ farms
- Sugar Factory and Jaggery making Units.



- Water Percolations Tanks
- Old Religious Temples on scenic locations
- Taluka Milk Collection Centre.
- Uajjani Dam Back Water Tour Observation with Flamingo Birds.
- Visit to Cow Dairy Farm, get insight how the By-Products from cow milk, cow dung etc is made.
- Nearby Emu Bird (Australian Ostrich Bird) Farm.

What do some of our **Guests Say?**

1. "What I enjoy most here are the sounds of silence," says Dr Rughunath, a visitor and a faculty member of the department of computer sciences, Indian Institute of Technology, Mumbai. The break from the city, he says, helps him focus better on the week ahead.



2. Recently, a group of 14 Korean students visited the farm and carried home a slice of rural India. **Says Gun Hee**, who was part of the tour, "I loved the Indian food and learnt how silk was made. In Korea, farmers use machines but here, I saw the manual process."

3. A group of 125 children who recently visited Baramati got a taste of farm life. Says **Jaisingh Nimbalkar, senior executive in an MNC**, who escorted them, “The children learnt about irrigation and were fascinated to see silk being made from the silkworm.

4. **SPM School Pune Head Mistress** says, “This children picnic to Malegoan Agri Tourism has definitely brought about awareness among the children about life in rural India, which reflects the Indian traditions and culture so well”

5. **Pune Shoppers Stop head** says “visit to baramati agri tourism farm was real refreshing, our team of more than 200 staff members got the glimpses of rural life, everybody was so fascinated to swim in the well, and dance to the tune of rural folk songs and music.”



6. **Abs Fitness Pune founder** says “the staff and people of the agri tourism baramati are good hosts, the rural authentic lunch served was so delicious that we had to take the afternoon nap under the mango tree, the farm tour was so educative that most of things we eat in everyday life, were not known how it was produced in the agricultural farms.”

7. **Times of India** wrote “WOW What a Trip! Its more than a field trip, this farm tours offer children the complete rural experience.” Dated 2nd Feb 2006



8. **Sakal Madhuran ladies group leader** says “ it was very different kind of picnic, every women had forgotten their age and become small kids to get close to nature, while returning they definitely stored and remembered the greenery, rural beautiful scenery, pure air, wet mud fragrance in their mind”



Clearly, tourists opting to visit agro-tourism ventures are nature lovers, or those who get to see little of nature's bounty in the concrete jungles of big cities.

Food for thought:

Population of India has increased five times than that existed in 1947, after partition the land got divided and subdivided per generation currently only one fourth of the land is available on an average per person as compared to year 1947.



Agriculture as a business is becoming more and more expensive and many farmers cannot afford it. Add to this the gradual loss of fertility of 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 a bare existence below poverty line.

In order to encourage farmers to establish small and viable business like Agri Tourism units on the farm in the villages, ATDC has formed

guidance assistance committee to tender advice and technical know how.

- 75 to 85 % of Indian Population lives in rural villages.
- On realizing their difficulties and needs we feel there is still many things than can be done for these people.
- The ATDC has been concentrating its efforts all along for the overall upliftment of the farmers in rural villages.
- 90% of the rural community earns it's livelihood from agriculture directly or indirectly.
- To improve the standard of living of the rural people there is need to improve and increased the per capita income from farmers land. For this new approaches beyond traditional farming will have to implement in their farms. Agri tourism is one of them.
- The rural youth particularly the school drop outs and educational backward neglected rural women constitute more than 50% of our rural population. Unless we undertake welfare activity for this section of the community social upliftment remains uncompleted. We think these women can be good host and help in preparing authentic rural rustic food for the Agri Tourism guests in rural areas.

The Agri Tourism Development Corporation Pune has always been diverting its efforts as per the changing needs of the section of the social fabric; the ATDC shall continue to do the same...

Agri Tourism Tour Price: The Farm Tour price is worked out very economical and hence every tourist who would like to experience this kind of Tourism activity can comfortably afford it. Further we request you to write to us or call us for more customized tour options and cost.

AGRI TOURISM DEVELOPMENT CORPORATION

Sales & Marketing Office

1st Floor, Karnik Heritage, Lane Opp OBC Bank, F.C. Road,
PUNE - 411004, Maharashtra, INDIA

Telephone: +91-20-2553-5599 / 2553-9600 / 2553-0463

Email: sales@agritourism.in **Website :** <http://www.agritourism.in>