



Shri Taware Pandurang

- **Father:** Agri Tourism Concept in India
- **Founder/ Director Marketing & Sales**
Agri Tourism Development Corporation
- **Founder / President**
Agri Tourism Development Organization (NGO)
- **Founder / Promoter / Managing Director:**
Agri Tourism Development Company Pvt Ltd
- **Founder / Chief Promoter / Managing Director:**
Maharashtra State Agri & Rural Tourism Co-operative Federation Ltd.
- **Initiator / Founder:** 16th May, as **World Agri Tourism Day** - supported by UNWTO

Awards & Recognition

- **Recipient: National Tourism Award 2008-09**
For most innovative Tourism Product /Project
- **Finalists: World Travel & Tourism Council – WTTC**
Tourism for Tomorrow Award 2011
Community Benefit Tourism Category
- **Winner : Virgin Responsible Tourism Award – WTM London 2011**
Conservation of Cultural Heritage

Back Ground

- Natively from Baramati, belongs to the farmer's family, aware about the problems faced by the farmers' community in India.
- Childhood memories were actual motivation to start something like Agricultural Tourism.
- Lucky to be brought up as apart of the joint family in the agri and rural setup in the small village.
- Working Experience of 17 years in Hospitality Business.
- Core area Sales & Marketing of the New Concepts in Hospitality Business.

Position Held

- Member - Executive Committee of the All India Resort Development Association 2002-2008
- Member - Federation of the Hotel and Restaurant Association of India FHRAI. 2005-2008
- Managing Director – Maharashtra State Agri & Rural Tourism Co-operative Federation Ltd 09-11

Objective

- To provide consultancy, project reports preparation, sales & marketing & training in the field of Agri and Rural Tourism.
- Promote & showcase the culture of the Agriculture and Rural families of Maharashtra and India.
- Help the Farmer to earn the well-deserved respect in addition to the supplementary income to his family.
- Introduce the concept of Agri Tourism to the Urban Citizens as an, Educational, Recreational & Entertainment opportunities.

Mission: 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

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