



AGRI TOURISM DEVELOPMENT CORPORATION

PROMOTED

AGRI TOURISM
(KRUSHI PARYATAN)

VISTAR YOJANA
2019 - 2022

GUIDELINES FOR AFFILIATION APPROVAL

WORLD AGRI TOURISM DAY

2008



2015



2016



Publisher :

ATDC – AGRI TOURISM DEVELOPMENT CORPORATION

13 SUMADHUR SOCIETY, MODEL COLONY, SHIVAJINAGAR, PUNE 411016

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AGRI TOURISM DEVELOPMENT CORPORATION, PUNE

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Price : INR 750 /- (Seven Hundred Fifty only)

AGRI TOURISM DEVELOPMENT CORPORATION

PROMOTED

AGRI TOURISM (KRUSHI PARYATAN) VISTAR YOJANA 2019-2022

GUIDELINES FOR AFFILIATION APPROVAL

1. THE CONCEPT AND INTRODUCTION

Agri Tourism is the concept of private sector farmers / Agri Tourism Centre house owners providing an interesting and relaxing Agri and Rural Tourism experience to visitors.

The Agri Tourism owners act as both hosts and guides to the visiting tourist. The Agri Tourism Centre provides a clean, hygienic environment with modern facilities that meet the standards defined by the AGRI TOURISM DEVELOPMENT CORPORATION. Preference is given to farms which have agricultural land attached. The Agri Tourism centre owner should provide home-cooked food and comfortable accommodation. He / she will show the visitor local agricultural practices such as floriculture, harvesting, bee keeping, and dairy agro based industries, etc. and introduce the rural way of life to visitor through various participatory activities. The visitors must be able to enjoy the natural surroundings in fresh air. Apart from the Agri Tourism experience the visitor should get exposure to local community life, which may mean attending a gram panchayat meeting or a social event in the village, along with an opportunity to experience local music, dances, cuisine, art, craft and culture. A village tour should be included visiting the local artisans like carpenters, blacksmiths, etc. The visitors may also experience festive occasions such as marriages and local melas. They can also participate or witness village games such as wrestling, kite flying and bullock cart rides or tractor rides, etc. Experiences such as taking bath at the tubewell could be a unique feature for both adults and children from urban areas.

2. ROLE OF AGRI TOURISM DEVELOPMENT CORPORATION (ATDC)

In addition to each Agri Tourism Centre's own promotional activity, ATDC will act as a promoter of Agri Tourism, showcasing it as a major attraction of India's agricultural. It will promote Agri Tourism and activities in partnership with the Department of Tourism, The quality of services offered by Agri Tourism Centres is to be verified by ATDC. It then Enrols and Affiliate them into the Krushi Paryatan Vistar Yojana 2019-2022 and provides mandatory training, as well as development and operational advice, and undertakes promotional activity for Agri tourism via the internet, publications and media relations. ATDC selects farms according to clear guidelines on the required facilities, and also benchmarks the farms and monitors the delivery of services rendered by them. Priority selection will be given to farms providing a wide range of activities and excursion possibilities.

3. IMPLEMENTATION

ATDC will provide a well-qualified Agri Tourism Extension and Product Executive responsible for:

- Verification of Applications for enrolment made by Farmer and recommendation of suitable applications for approval;
- Inclusion of all enrolled Agri Tourism Centres in promotional activity;
- Advice on Agri Tourism Operations and Promotion;
- Monitoring of the development and economic impact of Agri tourism;
- Coordination of training program provision for Agri tourism operators and their staff

4. BENEFITS TO AGRITOURISM CENTER ACCOMMODATION OPERATORS

Tourism activity has a multiplier effect. It can be expected that tourists' stays and associated spending will make a significant contribution to the rural economy and improve the quality of life of farmers and communities. Agri Tourism provides Agri Tourism Center owners with a source of additional income from their existing assets. It provides them also with an opportunity to interact socially with various kinds of visitors, elevating their social status and enriching their lives and those of the community in general.

5. COMMUNITY PARTICIPATION

Community participation is a very important part of this concept as the scheme envisages visits to the village, interaction with panchayat members and attendance at village functions, etc. Experience has shown that tourists cannot be looked after by the Agri Tourism Center owners alone. The farmer will be expected to solicit and engage community involvement with his guests. The spill-over effect is thereby witnessed by the whole of the village community. Artisans and Women Self Help Groups (WSHG) can sell arts , crafts , handicrafts, and homemade products , In many instances a number of activities are undertaken such as bullock cart rides, artisans display, mehndi, folk music and dance, village safaris, etc. This results in community participation, generation of employment and additional income for villagers.

AGRI TOURISM AFFILIATION APPROVAL AND REGISTRATION REGISTRATION CRITERIA AND GUIDELINES

1. Where to apply:
Applications should be submitted to:
Director Affiliation
AGRI TOURISM DEVELOPMENT CORPORATION
13 Sumadhur Society, Model Colony, Deep Bungalow Chowk,
Shivajinagar, Pune – 411016 Maharashtra
2. The Agri Tourism Center can be classified under THESE zones
 - a. **AGRI TOURISM CENTER (Service)** : This can be defined as Agri tourism center and farms where the family or owner of the Agri Tourism Center is physically not present to host the tourists. In such cases the details of the manager or person-in-charge have to be furnished with the application. In case of home Stay, Annexure VI also needs to be furnished. A maximum 8 ‘let-able’ rooms (bed with attached toilet) are allowed as per the Maharashtra State Tourism Policy 2016.
 - b. **AGRI TOURISM CENTER (Home)** : This can be defined as Agri tourism center and farms where the owner or family is physically present at the farms to host the tourists. A maximum of 8 ‘let-able’ rooms (bed with attached toilet) are allowed as per the Maharashtra State Tourism Policy 2016.
3. For Day Tours the ATC should have at least designated toilet area for visitors and for Homestay the maximum 8 ‘let-able’ rooms that a property may have to qualify for this affiliation program. Anyone found to be exceeding this number should have construction plan sanctioned by State Town Planning Department.
4. The Registration shall be valid initially for Three / Five years from the date of issue of the registration, subject to periodic inspection by a committee constituted by ATDC and for further Three/ five years subject to renewal of registration.
5. It is mandatory to maintain a visitors’ book and remarks/ feedback recorded by the guests must be available for inspection by ATDC officials. Additionally details of any foreigner staying in an Agri Tourism Center must be advised within 24 hours to the Foreigner’s Registration Officer on the form prescribed. It is mandatory that statistical data on guests shall be forwarded every three months in the prescribed format to ATDC.
6. The Agri Tourism Center applying for registration must provide all the information supported by required documents as per the following formats.
 - a. Application Form as at Annexure-I.
 - b. Checklist of facilities at Annexure-II.
 - c. Declaration at Annexure-III
 - d. Undertaking at Annexure-IV.
 - e. Police verification at Annexure-V.
 - f. Police Verification at Annexure VI (In case of Agri Tourism Center Stay)

7. The ownership documents of the property to be used as Agri Tourism Center must be furnished at the time of submission of the application to ATDC. In case there is more than one owner of the property in question, a “No Objection Certificate” (on Rs 500 stamp paper) from all owners must be submitted along with the application form to AGRI TOURISM DEVELOPMENT CORPORATION.
8. The application fee shall be payable to the AGRI TOURISM DEVELOPMENT CORPORATION, PUNE
9. The owner of the Agri Tourism Center is responsible for any casualty or accident, which may occur during the stay of the visitors and is liable to provide immediate medical and transportation assistance. Any loss sustained during the casualty will be compensated to the victim by the Agri Tourism Center owners. The Agri Tourism Center owner will be required to give an affidavit to this effect at the time of registration and to take out sufficient Public Liability Insurance.
10. ATDC may cancel the registration, in the event of any serious and justified complaint of any nature, but particularly about standards of service, cleanliness, courtesy towards guests, standard of food, or any other violation or complaint as per the listed out items in Annexure II, if received against the Agri Tourism Center owner. The registration shall also be cancelled for the Agri Tourism Center that are found to be misusing their registration under this affiliation scheme for commercialization of their property by allowing its use other than Agri Tourism Tours and Stays. The registered properties will maintain a legitimate receipt book for all bookings and issue the tourists with a legitimate bill with stamp.
11. The applicant Agri Tourism Center has to give details of all Agri Tourism Center or Rural activities that their properties shall offer to the tourists, for example, fruit plucking, poultry, dairy farming, some rural sport etc.
12. The availability of facilities and services will be evaluated as per the enclosed checklist (checklist will have to be duly filled in and signed on all pages and submitted to the ATDC).
13. An inspection committee of ATDC will inspect the Home Stays and recommend its registration. Thereafter inspection shall be carried out at regular intervals to monitor progress. Non-compliance of any of the guidelines may result in cancellation of registration.
14. Logo (as affiliate member of ATDC) of AGRI TOURISM DEVELOPMENT CORPORATION can be used on all communication channels, sign boards, bill book, receipt books and letter head and Name Boards.
15. A registration certificate shall be issued by AGRI TOURISM DEVELOPMENT CORPORATION, which shall be displayed at the entrance/ office area of the Agri Tourism Center. Approved Agri Tourism Center owners may use the term “Affiliate Member, ATDC – AGRI TOURISM” on their sign boards or their other printed material together with the ATDC logo.

16. Any change in the number of rooms, tariff, discontinuation of activity or inclusion of a new activity from the tourism point of view should be conveyed to ATDC within ONE WEEK.
17. A police verification report is required to be submitted by the Agri Tourism Center owner before registration of the Agri Tourism Center (Home) on the prescribed Proforma (Annexure-V).
18. The Sanctions, Approvals, Rules and Regulations of the concerned State Departments/agencies of the Government shall be strictly adhered to by the Agri Tourism Center owners. They should ensure that no rules or norms are violated in any manner. It will be the sole responsibility of the Agri Tourism Center owner to face the consequences if any action is initiated against them by these departments or by any authority.
19. Any illegal activity carried out on the Agri Tourism Center/Agri Tourism Center premises in violation of the provisions of any law will entail exclusion from the ATDC Agri Tourism Affiliation Scheme as well as liability to prosecution under the statute concerned.
20. ATDC reserves the right to modify these guidelines / terms and conditions from time to time.

INCENTIVES :

1. ATDC shall provide on-site training during the first year of the Agri Tourism Center operations. The hosting of the trainer and ATDC official will be borne by the ATC.
2. ATDC will Recommend MSEDCL and Water Resource Department about Energy and water tariff to will be levied at Agriculture rates as per the Maharashtra State Tourism Policy 2006 which will only be available as long as the property remains a registered member of the ATDC and abides fully by its terms and conditions.
3. ATDC offers space to registered Affiliate Members (Agri Tourism Center) to participate in those travel trade fairs where ATDC participates.
4. ATDC markets, the Agri Tourism Concept using various media like ATDC Agri Tourism Directory , website marketing, brochure and leaflet printing and distribution and even film and TV whenever possible.
5. Agri Tourism concept is well marketed through all digital media Platform for the benefit of all Agri Tourism Centres in the State of Maharashtra.

Proposed Agri Tourism Center		Remark
1	Farmer stays on the Farm/ Village	
2	Approach Road	
3	Water Source	
4	Electricity	
5	Relationship with other Villagers	
6	Any Political Background	
7	Manpower and Labours	
8	Farm Area (Acre/Hect)	
9	Current Crops under cultivation	
10	Horticulture	
11	Cash Crops	
12	Animal Husbandry	
13	Other local Heritage/ Religious Sites	
14	Natural/ Historical Sites	
15	Nearest Taluka and District Place (Kms)	

"Helpful Directions to the Agri Tourism Center "

4) Distance of the Agri Tourism Center from the nearest

	Name	Kilometres
a) Airport		
b) Railway Station		
c) City Centre/ Village Center		
d) Main shopping centre		
e) Bus Stand		
f) District Headquarter / TALUKA HQ		
g) Hospital		
h) Nearest Police Station		

5) Means of transport to and from local railway station and bus stand

6) "Tourist Attractions within one hour travel time from the farm"

Nearby Attraction	Description

7) **Details of the Agri Tourism Center and Agri Tourism Center activities.**

(a) Status of Ownership of the Agri Tourism Center Stay	
(b) Area in Acres/ Hectare	
(b) Whether clearance has been obtained from the Police Authorities regarding the antecedents of the owner /owners and the proposed activity, as per Proforma at Annexure-V.	
(c) Number of Rooms and area of each type	Number (each) Square feet
Singles	
Doubles	
Suites	
Dormitory with multiple beds	
Total rooms	
(d) Details of public areas for the following facilities	
(i) Reception / Lobby /Lounge	
(ii) Dining space/ Kitchen	
(iii) Parking facilities (no of cars)	
(e) Additional facilities available if any (not mandatory)	
(f) Details of Security and Fire Fighting equipment/hydrants etc.	

8) **Details of Farm/Rural Activities / Experiences offered to tourists :**

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

(Suggested items): Agri Tourism Center visit, Farm Work, visit to dairy farm, agricultural farm, Poultry, floriculture, pisciculture, agro based / food processing units, jaggery / sugar factory etc.: Visit to the local Panchayat, visit to Temple spending time hearing about local customs and traditions for handlooms and handicraft.

9) **Photographs of the Agri Tourism Center Stay :** Pl. attach photographs of your Agri Tourism Center from different angles in separate page. Photos must be in colour, clear and carry detailed captions to explain about the images. At least 10 photographs must be provided.

10) a. 3/5 Years Registration Fee Structure,

Bank Details :

Payment Terms :

Amount To Be Paid either in Cash or Cheque, or NEFT or RTGS Drawn On Payable at Pune or Bank Transfer to the Following Details

Account Name : Agri Tourism Development Corporation

Bank Name : Bank of India

BRANCH : JM Road Shivajinagar Pune -411016

Account no : 051830110000002

IFSC CODE : BKID0000518

MICR CODE : 411013017

Cheque No.	
Bank and branch	
Amount	

Category Applied Years	Affiliation / Registration Fee In Rupees For Three / Five Year						
	Affiliation Fee		Training And Skill Development Fee	World Tourism Day Conference 3 yrs	ATC Site Inspection Fee	Total In Rupees	
3 yrs	5 yrs	3 yrs				5 yrs	
SILVER (I)	15000	20000	7500	7500	3000	33000	38000
GOLD (II)	18000	24000	7500	7500	3000	36000	42000
PLATINUM (III)	21000	28000	7500	7500	3000	39000	46000

b. Renewal Fees: Only Affiliation Fees and World Tourism Day

Conference fees need to be paid at the time of RENEWAL of Affiliation Registration

- 11) Check-list details as per Annexure II (enclose a copy of the checklist duly certified that the facilities are available in the Agri Tourism Center).
- 12) Consent of acceptance of the regulatory conditions (please enclose a copy of the prescribed undertaking as per Annexure IV duly signed by the owner of the Agri Tourism Center).

Annexure – II

Checklist of facilities for Affiliation Approval and Registration of Agri Tourism Center

Agri Tourism Center Name and Location: _____

For each facility, circle the category you offer.

Sl. No.	Facilities Requirement	Category		
		• D – Desirable • M – Mandatory		
	General	SILVER I	GOLD II	PLATINUM III
1.	Signposting from road	M	M	M
2.	One parking space per bedroom	D	M	M
3.	Register for guest check-in and check-out records including passport details in case of foreign tourists.	M	M	M
4.	Public Liability Insurance	M	M	M
5.	First aid box	D	D	M
6.	Generator / inverter	D	M	M
7.	Notice displayed with telephone numbers and locations of local police, fire, hospital and other useful contacts	M	M	M
8.	Drinking water facility – R.O. / water filter/ 2 Mineral Water Bottle per person per day	D	D	M
	Guest Rooms			
9.	Minimum size of each bedroom Single Room excluding bathroom (40 Sq Ft) Double Room excluding bathroom (50 Sq Ft)	100 sq. ft 150 sq ft	120 sq ft 140 sq ft	120 sq ft 180 sq ft
10.	Fan Air conditioning	D D	D M	M M
11.	A clean change of bed and bath linen between check-ins and at least every -	3 days	2 days	1 day
12.	Minimum bed width for single Minimum bed width for double	100cm 130 cm	120 cm 120cm	110cm 150cm

13.	Mattress minimum 10 cm thick - Coir, cotton, foam or spring.	D	D	M
14.	Minimum bedding 2 sheets, pillow and case, mattress protector/bedcover In air-conditioned rooms – blanket or duvet	D	D	M
15.	Sufficient lighting, 1 per bed	D	D	M
16.	A bedside table	D	D	M
17.	Chairs - one per bed space Armchairs	D -	M D	M M
18.	Wardrobe or clothes hanging space with minimum 4 clothes hangers per bed space	D	D	M
19.	A wastepaper basket	D	M	M
20.	Opaque curtains or screening at all windows	D	M	M
21.	Drinking water + 1 glass tumbler per guest	D	M	M
22.	A mirror, at least half length (3 feet)	D	D	M
	Bathrooms			
23.	Minimum Size of Bathroom – for guest use only	40 sq.ft	50 sq ft	60 sq ft
24.	Bathroom fixtures: Bucket and mug Shower	M D	M D	M M
25.	Bathroom en suite	D	M	M
26.	WC – Western style WC – plus toilet paper and toilet brush	D	M	M
27.	1 bath towel and 1 hand towel per guest	D	M	M
28.	Guest toiletries - minimum 1 new soap / guest	D	M	M
29.	Floors and walls to have non-porous surfaces Tiled walls	D D	M D	M M
30.	Cold running water Hot running water	D D	M D	M M

Dining and Public Areas				
31.	Comman lounge or sitting area with comfortable furniture	D	M	M
32.	Telephone for guest use	D	M	M
33.	Dining Room with quality furniture	D	D	M
34.	Dining area serving fresh traditional Indian food	M	M	M
35.	Non-plastic Crockery and Glassware	D	M	M
36.	Cutlery to be at least stainless steel/Eco	D	M	M
Kitchen				
37.	Well maintained smoke free, clean, and hygienic, odour free, and pest free kitchen.	M	M	M
38.	Refrigerator	D	M	M
39.	Daily germicidal cleaning of floors	D	M	M
40.	Ventilation system	M	M	M
41.	Purified drinking water	M	M	M
42.	Clean utensils and equipment	M	M	M
43.	Segregated garbage disposal – wet and dry	M	M	M
44.	Fire extinguisher	M	M	M
Staff and Services				
45.	English speaking staff	D	D	M
46.	Kitchen personnel trained in food hygiene	D	M	M

Annexure III

DECLARATION

To

Director Affiliation

AGRI TOURISM DEVELOPMENT CORPORATION
13 Sumadhur Society, Model Colony
Deep Bungalow Chowk,
Shivajinagar, Pune – 411016
Maharashtra

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration of my Agri Tourism Center under the Agri Tourism Center Tourism affiliation Scheme and hereby agree to abide by them. I also agree that my Agri Tourism Center will be open any time for inspection by officials of the ATDC and any other persons authorised by the ATDC.

The information and documents provided are correct and authentic to the best of my knowledge. I hereby agree to sign a detailed undertaking on the requisite stamp paper at the time of registration of my Agri Tourism Center as per the undertaking at Annexure-IV and an affidavit as per clause-8 of the guidelines.

Place: Signature _____

Date: Name _____

Address _____

Mobile No. _____

E-Mail _____

Annexure IV

UNDERTAKING (Rs 500 Stamp and Notarised)

I _____ owner / resident manager of the
_____ Agri Tourism Center located at
Village _____ Taluka _____ District
_____ have understood the concept of the Agri Tourism Center Tourism
Affiliation Scheme initiated by ATDC and agree to adopt the program on the following terms
and conditions:

1. That ATDC will act as facilitator and promoter of the concept of Agri Tourism in India and publicise my above mentioned Agri Tourism Center to potential guests.
2. That the voluntary marketing and publicity of the concept of Agri Tourism will be done by the ATDC
3. The rates of the packages (inclusive of home cooked food) are hereby communicated to ATDC for marketing purposes. Any changes in prices will be communicated without delay:

A) Day Package: (includes lunch, refreshments, FARM tour and use of facilities)
Rs _____

B) Overnight package (includes Dinner, Bed and Breakfast)

Single room (per person): Rs _____

Double Room (per person) : Rs _____

Suite (per person): Rs _____

The above mentioned rates can be revised from time to time with mutual consultation.

4. That I (or a senior person designated by me) will be acting as host and guide for the guests once they arrive at my farm.
5. That I will make appropriate arrangements for safety and security of the guests during their visit/stay.

6. That I will ensure highest standards of hospitality, hygiene, and integrity to create a good impression about India.
7. That I will render immediate assistance such as medical, transport and security to the guest in case of any casualty/mishap which takes place during their stay/ tour.
8. That I will make monthly returns of statistical data to the ATDC on guests accommodated in the prescribed format. (via e-mail, at sales@agritourism.in).
9. That I will advise ATDC of any changes to my offer which may affect their publicity of my Agri Tourism Center Stay.
10. That I will abide by the sanctions, approvals, rules and regulations of the concerned departments of the Government. I shall be responsible if any violation is committed by me which attracts initiating of action against me by the concerned department.

Signature _____

Name _____

Address _____

E-mail _____

Mobile Number _____

Website _____

Date of Execution of Agreement: _____

Annexure V

**PROFORMA FOR POLICE VERIFICATION FOR AGRICULTURE TOURISM CENTER
(HOME) OWNER**

(To be stamped by a senior officer of the local Police Station)

1.	Name and Address of the Proposed / Existing Agriculture Tourism	
2.	Farmers Name	
3.	Nationality	
4.	Date of birth	
5.	Address of the Agriculture Tourism Center (Contact Number)	
6.	Nearest Police Post	
7.	Any Previous Criminal Record Activity registered on his or her name in the local area	
8.	General reputation of the Farmer of the Agriculture Tourism Center in the area	
9.	Proposed activities in the Agriculture Tourism Center	
10	Comments / recommendations of the Police Department	

Signed _____

Rank _____

Date _____

ANNEXURE-VI

**PROFORMA FOR POLICE VERIFICATION FOR AGRICULTURE TOURISM CENTER
FOR MANAGER**

(To be stamped by a senior officer of the Local Police Station)

1.	Name and Address of the Manager or Person-In-Charge	
2.	Father's Name	
3.	Nationality	
4.	Date of birth	
5.	Occupation	
6.	Address of the Agri Tourism Center (Serviced) (Contact Number)	
7.	Any Previous Criminal Record Activity registered on his or her name in the local area	
8.	Nearest Police Post	
9.	General reputation of Agri Tourism Center owner/ farmer in the area	
10.	Proposed activities in the farm	
11.	Comments / recommendations of the Police Department	

Signed _____

Rank _____

Date _____

List of Documents Required

1. 7 / 12 ,and 8A Extract of The Land and Property , where Agri Tourism Center is Proposed to Developed.
2. NOC from Local Grampanchayat Committee / Sarpanch and Gramsevak.
3. Identification Letters from 2 Persons (Sarpanch or Talati, or Gramsevak or Village Doctor or Executive Magistrate or Police Patil of the local Village).
4. Latest Electricity Bill of the Agriculture farm Paid Copy.
5. Latest Property Tax (Shet sara) Paid Receipt Copy.
6. Ration Card / Aadhar Card / Driving Licences / Voter Card – Any two.
7. 10 Pictures of the Agri Tourism Center and one family photo.
8. Police Verification as per the annexure V/ VI.
9. Duly filled Annexure IV on the 500 Rs Stamp Paper.

AGRI – TOURISM IN INDIA – 365 DAYS CASH CROP

Agriculture is the backbone of Indian Economy. Around 85 percent of the population is directly or indirectly dependent on Agriculture and almost 26 percent of India's GDP comes from Agriculture. 110 million farmers are dwelling in 0.625 million villages producing more than 350 MT of food grains feeding the country. More than a profession or a business, agriculture is India's culture. Hence, adding additional income generating activities to existing agriculture would certainly increase contribution of agriculture in the national GDP. Serious efforts are been made in this direction and Agri – Tourism is one such activity.

Tourism is termed as an instrument for employment generation, poverty alleviation and sustainable human development. During 2017, direct employment created by tourism was 21.5 million. Besides, tourism also promotes national integration, international understanding and supports local handicrafts and cultural activities. During 2017, the number of foreign tourists that visited India was 11.23 million India's share in world tour market is just 1.75 percent. With this meager share, foreign exchange earned is Rs.32000 crores. Domestic tourists Visits are 120 million To promote domestic tourism, thrust areas identified by Government of India.

Some of the important advantages of Agri – Tourism are:

1. It brings major primary sector agriculture closer to major service sector tourism. This convergence is expected to create win-win situation for both the sectors.
2. Tourism sector has potential to enlarge.
3. Agriculture sector has the capacity to absorb expansion in tourism Sector

AGRICULTURAL TOURISM – AGRI TOURISM

The state of Maharashtra is the pioneer state to develop and promote Agri Tourism in the country. AGRI TOURISM DEVELOPMENT CORPORATION incorporated in 2005 and owns the pilot Agri tourism project of 28 acres in Palshiwadi, tal Baramati Dist Pune , 70 kms from Pune city. The main activities include operating its Agri tourism centre along with encouraging more farmers to take up Agri tourism, conducting training and research programs. This is an umbrella platform wherein most of the tourist reservations are booked and then tourists are sent to different centres. This saves on the marketing cost of the farmers. They may themselves also take the bookings. ATDC only provides a helping hand. ATDC the umbrella organization for the Agri Tourism, practices what is preached, by successfully operating its owned pilot Agri tourism project. In 2007, ATDC launched Training and skills development programs with Maharashtra State Agri Tourism Vistar Yojana ,first 52 farmers were selected in Maharashtra and the story continues This Agri Tourism model has been

replicated in 328 Agri tourism centres across 30 Districts in Maharashtra, which has helped to conserve, enhance the village environment, village traditions and culture, customs, village arts and handicrafts. Agri tourism model gives the authentic experiences to the visitors by showcasing village culture, agriculture, traditions that has helped gain sustainable supplementary income source and generated local employment.

The concept of Agri tourism is very simple, whereby the urban tourists go to the farmers home; stay like a farmer, engage in farming activities, experience the bullock cart ride, tractor ride, fly kites, eat authentic food, wear traditional clothes, understand the local culture, enjoy the folk songs and dance, buy fresh farm produce and in turn the farmer maintains home and farm hygiene, greets new tourists, sells his farm produce at a better price, earns a livelihood all year round. The ATDC survey in 2014, 2015, 2016 shows that 0.40 million, 0.53 million, 0.7 million tourists have visited these centres respectively totally generating 35.79 million Indian rupees to farmer's family, generated jobs to women and youth in the rural communities.

This created a win win situation for not only the farmers or the tourists but also for the Government. Not only was the farmer happy to stay in the farm and the tourist satisfied to buy farm fresh produce, but the Government accepted us with open arms as Agriculture Tourism was given a major boost in Maharashtra Tourism Policy 2016.

ATDC (Agri Tourism India) Project's OBJECTIVES:

1. To develop and promote agricultural tourism (Agri-tourism), through ATDC's projects, training and support as a potential vehicle for diversifying and stabilizing rural economies.
2. Creating jobs, increasing farming community income, providing a broader market base, opportunities for on-farm employment so they do not have to migrate to urban areas.
3. Agri Tourism income to improve their livelihoods, traditional forms of art and music in rural areas.
4. Increasing awareness of local agricultural products, enhancing understanding of the importance of maintaining agricultural lands there by strengthening the long term sustainability of small farms.

Directory Information

District : _____

Agri Tourism Name : _____

Address : At. Post : _____

Taluka : _____ District _____

Farmer Name : _____

Contact Number : _____

What's App No : _____

Other No : _____

Email Id : _____

Website : _____

Nearest City / Town : _____

Farm Size : _____ Acres _____

Farm Produce : _____

Festivals : _____

Sightseeing : _____

Industry of Visit : _____

Number of Rooms : _____

Dormitory : _____

Rate : _____ To _____

Agri Tourism Event : _____

AGRI TOURISM DEVELOPMENT CORPORATION

13 SUMADHUR SOCIETY, S N 1037 / 362A SHIVAJINAGAR,

DEEP BANGALOW CHOWK, PUNE – 411016

Tel : +912025660345 , 343, 342,

Email : sales@agritourism.in | Website : www.agritourism.in

WORLD AGRI TOURISM DAY

2017



2018





DIRECTOR AFFILIATION

AGRI TOURISM DEVELOPMENT CORPORATION

13 Sumadhar Society, Model Colony, Deep Bungalow Chowk,
1037/362A Shivajinagar, Pune – 411016 , Maharashtra, India

Tel : +91 2025660345 / 343 | Fax: +912025660342 | Email :sales@agritourism.in | www.agritourism.in

