

Agro tourism: A new Paradigm of Entrepreneurship

Introduction: -

Agri tourism gives farmers an opportunity to earn extra income, it helps redistribute economic resources in the country from the cities and increases the chances of rural people getting income. This generates the large no of visitors for the farm area. The purpose of agro tourism is to acquaint onset with agricultural products including entertainment. Maharashtra state is pioneer for development & promotion of Agri Tourism. By considering the potential and future prospective KVK Solapur focusing on its awareness & promotion since last 5-7 years. Focus was to develop as a supportive enterprise for the farming community who have the necessary situation on their farm with some modification/ changes. We all are aware about the citizen in urban area have always affection towards the rural life & the nature. Providing feel of rural culture in living, food, playing, getting relax under the tree can be an income generation activity. KVK Solapur identified the potential in the subject and planned the activities.

KVK initiatives: -



KVK Solapur assessed the possibilities in farmers support & income generation in the allied enterprise. KVK Solapur had conducted the 4 vocational trainings (each of 5 days) since 2016-17 for the 94 rural youth. Under the training provided conceptual understanding with the requirement in the running a unit of Agro tourism. Efforts were made to convey the farmers to give the feel of what the way they live in their day-to-day life. The essential part of the training was provided trainees with actual experience of the Agro tourism center available in nearby area. The

taste of Hurda differs from variety to variety. KVK Solapur promoted the Phule Madhur variety in the area by supplying 350 Kg seed.

Tradition becomes the integral part of Agro tourism: -

Traditionally farmers of the Solapur district generally sowing the Millet – Sorghum for their house hold purpose. When the Year-head of Sorghum is in Hurda stage (Milk dough stage) the farmers invites his friends, relatives, neighbors at his Sorghum farm and feed them with roasted sorghum grains. There is a traditional method of roasting the year-heads by making small pit and burning dried cow-dungs leaves & sticks. The year-head grains have particular test due to the specific way of roasting. With this different chatnies, fruits were also served. KVK Solapur gave stress to the newly formed Agro tourism centers to highlight the service of Hurda Party. Thus, the tradition becomes the attraction point of Agro tourism Centers.



Output: -

In the 4 vocational trainings conducted by KVK Solapur for 94 rural youths was trained. Out of it 16 youth have started their units in two types i.e., Seasonal & permanent. Out of it 10 tourism centers run during the period of December to 15 February of every year. Remaining 6 centers are running throughout the year. They were offering other services like conducting Birth days, Meetings & other small functions also. Thus, the concept of Agro tourism now settled and giving sizable income



to the farmers in the range of Rs 80,000/- to 1, 40,000/- by seasonal where as Rs 2,50,000/- to 3,40,000/- in just two & half month. It also supports the more than 80 farmers who are supplying the Hurda to the Agro tourism centers grains at the rate of per Rs 210/- Kg and Year-head at the rate of 110/- per Kg.

Table No1 :- Tourism Centers developed by KVK Solapur-I.

Sr No	Type	No of Units	Average No of Visitors /Year	Net profit (Rs)	Employment generation (Man days/ Season of 70-75 Days.
1	Seasonal	10	400-500	80,000/- to 1, 40,000/-	150-160
2	Year round	06	1500-1800	2,50,000/- to 3,40,000/-	900-1100

Outcome: - The Agri tourism center developed by technical support of KVK Solapur ensures the farmers sell their produce at good prizes and make a living all year round. It helps to create new jobs for family members or even locals, creating job for women & youth in rural communities. Also through agro tourism, urban people can bring some real food home.

- Agro tourism centers improving their facilities to give more feel of rural culture.
- Rural youth made investment of Rs 8.00 to 10.00 lakh in the infrastructure development like roads, plantations waterbodies etc. and other essentials.
- Near about 6 centers developed the residential facilities which are well established.
- Developed 7 avenues for the sale of traditional value added products at Agro tourism centers.