



Agro-Tourism A New Way Of Farmers Economic Development In Maharashtra

Dr. Hemant Verma

Director of Physical Education, JES College, Jalna, Maharashtra

Corresponding Author- Dr. Hemant Verma

Email- vermahj@gmail.com

DOI- 10.5281/zenodo.7588946

Abstract

The present paper has described the growing business in agricultural tourism in Maharashtra India. The term agro-tourism is accepted now as a growing business models accompanied by corporate support. In the state of Maharashtra, the large population is a rural residents. The rural parts are limited to Agricultural affairs. Maharashtra Farming is a diversifying nature. The all year all types' of weather, seasons and soil variations makes the state rich in farming crops and fruits as well as herbs. As the state is also rich in tourism. The cultural rich tradition of the state has a wide scope in agro tourism business.

Keywords: tourism, agriculture, farming, adventure sports, culture.

Introduction

Tourism is now well recognized as an engine of growth in the various economies in the world. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled workers. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get aware with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring in the state of Maharashtra.

The agro-tourism policy in state

The Maharashtra Cabinet on has cleared an agro-tourism policy aimed at reviving the tourism sector and providing support to the rural economy. In a meeting held on the eve of the monsoon session of the State

Legislature, the Cabinet cleared the policy which the government said would be an added income to farmers and also an enjoyable experience to tourists. "The Cabinet passed the agro-tourism policy of Maharashtra. This will invigorate the rural sector and agricultural practitioners with a steady source of an alternative income and an alternative employment through tourism like farm stays. Local cuisine and cultural aspects can be enjoyed by visitors. Many countries around the world have such enabling policies to assist tourists with homestays in the farms and orchards, Maharashtra has taken the lead to in this regard in India.

This policy will be an enabler for those looking to travel, enjoy the rustic outdoors, spend time on farms, and indulge in eco-friendly tourism, organic local flavors, and seasonal fruit picking business. Rural development through agro-tourism, ensuring market to agricultural produce, encouraging agriculture-related businesses, providing employment to young women from rural areas, organizing exhibitions of folk art and traditions, and providing an experience of pollution-free and nature-friendly atmosphere are few of the objectives of the agro-tourism policy.

Loans and tax benefits

Individual farmers, agriculture cooperative societies, agriculture research centers, agriculture universities, or farmer companies can set up agro-tourism centers. The Tourism Department will certify these centers after which they can be eligible for loans and other tax benefits. A Maharashtra agro-tourism and rural tourism development committee will also be formed to promote agro-tourism.

Agro- Tourism in State an in-sight

Agro-Tourism is helpful to the both farmers and urban peoples. It has provided an additional income source to the farmers and employment opportunity to the family members and rural youth. But, there are some problems in the process of the development of such centers. Hence, the government and other related authorities should try to support these activities in Maharashtra for the rural development and increase income level of the farmers. The farmers should also try to establish their co-operative society for the development of agro-tourism centers. The agro-tourism may become a cash crop for the farmers in Maharashtra and also an instrument of the rural employment generation.

Agriculture is the most important occupation in Maharashtra. The state is a leader in the development and promotion of agro tourism in the country. By understanding the village traditions, village culture, customs, and emerging oneself in the village-art and artefacts one can get an enhanced experience of the rural area life.

Drive a bullock cart or tractor, fly a kite, wear traditional clothes, enjoy folk song, and dance, includes accommodation and Restaurant facilities that allow tourist to visit the farm for a vacation.

Learning and getting experience

There is also an Educational Centre where experienced staff will provide information about crops or animals. It helps to experience the rural countryside filled with the smell of fields and sounds. The child would love to watch and observe and experience this unique and rare species around them at a place where Agro farming or Agro tourism developed.

At present there are 328 Agro tourism centers spread across 30 district of Maharashtra namely Konkan, Baramati, Satara, Pune, Nashik, Nagpur, Kolhapur district.

Baramati agro tourism center in Pune district has some of the most successful Agro

tourism center in the field of fruit farming and tractor or bullock cart rides, indoor and outdoor games, rural sports, sugar industry tourism, and jiggery making.

Solitary agro in Kolhapur District

The Tourist Centre is famous for its Cane, Cashew and Mango plantations and there are various activities like tractor ride, bullock cart ride, and jungle safari for the tourist to get various experiences.

Agro tourism Centre fruit and vegetable and cash farm in Nasik district has activities like Bullock cart and tractor rides, play area facility etc. It is close to the Trimbakeshwar Temple and also has a Wine Yard and sugar industry. The district is famous for Grapes and Pomegranate fruit.

Bullock cart ride, original off Rider bullock cart ride is a very famous ride in our all tourist spots in rural areas. It is the best way to explore the village Lifestyle with your family.

Tractor Safari

Tractor Safari is once-in-a-lifetime tractor tour that is perfect adventure for families and nature lovers travel through the iconic Mother Nature and get an up close look at these various bird species.

Hurda party

Hurda is the beans of Jwar grains is roasted on coal or in bush flame, which gives it a mouth-watering test this fresher roasted hurda is then ready to eat with and delicious variety of chutneys.

Fair camping and party away from the fast-paced Hustle and bustle of the city. The Campsite is the best escape that one can get from the routine life they can come to have fun with the family people in fair camping and party side. Now we can see that in some places of Maharashtra especially in Konkan there are many Agro tourism Centre especially design for a trip to "Mini Konkan" and this is for entertainment, natural air, organic fruits, and many more things and beautiful sight seen also.

Organic fruits testing have various type of cultivation in terms of fruits and ripen fruits good taste fresh fruits directly from the site and it is completely organically grown so nutritional fruits are Centre of attraction to every visitor.

Various species of animals and birds are also a Centre of attraction. In Agro tourism Centre they can have an ecosystem which provides species of birds and animals more than three digits.

Traditionally yummy, healthy and authentic food in the form of purity is the main attraction for visitors. The real authentic made homemade food with the traditional way of recipes and techniques and variety of spices the tasty attraction among the tourist.

Packages

Some important packages of Agro tourism also provide a very good one day package as well as holiday package and sometime hour's package also.

In the packages of such the minimum charges are less than 300 to 500 rupees and in the charges include breakfast, rain dance, swimming, boating, indoor and outdoor games lunch and various species of birds and animal swing and slides. Tug of War funny games and multi-purpose lawn for gathering group activities, evening snacks, tea, coffee, and many more just like entertainment. Apart of these, a ride packing flying Fox zipline, rope wall climbing, horse riding farm, fish farming, water buffalo ride, dairy farm, cycle ride, swimming, paddlewheel boating, nursery visit, campfire, archery and air rifle shooting, bird watching, Star gazing, waterfall tour, Kabaddi, foot massage, cow milking, horse carriage, emu farm tour, honeybee, rabbit house, Art Gallery and traditional shopping are the Centre of attraction of every Agro tourism Centre. If someone wants to visit and stay up to 20 minutes they can have package also. They can choose minimum 20 minutes of stay in the centric area and the greenery and experience the pure breath in this campus around them. They can charge only 50 rupees per head.

Senior citizens and physically challenged person also can get discount in Agro tourism packages. The facilities of mud house and cottages and row houses are available for tourist as well as classic pond house, premium pond house, dormitories are also center of attraction in Agriculture area tourists and researchers.

Conclusion

Agro tourism attracts the people to understand the philosophy of agricultural activities of day by day routine of farmer and their families, Lifestyle, work nature, as well as to get a deep inside about what actually they eat in their daily meal. Agro tourism is also very helpful to give a support financially to the farmer or a group of farmer that they can enhance their inner capabilities through it.

References:

1. Tourism Policy of Maharashtra -2016
2. Final Report on 20 Year Perspective Plan for Development of Sustainable Tourism in Maharashtra 2003
3. Kumbhar, Vijay. (2013). Agro-Tourism: A Cash Crop for Farmers in Maharashtra (India).
4. <https://www.thehindu.com/news/national/other-states/maharashtra-introduces-agro-tourism-policy/article32538399.ece>