



Agri Tourism Development Corporation to celebrate International Agri-Tourism Day on 16 May

Agri-Tourism Development Corporation Development Corporation (ATDC) will honour several awardees with the State Level 'Krushi Paryatan Gaurav Award' this Friday in Pune. It's a part of first ever International Agri-Tourism Day to be celebrated on May 16, 2008. This year onwards ATDC will honor awardees with 'KRUSHI PARYATAN GAURAV' purushakar considering all those Individual persons, Academic Institutes, Travel Magazines, Publications, successful Farmers, Press Journalists , Travel Writers , Tourists communities , Farmers Institutes etc who have made the significant contribution to promote and showcase the Agri Tourism concept to the World. Without their contribution the Agriculture Tourism concept will be no where.

Celebrations will kick start at 12.15 pm at Balgandharva Rang Mandir, Pune in the auspicious presence of Shri. Vijaysinh Mohite Patil, Hon'ble Minister of Tourism, Government of Maharashtra and Shri. Balasaheb Thorat, Hon'ble Minister of Agriculture, Government of Maharashtra and Mr. Pandurang Tawre, Director Sales and Marketing, ATDC. Day long interactive sessions with Stakeholders of Agritourism in India are organized to encourage the cause of agritourism in Maharashtra.

Shri. Ajit Pawar, Hon'ble Minister for Water Resources, Government of Maharashtra and Smt. Rajlaxmhi Bhonsale, Hon'ble Mayor, Pune will felicitate entrepreneur agriculturists and other stakeholders with 'Krushi Paryatan Gaurav' Awards at 04.00 pm. It will be followed by cultural extravaganza of folk dance of Maharashtra.

Background Note

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 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...

ATDC since inception has completed 4 years and on 16th May enters into 5th year, of its journey of prompting Agri Tourism to help Indian rural social economy to flourish and help rural youth to earn good respectable living in the village and farm itself.

Last 4 years saw more than 500 farmers trained under ATDC Agri Tourism training program and 52 farmers from across Maharashtra have started Agri tourism activity on their farms to supplement the agriculture income , to quote the examples - Mr. Sunil Bhosale from Jogawadi village 40 kms from Baramati in Pune district has 13 acres of agriculture farm. His annual income from the same if Rs 60 thousand. However ever since he started Agri Tourism activities at his farm, his income from Agri tourism has been Rs 45,000 in only six months!

To know more:

www.agritourism.in

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