

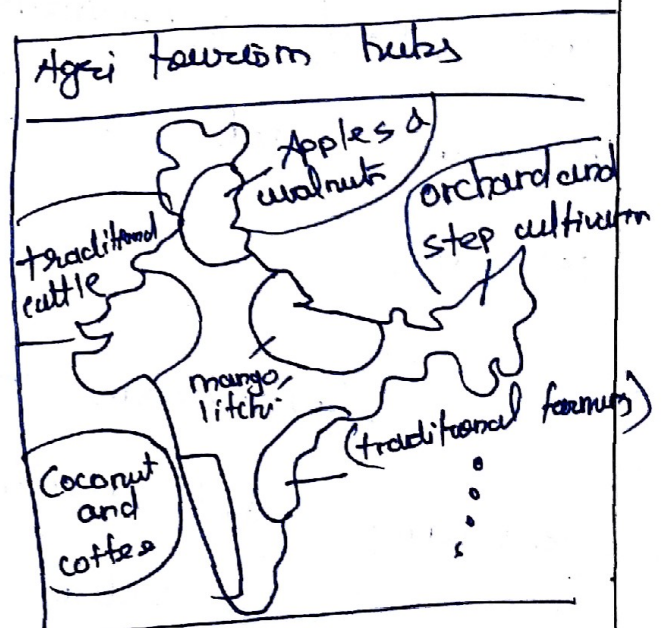
17/9/22
Q5-3 In what ways the SG can give boost to agri-tourism in the country? Discuss

Agriculture tourism is the people visiting farms for enjoyment, education or research purposes. Agri tourism market globally stands at \$42 billion it is expected to reach \$63 billion by 2027. It is a low-risk and low investment sector.

India and agri tourism

Agri tourism grows at 20% annually. Maharashtra was the first state to implement an agriculture tourism policy. During 2017-20 18 lakh tourist visited generating revenue of ₹50 crore creating jobs to 1 lakh rural women.

The ministry of tourism gave the Draft National strategy for promotion of rural homestays to support agri tourism.



Measures to be taken

① Agriculture and land fall on the state list so states must formulate policies to promote rural tourism. Separate licenses must be given to curcil leaders and tax benefits.

② Involving local administration, village panchayats and Gram sabhas to frame plans. This will increase revenue and improve infrastructure in rural areas.

③ Agriculture festivals such as Bohag Bihu, Naukhai, Nongkrum, etc can be integrated with tourism.

④ Marketing of agri tourism using Trafed and Nufed, tribesindia.com and government missions such as Incredible India can boost tourism.

Agri tourism can create a vibrant village economy and develop the hinterlands and reduce rural urban migration.