



**48th Vice Chancellor's Convention of
Indian Agricultural Universities Association (IAUA)**

Agri-tourism in India: Bridging Education and Rural Development

(13-14 February, 2025)



PROCEEDINGS

**Acharya Narendra Deva University of Agriculture &
Technology (ANDUA&T), Kumarganj, Ayodhya-224229, India**

Proceedings

48th Vice Chancellors' Convention on “Agri-Tourism in India: Bridging Education and Rural Livelihood”, Acharya Narendra Deva University of Agriculture & Technology (ANDUAT), Ayodhya, Uttar Pradesh

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Professor & Head, Genetics and Plant Breeding, ANDUAT, Ayodhya

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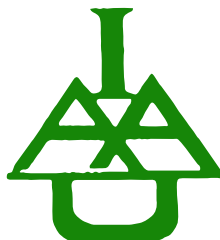
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Indian Agricultural Universities Association (IAUA), New Delhi**



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डॉ. बिजेन्द्र सिंह
कुलपति
Dr. Bijendra Singh
Vice-Chancellor



आचार्य नरेन्द्र देव कृषि एवं प्रौद्योगिक विश्वविद्यालय
कुमारगंज, अयोध्या - 224 229 (उ.प्र.), भारत
Acharya Narendra Deva University of Agriculture & Technology
Kumarganj, Ayodhya - 224 229 (U.P.) India



Foreword

In Indian agriculture, integrating education, research, and rural livelihoods has become imperative to ensure the social and economic sustainability of small-farm families. These farm families, including landless growers, are trapped in a vicious cycle of subsistence farming and face unprecedented challenges posed by climate change and socio-economic factors like competing for farmland, poor access to credits and equitable markets, etc. Thus, society, economy, governance, technology, and education must evolve to provide new opportunities to empower rural communities by fostering innovation and entrepreneurship.

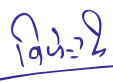
Agri-tourism in India is growing at an annual rate of 20%, with Maharashtra pioneering the first formal agri-tourism policy. The policy also formed an Agri-tourism and Rural Tourism Development Committee to oversee implementation. Inspired by Maharashtra, Karnataka has made agri-tourism a core theme in its tourism development strategy.

It was with this vision that the Indian Agricultural Universities Association (IAUA), New Delhi and Acharya Narendra Deva University of Agriculture and Technology, Kumarganj, Ayodhya, successfully organized the 48th Vice Chancellors' Convention on "Agri-tourism in India: Bridging Education and Rural Livelihoods" on 13th and 14th February, 2025. The Convention was an invaluable platform for Vice Chancellors to deliberate on strategies to integrate agri-tourism into academic curricula, research initiatives and extension activities.

The highlight of introspection was the necessity for agri-tourism interventions based on locally available resources, ensuring that tourists experience authentic rural lifestyles while supporting village economies. A structured approach to fostering self-help groups, entrepreneurs and community-driven agri-tourism services was emphasized, ensuring additional non-farm income generation at the grassroots level. Thus, developing village-specific agri-tourism models and research-driven innovations would be imperative. Integrating agri-tourism education into the academic framework -through specialized courses would create a skilled workforce for this emerging sector. Given that agricultural education falls under the jurisdiction of states, the convention strongly advocated for a standardized framework to ensure uniformity in academic regulations, an aligned academic calendar and seamless policy implementation across the country.

I am pleased to present this proceeding, which encapsulates the key features of this event, selected articles on the convention theme, insights from technical sessions, and recommendations. This document is a valuable resource for policymakers, administrators, academicians, and all stakeholders committed to advancing agri-tourism education and rural livelihoods in India.

My gratitude to all the esteemed vice-chancellors and delegates for their valuable time and contributions, which made this event a grand success. The contributions of the ANDUA&T team are also duly recognized and appreciated.


(Bijendra Singh)



1. About Convention

Acharya Narendra Deva University of Agriculture and Technology (ANDUA&T), Kumarganj, Ayodya, Uttar Pradesh and the Indian Agricultural Universities Association (IAUA), New Delhi organized the 48th Vice Chancellors' Conventions on “Agri-tourism in India: Bridging Education and Rural Livelihoods” at Kumarganj, Ayodhya on 13th & 14th February 2025.

Agri-tourism has emerged as a dynamic sector recognized for its potential to promote agrarian financial, social, and environmental sustainability. Farm stays, harvesting fruits and vegetables, rural culinary and agroecological farming experiences, animal feeding, and participating in traditional festivals are typical agritourism activities. Globally, countries like Italy, the United States, and New Zealand have embraced agritourism as a contributor to their economies. India's diverse rural and cultural landscapes and agro-climatic zones could be leveraged for economic growth through generating non-farm income in rural India.

Forward-looking agri-tourism in India needs strategic interventions such as policy support, partnership models, capacity building, marketing and branding and sustainability principles. Through formal and informal consultation processes, this year the convention theme “agritourism” was thought to be highly appropriate. The event objective was to deliberate on the integration of agri-tourism into academic frameworks, rural economies, and policy structures. This proceeding encapsulates key motivational, introspective, and deliberative points that emerged during the inaugural and technical sessions, focusing on the following three sub-themes:

- I. Education and Learning Tourism – Exploring the role of universities in developing Agri-Tourism as an experiential learning model, fostering research, innovation, and skill development.
- II. Rural Livelihood Enhancement – Identifying Agri-Tourism's potential to diversify farm incomes, create rural employment, and promote community-driven entrepreneurship.
- III. Sustainability & Policy Perspectives – Examining the institutional, regulatory, and environmental dimensions of Agri-Tourism to ensure long-term economic, ecological, and social sustainability.

Each session featured two keynote presentations and a panel discussion led by Hon'ble Vice-Chancellors, providing strategic insights and recommendations to strengthen Agri-Tourism in India.

2. Inaugural Session

The convention was inaugurated by the Chief Guest, Her Excellency Smt. Anandiben Patel, Hon'ble Governor of Uttar Pradesh & Chancellor, in the esteemed presence of Sh. Surya Pratap Sahi, Hon'ble Agriculture Minister, Government of Uttar Pradesh. The session was attended by 500 participants, including Vice Chancellors, Faculty members of ANDUA&T, invited delegates from research institutions from Uttar Pradesh (UP), research students, representatives of the Office of Raj Bhawan, UP Agriculture Ministry, press and media.

2.1. Visions from Chief Guest

The event commenced with the Chief Guest Her Excellency Smt. Anandiben Patel, Hon'ble Governor of Uttar Pradesh & Chancellor laying the foundation stone of Baldau Vatika, a technology park and agritourism model being developed at the main entrance of the campus. Her Excellency highlighted the significance of traditional knowledge in agriculture and strongly recommended reading the book *Krishi Parashar*. She urged all Vice-Chancellors to ensure the effective implementation of these MoUs to enhance agricultural education and develop highly skilled future professionals. Her Excellency also asked to sign MoUs with foreign universities to facilitate quality education, greater participation of women, community engagement, and the promotion of rural entrepreneurship.





She witnessed the signing of 14 Memorandums of Understanding (MoUs) between the State Agricultural Universities (SAUs) of Uttar Pradesh and various ICAR & CSIR institutions. She presented the Best Ph.D. Thesis Award, commissioned by IAUA, to six research students from different universities and congratulated them on their achievements. Additionally, she honored the Krishi Vigyan Kendra of Uttar Pradesh and nine students who emerged as winners of the UP State-Level Competition for their outstanding presentations across three different themes. Six IAUA Awards for outstanding Ph.D. thesis research were given to Dr. Pavneet Kaur, PAU, Ludhiana in Agricultural Science, Dr. Parmanand Sahu, ICAR-IARI, New Delhi in Agricultural Engineering, Dr. Prabhdeep Singh, SKUAST-Jammu, in Horticulture Science, Dr. Sharun Khan, ICAR-IVRI, Izatnagar in Veterinary Science, Dr. Basavaprabhu H.N., ICAR-NDRI, Karnal in Dairy Science and Dr. Subal Kumar Ghosh, ICAR-CIFE, Mumbai in Fisheries Science.

2.2. Expressions of Agriculture Minister

Hon'ble Minister of Agriculture, Uttar Pradesh, Shri Surya Pratap Shahi, announced that the Uttar Pradesh Department of Agriculture is celebrating its 150th anniversary in 2025. He provided an update on the state government's focus on strengthening educational infrastructure and promoting agritourism to enhance farmers' profits and elevate their societal status. He commended ANDUA&T for its initiative in launching a

postgraduate diploma program in agritourism and encouraged other universities to emulate such efforts to drive innovation and rural economic growth.



2.3. Welcome Address

Dr. Bijendra Singh, Vice Chancellor of the host university warmly welcomed the dignitaries and participants, proudly highlighting the ANDUA&T's achievements over the past five years, including securing an NAAC A⁺⁺ grade in 2024. He thanked the Hon'ble Chancellor and Raj Bhavan Offices for rigorous monitoring and unwavering motivation throughout the NAAC accreditation process. Marking this event as a significant milestone in the university's journey, he noted that ANDUA&T is celebrating the golden jubilee of its establishment. He emphasized the critical role of innovation,



research, and skill development in advancing agricultural education and fostering rural transformation. Highlighting the synergy between agriculture and culture in India, he advocated for agri-tourism to strengthen community partnerships, boost rural economies, and preserve cultural heritage through diverse crop-based festivals and regional traditions.

2.4. Expressions from IAUA Executives

Dr. Parvinder Kaushal, President of IAUA and VC of VCSGUUHF, Bharsar, stressed the need for agricultural universities to collaborate on agritourism education and training policies. He informed the house that IAUA was established on 10th November 1967 with nine founder-members and IAUA now we have 74 SAUs, Deemed and Central Universities. Dr. N.H. Kelawala, Vice President of IAUA and VC of KU, Gandhinagar, highlighted the significance of IAUA conventions and the relevance of agritourism in bridging education and rural development.

2.5. Words from Guest of Honor

Dr. R.C. Agarwal, Deputy Director General (Education), Indian Council of Agricultural Research (ICAR), New Delhi, discussed the integration of NEP 2020 into agricultural education, emphasizing its transformative impact on future education and research. He highlighted the pivotal role of NEP 2020 in reshaping agricultural education and advocated for government funding to support institutions that align NEP 2020 with its framework.

2.6. Cultural Event

A captivating cultural event took place on the evening of February 13, showcasing a vibrant fusion of patriotism, mythology, and festive spirit. The ensemble performance seamlessly intertwined patriotic sentiments, timeless anecdotes of Lord Rama, and the divine romance of Lord Krishna, culminating in a spirited rendition of a traditional Holi song. The performances were highly appreciated, with the act captivating the attention of the IAUA President and Executive Committee. Impressed by the blend of cultural and romantic expressions, IAUA announced a cash award of 25,000 for the performing team.



3. Technical Sessions: Keynote Presentations and Panel Discussions

3.1. Session I: Education and Learning Tourism

Dr. Ajeet Kumar Karnatak, chaired the session. Co-chairs Dr. P.L. Patil, and Dr. S.K. Malhotra, welcomed all Vice Chancellors, speakers and participants. The Chair gave introductory remarks. Dr. S.K. Malhotra emphasized horticulture and entrepreneurship opportunities in agritourism. Dr. P.L. Patil emphasized researching, adopting and developing the agritourism models. Dr. K.K. Singh, Dr. Sanjay G. Bhawe, Dr. A.K. Vyas and Dr. K.C. Veeranna participated in the panel discussion.

Dr. Mahendra Singh gave an overview of the prospects of agritourism in Uttar Pradesh. He highlighted a wide opportunity for agri-tourism in the state owing to villages having well-connected roads, being electrified, and being rich in cultural heritage, which are important components of developing a vibrant agritourism sector.

Mr. Pandurang Taware delivered a keynote presentation on "Entrepreneurship Opportunities in Agri-tourism". He shared historical anecdotes of how his over two decades of efforts at the ground level influenced Maharashtra state, which has now





become the first Indian state to formalize an agritourism policy. His presentation was well accepted and appreciated. The following points were clear from Mr. Taware's presentation, which were further elaborated by Hon'ble Vice Chancellors.

Presentations were well received and appreciated by the Hon'ble Vice Chancellors and several ideas were shared. These ideas are summarized together with major recommendations that emerged during the panel discussion on the sub-theme Education and Learning Tourism.

The panel discussions were highly engaging and besides panel members, all Vice Chancellors proposed forward-looking interventions. These are:

- Agritourism interventions must be based on locally available commodities/ resources and offer every required item through farmers' / village produce for a comfortable stay or visit of the tourists.
- Foster a system of creating and nurturing self-help groups/ entrepreneurs/ communities capable of providing varied required farm/village-based supplies and services.
- Explore the visiting spots for the tourists within the vicinity of villages within 25 KM of the radius of villages; like historical places, temples, trekking sites, lakes, rivers, hotspots for mineral ores, local cultural heritage, cropping patterns etc.
- Agrotourism helps to keep farmers' households and environment neat and clean and avoid disease prevalence and spread.
- The state agricultural universities should create and offer courses on agritourism. This will educate students on employment opportunities and provide critical mass for the agritourism industry.
- Also, location-specific research and innovation are needed for the promotion of agritourism.
- Launching a PG Diploma in Agritourism will create skilled experts for this emerging sector. This is required for developing experts in agri-tourism sector.
- The course curriculum also should be developed and entrepreneurship should be developed with backward linkage and inputs from the targeted villages for agritourism. For example, the community approach and village model could be developed near Ayodhya.

The session ended with felicitation of Chair, Co-chairs, Panelists, speakers by Dr. Bijendra Singh, who presented them with a memento and shawl.

3.2. Session II: Rural Livelihood Enhancement

Dr. Anand Kumar Singh, Chaired the session, and the co-chairs were Prof. P.K. Roul and Prof. K.B. Kathiria. The Chair welcomed the keynote





speaker Dr. Balraj Singh and the panelist vice chancellors Dr. T.K. Datta, Prof. S.V.S. Raju, Dr. Dheer Singh, Dr. R. Sarada Jayalakshmi, and Dr. S.C. Dubey. In his introductory remarks, Dr. Ananad Kumar Singh highlighted the importance of agritourism in India and the role of SAUs.

Dr. Yung-Song Chen, Executive Director, Taiwan Ecotourism Association, was unable to deliver his presentation due to time constraints. He intended to share two well-known cases of agri-tourism i.e. Toucheng Farm and Luoshan Village in Taiwan. Toucheng Leisure Farm covers more than 120 hectares. Besides a large stretch of bamboo, there are fruit trees, flowers, rice fields and vegetable gardens. As early as 1979, the founder, Zhuo Chen-Ming, built this farm under the principle of “respecting biodiversity and learning from nature,” and he cultivated the spirit of “agricultural production, natural ecology, and rural village life. Luoshan village, located in Fuli Township, Hualien County, is the first organic demonstration village in Taiwan ever since 2002. Luoshan is now truly to be regarded as a place that coexists harmoniously with the environment.

Dr. Balraj Singh, in his presentation entitled “Integration of Protected Cultivation in Agritourism,” shared the success stories of the remarkable expansion of protected cultivation in Bassi Jhajhr, Rajasthan. This small village near Jaipur has gained recognition as “Mini Israel” due to its successful adoption of protected cultivation technologies. More than 1,000 farmers adopted greenhouse technology in cluster approaches, making it a hub for high-value vegetable production. Dr. Singh proposed using greenhouses with passive hot air removal systems and solar energy for sustainability. The session proceeded with panel discussions where panelists emphasized the use of native biopesticides for pest management and stressed conserving local heritage and promoting diversification. The panelist VCs highlighted the importance of biosecurity in protected cultivation models.

The panel discussions were dynamic and thought-provoking, with active contributions from both panel members and Vice Chancellors, who put forth forward-looking interventions. These include:

- Developing location-specific agritourism models is essential in the predominant landscape of small landholders. For instance, in Rajasthan, 69% of farmers are marginal with less than 1 ha of land.
- The development of a farmhouse-based model is also emerging as some farms are providing services for celebration events like birthday parties, anniversaries etc.
- Agritourism should be integrated with the tourism industry, leveraging village culture and drawing insights from successful models in Maharashtra and the Philippines.
- Comprehensive resource surveys and scoping studies are necessary to foster village-based entrepreneurship through agritourism. The survey should be carried out related to the availability of the information, the area and land holding.
- A community approach for policy and village models would be ideal for regions like eastern UP facing challenges such as land fragmentations.

3.3. Session III: Sustainability & Policy Perspectives

The session was chaired by Prof. Z.P. Patel, and the Co-chaired by Dr. B.R. Kamboj and Dr. Inderjeet Singh. Dr. Patel welcomed all Hon'ble Vice-Chancellors and both the keynote speakers. Panelists for the sub-theme included Dr. V.P. Chovatia, Dr. Indra Mani, Dr. K. Gopal, Dr. Aldas Janaiah, and Dr. Triveni Dutta.

Prof. Sunil Nautiyal in his virtual presentation informed the house that the impacts of climate change on the Himalayas and Indian Ocean are major challenges for the nation. Hence, the Ministry has placed two specialized institutes i.e., G.B. Pant National Institute of Himalayan Environment and National Centre for Coastal Management under the Climate change vertical of the NIRANTAR of the MoEFCC. Both institutions are collaborating to develop and predict the future impacts of climate change and working in key sectors such as ecological restoration, development of biodiversity and environmental databases, long-term ecological monitoring and prediction modeling, integrated watershed management, glacier mass balance, and related studies, development of climate resilient village frameworks and fostering climate-smart communities.



Another keynote speaker Dr. Sarath Sennimalai, highlighted that agritourism in India is growing at an annual rate of 20%, with Maharashtra pioneering the first formal agritourism policy. The policy focuses on rural development, providing market access for agricultural produce, promoting agribusiness, creating employment for rural women, showcasing folk traditions, and offering eco-friendly tourism experiences. Inspired by Maharashtra, Karnataka has made agritourism a core theme in its tourism development strategy. Kerala, under its Responsible Tourism initiative, established 500 agritourism units and 5,000 homestay farms in 2023 through its Kerala Agritourism Network.

The key points highlighted concerning policy were:

- Panelists and house suggested that Agri-Tourism Policy should be under the Ministry of Agriculture to access subsidies for rural growth and non-farm income. State Tourism Departments may provide separate endorsements after compliance, as seen in Odisha's agri-ecotourism model.
- The issues of land reforms in the northern part of India, aligning with agritourism promotion and policies.
- Indigenous traditional knowledge (ITK) should be utilized/explored by agri-tourism promoters.
- Cooperative Societies, FPO/FPC may be included for loan facilities.
- Linkage and collaboration should be developed with online platforms for travel trade.
- IFS model should be developed with the inclusion of cropping systems, mechanization/automation, and risk mitigation.
- Aroma therapy, mud therapy, color therapy, cultural therapy, and apitherapy can become a part of Agritourism organizations.



The session concluded with remarks from the Chair and Co-chair. Dr. Bijendra Singh felicitated Chair, Co-chairs, panellists and speakers with memento and angavastram.

4. IAUA General Body Meeting

The Annual General Body Meeting (AGBM-2024) of IAUA was held on February 13, 2025, under the chairmanship of Dr. Parvinder Kausha and the co-chairmanship of Dr. N.H. Kelawala and Dr. Bijendra Singh. The proceedings of the AGBM have been documented and circulated among the Executive Committee and members. Dr. N.H. Kelawala took over charge of next president of IAUA. Dr. Dinesh Kumar, Executive Secretary, suggested that each university should nominate a nodal officer for communication with IAUA to avoid delay in correspondence from the secretariat.



5. Valedictory Session

The session was chaired and co-chaired by Dr. Parvinder Kaushal and Dr. Bijendra Singh, respectively. The chair appreciated the successful organizing of the convention and congratulated Dr Bijendra Singh and his team as well as all stakeholders who contributed to the event. The session started with a presentation of reports of the sessions by the rapporteurs. The chair appraised the house with the major takeaways of the convention and future work plans. The Co-chair Dr. Bijendra Singh thanked each and everyone for their participation, presentation, involvement, and cooperation in organizing the convention. He also advised to frame the guidelines and policies related to the development of agri-tourism.





6. Recommendations

The 48th Vice Chancellors' Convention successfully emphasized the integration of agritourism with education and rural development. Key recommendations included:

- The universities and research institutes should research different models suitable for different agro-ecological regions. The promotional program of tourism programs should be integrated with the Ministry of Health and Agriculture and Farmers Welfare. This is similar to the integrated development of the horticulture education mission.
- Based on farmers' capacity and valuable resources, agritourism should be promoted through the help of the university.
- Basic experimentation should be conducted by the KVKs to make profitable models suitable to the specific area.
- Protected cultivation (organic and solar energy) should be integrated with agritourism models.
- Promoting agritourism through community involvement and local resource utilization.
- Framing proper guidelines for education and training in agritourism, and developing P.G. diploma programs and structured models for agritourism.
- Integrating protected cultivation into agritourism with sustainable energy solutions.
- Ensuring biosecurity and conserving cultural heritage.
- Exploration of research avenues in the area of agritourism.
- Potential measurement for employment generation and income generation by developing agritourism infrastructure in India.
- Possibilities of subsidies and government support in agri-tourism.
- A broader framework for developing agritourism policies and investment should be prepared by a committee of experts.

India needs a comprehensive national agri-tourism policy which should provide a framework for sustainable agritourism development by addressing issues like land use, infrastructure development, and skill development. The house recognized that policies promoting community-based tourism should be ideal in terms of scalability and long-term sustainability. It was decided to capture all the recommendations and formulate a policy/advocacy brief for wider advocacy by IAUA. Hence, following committee was constituted to draft agri-tourism policy briefs.

Chairperson: Dr. Bijendra Singh, VC, ANDUAT, Ayodhya

Members:

1. Dr. Bidyut Chandan Deka, VC, AAU, Jorhat
2. Dr. S.K. Malhotra, VC, MPHU, Karnal
3. Dr. S.C. Dubey, VC, BAU, Ranchi
4. Dr. P.K. Roul, VC, OUAT, Bhubaneswar
5. Dr. K.B. Kathiria, VC, AAU, Anand

Volunteer members:

1. Dr. Sarath Sennimalai, Assistant Professor, Kumaraguru College of Technology, Coimbatore
2. Dr. Pandurang Taware, Managing Director, Maharashtra State Agri & Rural Tourism Co-operative Federation Ltd., Pune

The convention concluded with thanks by the Hon'ble Vice Chancellor Dr. Bijendra Singh expressing gratitude to all dignitaries, panelists, and attendees for their contributions to the success of the event. Prof. Sanjeet Kumar, Convenor of the Convention proposed a brief vote of thanks and wished delegates a safe travel.



7. Keynote and Invited Articles

7.1. Agri-tourism in Taiwan: Case Studies

Dr. Yungsong CHEN (Song)

Assistant Professor, National ILan University, Taiwan
E-mail: yschen@niu.edu.tw, Ph.: 00-886-933218620

Agritourism is an effective strategy for diversification of traditional agriculture into tourism. In Taiwan, the operation of agritourism could be traced back to the 1970s when pick-your-own produce (fruits/vegetables) activities were the prevalent form of agritourism in operation at that time. This unique form of tourism has continued to develop ever since in Taiwan. Also the practice of agritourism is noticeably and particularly referred to as leisure farming or recreational agriculture in Taiwan.

Leisure farming or recreational agriculture engenders an environment for citizenry to learn and experience farming, to relax and to conduct leisure travelling. It also helps farming villages to develop value-added agribusinesses with two major purposes. The first is to provide leisure and recreation for the public. The second is to increase farmers' incomes.

In the coming VC convention, I'll share two well-known cases of agritourism farm/village i.e. Toucheng Leisure Farm and Luoshan Organic Village, respectively. Hopefully, the two case studies in Taiwan can provide some inspirations and implications for our Indian friends.

Toucheng Leisure Farm (near my working place i.e. National ILAN University) covers more than 120 hectares. Besides a large stretch of bamboo, there are fruit trees, flowers, rice fields and vegetable gardens. As early as 1979 when the Farm was built, the founder, Zhuo Chen-ming was devoted to establishing the farm as a paradise for farmers in Taiwan so that they could "be healthy and happy, and experience and learn." Under the principle of "respecting biodiversity and learning from nature," the founder cultivated the spirit of "agricultural production, natural ecology, and rural village life." Besides the main buildings of the farmhouses, the Farm includes a rice culture area for visitors to experience the life of a farmer as well as orchards for kumquat, tangerine, passion fruit, and wax apple picking and organic vegetable gardens with different harvest timing according to the four seasons. In addition, the Farm makes good use of agricultural production resources, especially the designing of produce DIY activities such as vegetable pot plants, oval kumquat jam, oval kumquat bread, etc. Visitors can fully experience the process "from farm to table," deeply enjoy the fun of getting close to the land, and discover the beauty and contentment brought by nature.

Luoshan village, located in Fuli Township, Hualien County, is the first organic demonstration village in Taiwan ever since 2002. To build an "Organic Village" sounded like a dream due to not only a unique geographical condition was required, but also the organic concept needed to be accepted by all villagers in order to build an eco friendly farming village together. However, this impossible mission was achieved. Luoshan villagers not only convinced themselves but also motivated others. They successfully applied to join The International Partnership for the Satoyama Initiative (IPSI) as a non-governmental organization with the core spirit of "embracing the forest and rivers, living leisurely in Luoshan", the villagers reintegrate local resources through the spirit of ecology and organic, and hope that through the community reconstruction. Luoshan is now truly to be regarded as a place that coexists harmoniously with the environment and some aspects of sustainability.

★★★

7.2. Integrating Protected Cultivation with Agri-tourism

Balraj Singh

Vice Chancellor

Sri Karan Narendra Agriculture University, Jobner (Jaipur) Rajasthan
E-mail: drbsing2000@yahoo.com | Ph.: +91-9811271303

Agri-tourism has emerged as a sustainable model to bridge the agriculture sector and tourism, providing farmers with additional income while offering visitors a rural experience. The integration of protected cultivation within agro-tourism enhances appeal by showcasing modern agricultural techniques, particularly in high-value vegetable crops. A cluster-based agro-tourism model incorporates an Integrated Farming System (IFS) approach. Special emphasis is given to low tunnel greenhouses, off-season



varieties, and rural hospitality elements such as mud-houses, stays, and local cuisine, making agro-tourism an immersive experience (Paramesh et al., 2021).

Introduction

Agri-tourism leverages agriculture's cultural, educational, and recreational potential to create a diversified income stream for farmer's livelihoods. Agro-tourism operations are increasingly integrating protected cultivation techniques, providing several benefits to both farmers and visitors. This integration allows for year-round production of high-value crops, improved crop quality, and enhanced visitor experiences. The use of greenhouses and other protected structures in agro-tourism settings provides opportunities for sustainable and efficient farming practices (Chahidi et al., 2020; Ganokratanaa et al., 2021). Agro-tourism offers great opportunities for urban people, who are stressed by busy city life and seek peaceful, nature-filled experiences in rural areas. At the same time, it helps farmers shift from low-profit traditional farming to income-generating ventures. It is growing rapidly in India, especially in states such as Maharashtra, Sikkim, Bihar, Rajasthan, and Uttarakhand, where natural beauty attracts tourists. Agro-tourism helps reduce farmers' risks by providing them with a direct market, offering extra income, and promoting village crafts, folk art, and traditions. It encourages youth towards agripreneurship and reduces rural-to-urban migration. Students also benefited from practical agricultural learning. Agro-tourism supports sustainable rural livelihoods, creating jobs, preserving traditions, and strengthening the rural economy (Kumar et al., 2025).

Integrating protected cultivation into agro-tourism operations can enhance agricultural productivity, provide educational opportunities for visitors, and contribute to sustainable farming. However, careful management is required to address potential pest issues and maximize the benefits of this integration for both farmers and tourists (Chahidi et al., 2020; Ganokratanaa et al., 2021; Phani et al., 2021).

Activities in Agri-Tourism

The most prevalent activities in agri-tourism include direct sales farm-to-consumer, educational visits, farm stays, recreational activities, learning farming skills, cultural immersion, wellness activities, and opportunities to connect with farm life. These engagements enhance consumer awareness, promote rural heritage, and foster a deeper connection between agriculture and society.

What Makes Agri-Tourism Successful?

Three crucial elements are required to ensure the efficacy of agro-tourism. 1. Authentic Farm Experiences-Visitors seek genuine, hands-on activities rather than superficial tours. The offerings are diverse and include activities such as farm visits, fruit picking, and traditional food experiences. 2. Quality Hospitality-Comfortable accommodation, palatable cuisine, and hospitable hosts contribute to a positive tourist experience. 3. Cultural Connection-Offering exposure to local traditions, crafts, and festivals enhances the memorability of the experience.

Integrated Farming System (IFS) and Agri-Tourism: An Integrated Farming System (IFS) combines crop production, animal husbandry, and protected cultivation to maximize income and sustainability. In the context of agro-tourism, the IFS includes protected cultivation for high-value vegetables, livestock and dairy integration, eco-friendly stay and food facilities.

Protected Cultivation and Agri--Tourism: Protected cultivation in agri-tourism enables year-round production of high-value crops through greenhouses, low tunnels, and polyhouses (Singh and Sirohi, 2004). Premium crops like parthenocarpic cucumber, red capsicum, cherry tomatoes, and strawberries thrive in controlled environments, attracting visitors with experiences such as "Pick Your Own Strawberry." This model not only ensures high-quality produce and premium pricing but also enhances farm aesthetics, making it a popular attraction for tourism and social media engagement.

Stay and Food: Enhancing the Agri-Tourism Experience: The key aspect of successful agro-tourism is offering authentic rural experiences. For instance, mudhouse accommodations designed using traditional architecture are eco-friendly and promote cultural heritage. Likewise, traditional rural cuisine cooked on traditional wood-fire and farmers' food festivals allow tourists to experience local flavors.



Economic and Environmental Impact

Agro-tourism provides farmers with additional revenue while creating employment opportunities in farm guidance, hospitality, and marketing. Export potential for high-value crops like gherkins and capsicum further boosts income. Moreover, sustainable practices—such as water-efficient drip irrigation, organic waste recycling, and reduced pesticide use in controlled environments—enhance environmental conservation and resource management.

Case Study: A Model Bassi Jhajhra Village

Bassi Jhajhra, a small village in Jaipur, has gained recognition as "Mini Israel" due to its successful adoption of protected cultivation technologies, similar to the advanced agricultural practices followed in Israel. More than 1,000 farmers in the village have adapted greenhouse technology in cluster approaches, drip irrigation, and greenhouse farming, making it a hub for high-value vegetable production. Even the climatic conditions of the area are very harsh in terms of temperature, soil type availability, and water scarcity. This transformation not only boosted production and productivity but also improved farmers' income and livelihood sustainability. The case of Bassi Jhajhra serves as cluster-based approach for agricultural innovation, proving that protected farming techniques can overcome climatic challenges, increase yield, and make farming a profitable business. Its advanced polyhouse cultivation, sustainable water use, and high-value crop production demonstrate how technology-driven farming can transform rural agriculture (Singh et al., 2005).

Why is Bassi Jhajhra Called "Mini Israel"?

The village is compared to Israel due to its adoption of advanced agricultural techniques similar to those used in Israel. The village specializes in high-value crop production, including cherry tomatoes, colored vegetables, seedless cucumbers, and exotic produce. It employs modern farming methods such as drip irrigation, mulching, and water conservation to optimize resource use in challenging climatic conditions. Additionally, climate-controlled farming through polyhouses, low tunnels, and greenhouses ensures year-round production by regulating temperature and humidity. Sustainable practices, including organic and natural farming, controlled pesticide use, innovative soil management, and off-season vegetable cultivation, further enhance productivity and profitability.

Conclusion

Agro-tourism is a form of agribusiness in which agricultural enterprises open their facilities to tourists. Visitors can observe agricultural practices, participate in activities, and potentially reside on premises overnight. Integrating protected cultivation into agro-tourism presents a sustainable and profitable model for rural development. By adopting a cluster-based approach and IFS model, farmers can diversify their income while offering visitors an engaging and educational farm experience. The inclusion of high-value crops, off-season vegetables, greenhouses, and eco-friendly accommodation such as mudhouses enhances the attractiveness of agro-tourism. This model boosts rural economies and promotes sustainable farming and cultural preservation, making it a promising avenue for the future of agriculture and tourism.

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7.3. Agri-tourism for Rural Livelihoods: Policy Insights

Dr. S. Sarath

Assistant Professor, KCT Business School, Kumaraguru College of Technology
Coimbatore, Tamil Nadu, E-mail: saraths1995@gmail.com, Ph.: 9952322679

Rural areas' unique recreational value is being eroded by unregulated human activities, rapid urbanization, and large-scale infrastructure expansion, all of which disrupt the natural and social landscapes. Agritourism offers a sustainable alternative that aligns with global efforts to combat environmental challenges and the depletion of natural resources. Though a relatively new segment of the tourism industry, agritourism has seen significant growth in developed countries, while agricultural attractions are steadily gaining traction in developing nations. As a subset of rural tourism, agritourism presents an innovative approach by transforming farms into tourism destinations or diversifying farming activities to provide entertainment, education, recreation, hospitality, and on-farm product sales.

The World Tourism Organization defines agritourism as tourism centered around farm stays, meals, and farming activities. Globally, the agritourism market, valued at Rs. 3.4 lakh crores in 2019, is expected to grow at a 13.4% CAGR, reaching Rs. 5.1 lakh crores by 2027. Activities in agritourism include farm stays, local food experiences, festivals, "you-pick" harvests, educational visits, and recreational pursuits. Agritourism is cost-effective, leveraging existing farm resources to boost rural economies through the multiplier effect while increasing agricultural profitability and fostering entrepreneurship.

Italy pioneered agritourism policies in 1985 with laws encouraging farm diversification and expanding opportunities for agritourism businesses. Subsequent regulations ensured farming remained central while delegating oversight to regions. Spain manages agritourism at the regional level, reflecting localized expertise. In the U.S., several states introduced laws shielding operators from liability for "inherent risks" such as land conditions.

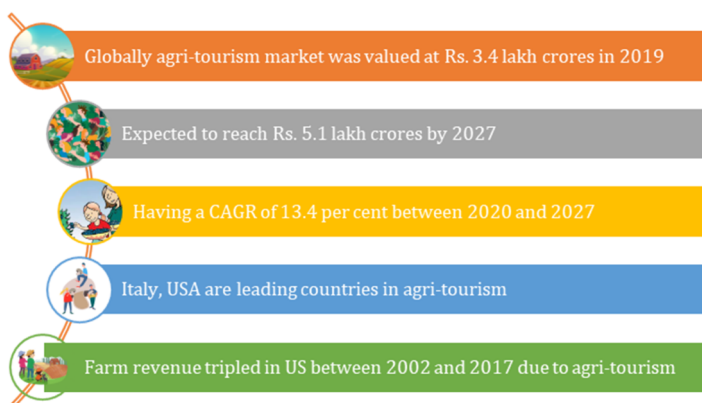


Fig. 1. Valuation of agri-tourism



Fig. 2. Agri-tourism farms in Italy



Agritourism's potential lies in its ability to support rural economies, preserve cultural heritage, and provide financial relief to small farmers. Strategic policies and frameworks are essential to unlock its benefits, particularly in developing regions.

Agri-tourism in India

Agritourism in India is growing at an annual rate of 20%, with Maharashtra pioneering the first formal agritourism policy. The policy focuses on rural development, providing market access for agricultural produce, promoting agribusiness, creating employment for rural women, showcasing folk traditions, and offering eco-friendly tourism experiences.

Eligible entities, including individual farmers and agricultural cooperatives, can establish agritourism centers under this policy. Requirements include 2–5 acres of land, accommodation, a kitchen, and dining facilities. A registration fee of 2500, renewable every five years at 1000, grants certification for tax benefits and loans. The policy also formed an Agritourism and Rural Tourism Development Committee to oversee implementation.

Maharashtra's 328 agritourism centers across 29 districts increased farmers' income by 25% and attracted 1.79 million tourists from 2018 to 2020, generating 55.79 crores in revenue and creating over 100,000 jobs for rural women and youth. Since the policy launch, 250 units have applied for registration.

Inspired by Maharashtra, Karnataka has made agritourism a core theme in its tourism development strategy. The state encourages farming activities, local cuisine, cultural experiences, and agricultural education, addressing challenges like capacity building and awareness while offering subsidies and incentives. Kerala, under its Responsible Tourism initiative, established 500 agritourism units and 5,000 homestay farms in 2023 through its Kerala Agritourism Network.

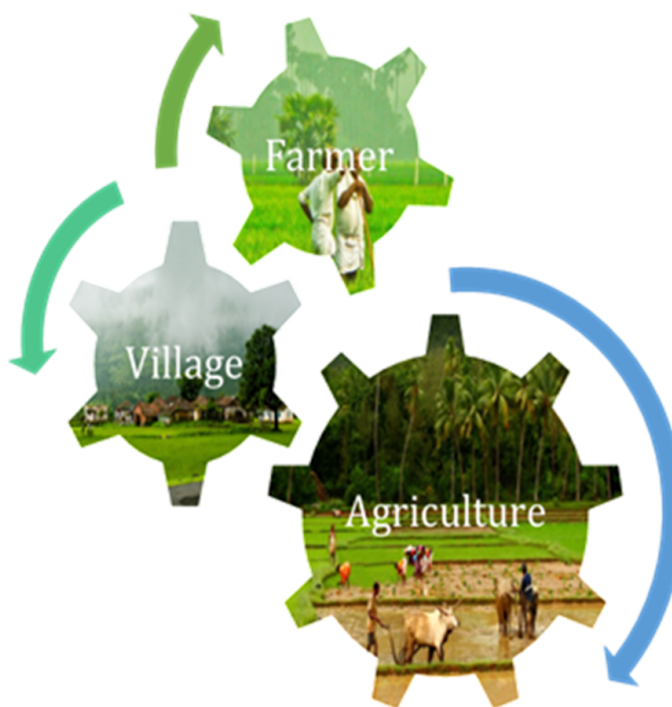


Fig. 3. Basic bricks in agri-tourism



Crop Components



Activity Components



Food



Accommodation



Fig. 4. Components of agri-tourism



Measures for developing agri-tourism

The Doubling Farmers' Income Committee highlighted the need for a dedicated agritourism policy, focusing on crop-related activities, tourist engagement, and food and accommodation services. In response, the Ministry of Tourism drafted the National Strategy for Promotion of Rural Homestays under the Atma Nirbhar Bharat initiative, incorporating agritourism.

However, agritourism policies alone are not enough. Regional development strategies play a crucial role in maximizing agritourism revenue by leveraging local resources and strengthening infrastructure and services for tourists. Despite its immense potential, agritourism's early-stage development is often constrained by limited support from national and regional tourism policies, along with inadequate coordination among stakeholders, infrastructure, and resources. The following measures are key for the effective implementation of agritourism:

- Formation of an agri-tourism development committee: State governments should establish a dedicated committee to formulate agritourism guidelines. These guidelines could include measures such as prohibiting the serving of restricted substances and ensuring the safety and well-being of tourists.
- Separate licensing for agritourism: The state tourism department should provide a specific license for agritourism operations, making them eligible for loans and tax benefits. Cooperative societies could play a role in offering loan facilities to develop agritourism ventures. Cooperative societies could play a role in offering loan facilities to develop agritourism ventures.
- Involvement of local administrations: Village panchayats, which hold significant influence over local communities, should be involved in the coordination and promotion of agritourism. Their support is crucial for the success of such initiatives.
- Organization of seasonal festivals: The state tourism department can collaborate with agritourism farms to organize seasonal festivals, which will help increase visibility and attract more tourists.
- Adoption of digital technologies: The state government should facilitate the adoption of digital technologies in rural areas by improving internet infrastructure. This would enable agritourism farms to reach a broader audience and offer online services.
- Training for rural youth: Offering diploma or certification courses in agritourism would equip rural youth with the necessary skills, enhancing their employment opportunities and helping them understand the intricacies of running an agritourism business.
- Social Media Promotion: Agritourism can thrive through digital campaigns on platforms like Incredible India and Enchanting Tamil Nadu. Listing farms on booking platforms and integrating agritourism into state promotional campaigns will enhance visibility and ease tourist access.
- Partnerships with travel and online platforms: Collaborating with travel agencies and online platforms would allow agritourism farms to benefit from their vast marketing networks and expertise.
- Hospitality training: Agritourism operators can enhance their services by undergoing professional hospitality training. The state government should organize workshops to improve the hospitality skills of farm owners and local communities, ensuring tourists have a high-quality experience.

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7.4. Impacts of Climate Change on the Himalaya and its Impacts on Downstream Oceans

Prof. Sunil Nautiyal

Director, G.B. Pant National Institute of Himalayan Environment
Kosi-Katarmal, Almora 263643, Uttarakhand, India

E-mail: sunilnihe@gmail.com ; psdir@gbpihed.nic.in | Ph.: 05962-241015

The Himalaya, also termed as the 'Water Tower of Asia', is the highest and one of the largest mountain chains on earth. The region is characterized by complex topography, remote habitations, diverse climate, large socio-cultural and ethnic diversity. Owing to these complexities, the Himalaya is rich in flora, fauna, minerals, glaciers, rivers and springs and provides a source of water for a



large percentage of the population in Asia. A comparison of the topographic diversity of the Himalaya with mountains such as the western Ghats in India or another major mountain system on the earth, like the Andes, Rockies, Alps etc. clearly depicts the mightiness of the Himalaya. The steep mountains and valleys of the Himalaya with a large high-elevation plateau in the form of Tibet justifies the term Roof of the World, which is often mentioned to denote the region in the literature. The Himalaya is identified as a global biodiversity hotspot that lies at the conjunction for four global biogeographic zones, i.e., Oriental, Palearctic, Sino-Japanese and Saharo-arabian. Species richness patterns and paleontological evidence show a sharp divide in species turnover across the Himalayan arc, which is mainly attributed to the sharp change in climatic conditions within a short geographic distance and diverse topographic conditions in the Himalaya. The region is home to more than 10 thousand species of plants, 300 mammals, 1000 birds, 200 reptiles, 100 amphibians and 300 species of fishes, a large proportion of which is endemic to the region.

Climate change, which is one among the major burning issues on the earth, is showing more pronounced effects in the Himalaya region. The influence of climate change is particularly exacerbated by the impact of human activities, rapidly increasing population, under-developed infrastructure, livelihood constraints, subsistence economy and rapid land use change. The temperature in the Himalaya is increasing by a rate of 0.06 °C/year, which is higher than the global average. The high-altitude regions of the Himalaya are predicted to face even higher rates of warming resulting in an adverse impact on the indigenous flora, fauna, glaciers, hydrology and human communities. A shift in the elevational and distribution range of species, particularly occurring in the alpine and sub-alpine regions has been witnessed towards the upper range limits of the species.

In terms of research on climate change in the Himalaya, nearly 500 studies have been conducted in the Himalaya, most of which focus on the impact of climate change on water resources like glaciers, followed by agriculture, natural forests and climate vulnerability of humans. More studies have been conducted in the western Himalaya as compared to the eastern Himalayan region. Further, the majority of the climate change studies rely on data from secondary sources such as remote sensing data, as long-term collection of primary data is poor in the Himalayan region. For example, in the case of studies particularly on biodiversity, most of the studies have been conducted on prediction modelling of CC impact, whereas only a few studies have been conducted on species shifts and phenology.

Like the mountains, oceans are also highly vulnerable to the impacts of climate change and both ecosystems are interdependent in terms of their future vulnerability. For example, increased freshwater flow due to melting glaciers and altered hydrology in rivers like the Ganges, Brahmaputra, and Indus, will eventually increase discharge into the Indian Ocean. These rivers carry higher sediment loads, altering water turbidity and nutrient dynamics in coastal areas. Freshwater inflow is expected to reduce salinity in coastal waters, which can impact coral reef health, as corals are sensitive to changes in salinity. This will also lead to nutrient overload and eutrophication, resulting in fast growth of algal blooms that block sunlight crucial for both corals and seagrasses. Similarly, climate change increases sea surface temperatures, leading to coral bleaching when symbiotic algae (zooxanthellae) are expelled. Freshwater inflow and sediment deposition can smother corals, reduce sunlight penetration, and hinder coral growth. Melting glaciers and increased CO₂ levels contribute to ocean acidification, reducing the ability of corals to form calcium carbonate skeletons. Coral reefs are hotspots of marine biodiversity; thus their degradation will disrupt ecosystems and fisheries, affecting local livelihoods.

The impacts of climate change on the Himalaya and Indian Ocean are major challenges for the nation. Realizing this fact, the Ministry has placed two specialized institutes i.e., G.B. Pant National Institute of Himalayan Environment and National Centre for Coastal Management, under the Climate change vertical of the NIRANTAR of the MoEFCC. Both the institutions specialized for their respective mandate are now working in collaboration to develop to predict the future impacts of climate change in these two ecosystems and develop technologies and policies for mitigation of climate change in the country. The institutes are working in key sectors such as ecological restoration, development of biodiversity and environmental databases, long-term ecological monitoring and prediction modelling, integrated watershed management, glacier mass balance and related studies, development of climate resilient village frameworks and fostering climate smart communities etc.





7.5. Agritourism Policies for Balancing Economic Development, Environmental Sustainability and Socio-cultural Inclusion in India

Dr. Mahendra Singh, Dr. Srishti Kushwaha and Dr. Ashutosh Chaturvedi

Department of Agribusiness Management, ANDUA&T, Kumarganj, Ayodhya

E-mail: mashmba@gmail.com | Ph.: 7903401174

Introduction

Tourism is one of the sectors which is growing at high pace. Agriculture is backbone of economy for many countries. Agritourism represents a unique intersection of agriculture and tourism, offering visitors the opportunity to experience rural life firsthand while supporting local economies and preserving cultural heritage. This can include tours of farms or rural areas, harvesting crops, picking fruits, interacting with animals, and staying on working farms. It provides a hands-on, educational experience that connects people with the agricultural lifestyle while supporting local farmers and rural communities (Srikatanyoo and Campiranon, 2010). It is a low-risk investment since it leverages existing farming resources. 85 per cent of India's population is directly or indirectly dependent on agriculture and allied activities. Agriculture accounts for more than quarter of India's GDP. Maharashtra and Kerala are the states in India that are taking advantage of the potential of agritourism. India, recognized among the top tourist destinations and can enhance its tourism industry with the introduction of agritourism, further boosting its global competitiveness. Agriculture with treasurable resources of nature and culture are the gateway for rural development and this will successfully happen if rural communities significantly observe and practice self-value and sustainable agriculture.

A key attraction of agritourism is the opportunity for visitors to escape urban life and immerse themselves in the tranquility of rural settings. In India, agritourism is emerging as a concept that allows visitors to live and experience life like villagers. As cities in India become more polluted and hectic, agritourism holds great prospects. Its appeal lies in providing a genuine and authentic encounter with local culture. Travelers often interact with farmers, fostering cultural exchange and mutual appreciation, creating a symbiotic relationship beyond conventional tourism. Agritourism plays a crucial role in economic development, particularly in rural areas, offering farmers an additional source of income, diversifying their revenue streams, and contributing to the economic resilience of agricultural communities (Campbell and Kubickova, 2020). It also creates jobs related to agritourism, such as tour guides, hospitality staff, and artisans, further enhancing its economic impact. Despite its advantages, agritourism faces challenges such as the need for proper infrastructure, marketing strategies, and mitigating the seasonal nature of farming activities. Government support and policies that encourage sustainable agritourism practices are crucial for the industry's success. There is need for the policies which may balance economic development, environmental sustainability and socio-cultural inclusion.

Policies for Balancing All-round Development by Agri-tourism

Agritourism in India presents a unique opportunity to balance economic development, environmental sustainability, and socio-cultural inclusion. The integration of key developmental factors involves in depth policy interventions. The key policy considerations are discussed as:

Economic Development: Agritourism can provide farmers with supplementary income, reducing reliance on traditional agriculture and mitigating income fluctuations. The policies pertaining towards income generation will be helping in economic development particularly in rural areas and farmers engaged in the agritourism activities. Agritourism can be a powerful tool for income diversification in India. Farmers can generate revenue beyond just selling their produce. They can offer experiences like farm tours, farm stays, workshops on agricultural practices, and even farm-to-table dining as a part of agritourism. For enhancing the economic value of farm produces value additions can be used instead of simply selling raw produce, farmers can add value by processing it into jams, pickles, or other value-added products, which can be sold directly to tourists or in local markets. Agritourism can provide a significant income boost during off-seasons for agriculture, helping to stabilize farmers' incomes



throughout the year. At the same time agritourism provides platform for direct-to-consumer sales. And eliminating the need for intermediaries and increasing their profit margins. By embracing agritourism, farmers can create a more sustainable and profitable agricultural enterprise.

Policies pertaining to develop jobs are more appropriate for ensuring economic development. Agritourism creates direct and indirect employment opportunities in rural areas, including hospitality, guiding, and local product production. Agritourism can be a significant source of job creation in rural India. Like in direct employment farmers are directly involved in hosting tourists, conducting farm tours, and providing farm-related experiences. There are opportunities for youths as guides and interpreters by guiding tourists through farms, explaining agricultural practices, and showcasing local culture. Working in farm stays, restaurants, and other accommodation facilities. Farmers or citizens may be involved in the production of value-added products like jams, pickles, and handicrafts for sale to tourists (Dsouza et al., 2023). At the same agritourism policies regarding indirect employment generation are also helpful like involvement as drivers, taxi operators, and local transport services for ferrying tours. Artesian and craftsmen are involved by producing and selling local crafts and souvenirs to tourists. Local shops, restaurants, and other businesses that cater to the needs of tourists visiting agritourism destinations may be engaged as service providers. By creating a diverse range of job opportunities, agritourism can help reduce rural-to-urban migration and improve the livelihoods of people in rural communities. Agritourism is used for rationalizing the markets. Agritourism increases demand for local products like fresh produce, handicrafts, and traditional food. This can revitalize local markets and provide a platform for local artisans and producers to showcase and sell their goods. Agritourism can foster a sense of community pride and ownership. It can empower local communities by providing them with opportunities to participate in decision-making processes and benefit from tourism revenue. By promoting sustainable and responsible agritourism practices, India can leverage this sector to drive significant rural development and improve the quality of life for its rural population.

Environmental sustainability: With economic development there is always concern over environmental sustainability. Agritourism always have objective of inclusion of environmental sustainability by various ways. The policies pertaining to environmental sustainability are including the practices like policies should promote eco-friendly practices like organic farming, water conservation, and waste management to minimize the environmental impact of agritourism (Zhang et al., 2019). Agritourism can promote sustainable practices by the way of encouraging organic farming methods which reduces reliance on harmful pesticides and fertilizers, protecting soil health and biodiversity.

Another way for eco-sustainability is policies for water conservation by implementing water-saving techniques like drip irrigation, rainwater harvesting, and efficient water usage in accommodations can minimize water consumption. Other methods are waste management, utilizing renewable energy sources like solar power for lighting and heating can reduce carbon emissions and promote energy efficiency. Preserving natural habitats, promoting agroforestry, and integrating biodiversity-friendly practices can help protect local ecosystems (Dsouza et al., 2023). Building and operating eco-friendly accommodations, such as using locally sourced and sustainable building materials, can minimize the environmental footprint of agritourism. By embracing these sustainable practices, agritourism can contribute to environmental conservation and create a more responsible and eco-friendly tourism experience. Policies promoting ecotourism in agritourism can be integrated with ecotourism, focusing on nature-based experiences like bird watching, nature walks, and wildlife spotting. This encourages tourists to appreciate and respect the natural environment. Policies can incentivize the preservation of local biodiversity by showcasing unique ecosystems and promoting sustainable agricultural practices (Ndhlovu and Dube, 2024). Integrating trees and shrubs into agricultural landscapes can provide habitat for wildlife, enhance soil health, and improve biodiversity. Agritourism can encourage farmers to adopt agroforestry practices.

Socio-cultural inclusion: Including society and culture in any kind of economic activities are important. Specially in case of agritourism the policies which promotes social-cultural inclusion are more appreciated. The policies for community empowerment where Agritourism can empower local communities by providing them with ownership and control over tourism development. Agritourism can be a powerful tool for community empowerment in rural India. Local communities can play a crucial role in managing and conserving natural and cultural resources, ensuring the long-term sustainability of agritourism. Agritourism policies can foster a sense of community pride and unity by bringing together people from different backgrounds to work towards a common goal. By empowering local communities, agritourism can contribute to more equitable and sustainable development in



rural India (Ahamed, 2018). Cultural preservation can help preserve traditional knowledge, skills, and cultural practices by showcasing local arts, crafts, and cuisine to tourists. Agritourism policies can play a vital role in preserving cultural heritage in rural India. By showcasing traditional agricultural practices, food preparation methods, and cultural festivals, agritourism helps keep these traditions alive and relevant for future generations. Agritourism provides a platform for local artisans and craftsmen to showcase and sell their products to tourists, generating income and encouraging the continuation of traditional crafts. Policies for such activities are more helpful in integrating society and culture. Policies should ensure equitable distribution of benefits among all stakeholders, including farmers, local communities, and tourism operators. Agritourism policies for empowering women by providing them with economic opportunities, leadership roles, and a platform to showcase their skills and talents.

Discussion

There is incredible scope for economic development by the way of agritourism in India. While the activities will help in economic development but at the same time such activities are also helpful in ensuring environmental sustainability. These practices are the best way to foster socio-cultural inclusion in India where culture diversity is more. With respect to promote agritourism in India there is urgent requirement of a comprehensive national Agritourism Policy which should provide a framework for sustainable agritourism development across India, addressing issues like land use, infrastructure development, and skill development. The policies on incentives for sustainable practices are more helpful. Policies promoting community-based tourism will encourage the formation of community-based tourism organizations to empower local communities and ensure equitable distribution of benefits. Present challenges which are to be addressed by new agritourism policies are like, farmers are unaware of the potential of agritourism as a viable income source, Poor infrastructure in many rural areas can hinder the development of agritourism, need of skilled manpower in areas such as hospitality, guiding, and language skills, environmental sustainability requires careful planning and implementation of eco-friendly practices. With help of policies above challenges may be addressed and implementing effective policies, India can harness the potential of agritourism to achieve economic growth, environmental sustainability, and socio-cultural inclusion in rural areas.

Conclusion

Agritourism in India offers a powerful avenue for integrated rural development, balancing economic, environmental, and socio-cultural goals. To realize this potential, a comprehensive national policy framework is crucial. Policies should incentivize sustainable practices, empower local communities, and preserve cultural heritage. Addressing challenges like infrastructure gaps and skill development is essential. Agritourism can diversify farmer incomes, create rural jobs, and revitalize local markets. Promoting eco-friendly practices and community-based tourism will ensure long-term sustainability. By fostering cultural exchange and empowering women, agritourism strengthens social inclusion. Effective policies can transform agritourism into a key driver of India's rural prosperity. Ultimately, agritourism offers a unique pathway to achieve holistic and inclusive development in India's diverse rural landscapes.

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7.6. Agri-tourism for Rural Livelihoods: Policy Insights

Dr. Girish Mude

Associate Professor, MIT World Peace University, Pune, India
E-mail: girish.mude@mitwpu.edu.in | Ph.: +91 9822640685

Agritourism, a fusion of agriculture and tourism, has emerged as a dynamic strategy to bolster rural livelihoods while promoting sustainable development. By providing visitors with immersive experiences in rural settings, agritourism not only diversifies farmers' income streams but also fosters cultural exchange, environmental awareness, and rural economic development. As India strives to uplift its rural population, agritourism holds immense potential to transform the socio-economic fabric of its villages.

The Role of Agri-Tourism in Rural Development

Agritourism plays a crucial role in fostering rural development by providing economic opportunities, preserving cultural heritage, and promoting sustainable practices. It bridges the gap between urban and rural communities, allowing visitors to experience agricultural life firsthand while contributing to farmers' financial stability. By integrating tourism-related activities with community engagement, agritourism revitalizes rural economies and fosters inclusive growth. It diversifies farmers' income through farm stays, guided tours, and local produce sales, reducing reliance on traditional farming. Additionally, it generates rural employment in hospitality, transportation, and agro-based industries, helping curb urban migration. Agritourism also sustains cultural heritage by promoting traditional crafts, cuisine, and rural lifestyles while creating markets for local artisans. Moreover, it encourages sustainable farming methods and agricultural education by exposing visitors to eco-friendly practices and environmental conservation. The revenue generated further supports community development, improving local infrastructure, healthcare, and education.

Challenges to Agri-Tourism Development

Despite its potential, agritourism faces several challenges. Many farmers lack awareness of its benefits, while cultural hesitation and inadequate training limit participation. Poor infrastructure, including weak connectivity and basic amenities, discourages visitors. Regulatory hurdles, such as unclear policies on land use and taxation, create barriers for entrepreneurs. Seasonal dependency affects revenue stability, and limited marketing access restricts outreach. Addressing these challenges through policy support, infrastructure development, and skill training can enhance agritourism's growth and sustainability.

Policy Insights for Agri-Tourism Promotion in India

Agritourism is an emerging sector in India, offering opportunities to enhance rural livelihoods, promote sustainable tourism, and preserve traditional farming practices. A well-structured policy framework can provide incentives and guidelines to facilitate agritourism development while ensuring environmental and socio-economic benefits.

Several central and state-level initiatives have been introduced to promote agritourism, including the National Strategy for Sustainable Tourism, which integrates agritourism within eco-tourism initiatives. Some states like Maharashtra, Kerala, and Punjab have formulated agritourism policies offering financial aid, subsidies, and training programs. Additionally, rural tourism development schemes under the Ministry of Tourism and NABARD provide financial assistance for rural tourism projects, including agritourism. Incentives for MSMEs in tourism, such as credit facilities, tax exemptions, and marketing assistance, further support the sector.

To strengthen agritourism, several policy interventions are suggested. Infrastructure development is crucial, requiring improved connectivity through roads and transport networks, the development of eco-friendly accommodations, visitor amenities, and the



promotion of digital infrastructure for marketing and bookings. Financial and institutional support should be enhanced through low-interest loans, subsidies, and the inclusion of agritourism in existing agricultural and rural development schemes, along with collaboration with financial institutions for investment opportunities.

Training and capacity building are essential to agritourism's success. Skill development programs for farmers and rural entrepreneurs, workshops on hospitality and farm tourism, and encouraging academic institutions to introduce agritourism courses can help build the necessary expertise. A simplified regulatory and policy framework should be established to ease licensing and compliance processes, create agritourism zones with specific guidelines, and encourage private sector participation and public-private partnerships (PPPs).

Marketing and promotion efforts should focus on creating a national agritourism brand, digital marketing support through SEO and social media strategies, and collaboration with travel agencies and online platforms for broader outreach. However, several challenges remain, including limited awareness among farmers and tourists, infrastructure gaps such as inadequate roads and sanitation, financial constraints due to high initial investments and lack of dedicated funding sources, regulatory hurdles stemming from complex land-use policies, and the seasonal nature of agritourism activities, leading to fluctuating tourist footfall.

Agritourism in India holds immense potential to contribute to rural development, sustainable tourism, and economic diversification. By implementing a comprehensive policy framework focusing on infrastructure, financial aid, training, regulations, and marketing, agritourism can emerge as a vital driver of rural prosperity. The integration of agritourism into national and state-level tourism strategies will further enhance its growth and long-term sustainability.

Case Study: Agri-Tourism in Maharashtra

Agritourism in Maharashtra has emerged as a vital sector, blending agriculture with tourism to provide farmers with additional income streams and urban tourists with an authentic rural experience. Effective policy formulation and implementation are essential to ensuring the sustainable growth of agritourism in the state.

The Maharashtra Agri Tourism Policy (2017) recognized agritourism as an official tourism category, providing financial incentives and subsidies for registered agritourism centers. It encouraged farm-based activities, eco-tourism, and cultural tourism. Similarly, the Maharashtra Tourism Policy (2021) focused on promoting rural tourism and integrating agritourism into the larger tourism ecosystem. The policy proposed single-window clearance for agritourism projects and offered tax incentives and infrastructural support to agritourism enterprises. Additionally, the Maharashtra State Agricultural Marketing Board (MSAMB) provides subsidies for developing agritourism centers, while NABARD (National Bank for Agriculture and Rural Development) offers financial assistance for agritourism infrastructure. Efforts have also been made to simplify licensing procedures and integrate agritourism promotion within the rural development framework.

Despite these initiatives, agritourism in Maharashtra faces several challenges. Regulatory hurdles, such as complex land-use regulations and cumbersome licensing requirements, often restrict farm diversification into agritourism. Additionally, inadequate road connectivity to remote agritourism destinations and a lack of digital infrastructure hinder growth. Awareness and training are also significant issues, as many farmers require skill development programs for hospitality management and marketing strategies for their enterprises.

To overcome these challenges, policymakers should streamline regulations by introducing a dedicated agritourism framework to simplify licensing and land-use policies. Financial incentives should be increased, particularly for small-scale farmers, and private-public partnerships should be encouraged to enhance investment in agritourism. Infrastructure development, including improved rural roads and transport facilities, is crucial for enhancing tourist accessibility. Furthermore, digital infrastructure should be promoted to facilitate online bookings and marketing efforts.

Capacity building through skill development workshops for farmers on agritourism management and customer service is necessary. Establishing agritourism clusters to facilitate collaboration among farmers and launching a state-level marketing campaign to promote agritourism destinations would further support the sector.

Agritourism in Maharashtra has the potential to transform rural economies and offer sustainable tourism experiences. By refining existing policies, simplifying regulations, and strengthening infrastructure, Maharashtra can position itself as a leading



agritourism hub in India. Strategic policy interventions and stakeholder collaboration will be key to ensuring long-term success in the sector.

Strategies for Promoting Agri-Tourism

To fully harness the potential of agri-tourism, strategic efforts are necessary to overcome existing challenges and foster sustainable growth. Implementing well-structured policies, infrastructure development, and skill enhancement initiatives can significantly boost agritourism. By leveraging digital technology and fostering community engagement, agritourism can be effectively marketed and promoted, ensuring long-term benefits for rural economies.

To fully harness the potential of agritourism and address its challenges, a strategic approach is essential. Government support through clear policies, tax incentives, and financial assistance can encourage farmers to adopt agritourism, while streamlined regulations simplify the setup process. Infrastructure development, including improved roads, electricity, sanitation, and digital connectivity, enhances accessibility and the tourist experience. Training programs on hospitality, customer service, and digital marketing empower farmers and rural youth, while public-private partnerships involving government bodies, private enterprises, and NGOs can drive sustainable agritourism models. Additionally, leveraging digital technology for marketing and ensuring active community participation fosters long-term success, making agritourism a powerful tool for rural development and economic diversification.

Conclusion

Agritourism is not just a means to boost rural incomes but also a pathway to sustainable and inclusive development. By creating policies that address infrastructural gaps, build capacities, and promote rural tourism, India can leverage agritourism to empower its rural communities. As we look towards a future where rural livelihoods are secure and vibrant, agritourism stands out as a promising strategy to achieve holistic rural development. For policymakers, stakeholders, and the agrarian community, the time is ripe to embrace and invest in agritourism as a tool to transform rural India. With concerted efforts, agritourism can truly become a bridge between urban curiosity and rural prosperity, fostering mutual growth and understanding.



8. About ANDUAT & Main Campus

Acharya Narendra Deva University of Agriculture and Technology (ANDUAT) is headquartered near Ayodhya “Kumarganj”. This small university town is well connected by Road: NH330Am (Ayodhya-Raebareli) and Purwanchal Expressway (Exit 80 KM and take NH330A towards Ayodhya); Railway Stations: Ayodhya Dham and Ayodhya Junction 42 KM; Maharaja Bijli Pasi 25 KM; and Air: Ayodhya (~1 h drive) and Lucknow (~1.30 h drive) Airports. The teaching, research, and extension operations are spread in 27 districts of Eastern Uttar Pradesh through its wings of 25 KVKs, seven Zonal Research Stations, and four Krishi Gyan Kendras. Seven colleges impart education and research work streams. In 2024, the University was accredited with NAAC A⁺⁺ status in its first cycle.

9. About IAUA

Indian Agricultural Universities Association (IAUA) was established on 10 November 1967 with nine founder-member Agricultural Universities. The physical address of IAUA is G-5, Office Block-A, NASC Complex, DPS Marg, Pusa Campus, New Delhi-110012. The Association's main objective is to promote agricultural research, education and extension in the universities and the states, thereby promoting rural development. Presently, IAUA has 74 member universities, which include 66 State Agricultural Universities (SAUs); four Deemed Universities (DUs), three Central Agricultural Universities (CAUs) and one Central University with Agriculture Faculty. The IAUA has organized 5588 events since its establishment, which include 48 Annual Vice Chancellors' Conventions, 16 National Symposia, 14 Brainstorming Sessions, nine Regional Meetings and one International Conference.



9. Program

Day 1: Thursday, 13th February

11:00-12:35	Inaugural Session, ABM Auditorium, ANDUAT, Kumarganj, Ayodhya
10:40	Arrival of dignitaries
11:00	The arrival of Chief Guest Her Excellency Smt. Anandiben Patel, Hon'ble Governor of Uttar Pradesh & Chancellor, and Sh. Surya Pratap Sahi, Hon'ble Agriculture Minister, Government of Uttar Pradesh
11:01	Laying the foundation of BalDau Vatika for Agritourism
11:05	National Anthem, KulGeet, Garlanding of Acharya Narendra Deva Ji, Jal Bhara & Felicitations of dignitaries on the dias
11:10	Welcome address Dr. Bijendra Singh, Vice Chancellor, ANDUAT, Ayodhya
11:15	About Convention Dr. N.H. Kelawala, Vice President, IAUA & VC, KU, Gandhinagar
11:20	About IAUA Dr. Parvinder Kaushal, President, IAUA & VC, VCSGUUHF, Bharsar
11:25	Address by Guest of Honour
11:35	Publications Releases, State Awards, KVKs Awards, Best Ph.D. Thesis Award by IAUA & MoU signing
11:45	Address by Sh. Surya Pratap Sahi Hon'ble Agriculture Minister, Government of Uttar Pradesh
12:05	Address by Chief Guest Her Excellency Governor, Uttar Pradesh & Chancellor, ANDUAT
12:30	Vote of thanks Dr. P.S. Pramanik, Registrar, ANDUAT, Ayodhya
12:32	National Anthem Rapporteurs: Drs. Amit Singh, Mahendra Singh (ABM), Associate Professors, ANDUAT, Ayodhya

12:35-12:55 Group Photo & High Tea

Technical Sessions: Venue: Hi-Tech Hall, ANDUAT, Kumarganj, Ayodhya

13:00-15:00	Technical Session I. Sub Theme: Education and Learning Tourism	
	Chair	Dr. Ajeet Kumar Karnatak, VC, MPUAT, Udaipur
	Co-Chairs	Dr. P.L. Patil, VC, UAS, Dharwad Dr. S.K. Malhotra, VC, MPHU, Karnal
13:00-13:25	Keynote Speaker 1. Mr. Pandurang Taware, Managing Director, Maharashtra State Agri & Rural Tourism Co-operative Federation Ltd., Pune	"Entrepreneurship Opportunities in Agri-tourism"
13:25-13:50	Invited Speaker 2. Dr. Mahendra Singh, Associate Professor, Agri-Business Management, ANDUAT, Ayodhya	"Prospects of Agri-tourism in Uttar Pradesh"
13:50-14:20	Lunch	
14:20-15:00	Panel Discussion-Moderator: Dr. Namita Joshi, Professor, ANDUAT, Ayodhya	
	Panelists:	
	1. Dr. K.K. Singh, VC, SVPUAT, Meerut	
	2. Dr. Sanjay G. Bhawe, VC, DBSKKV, Dapoli	
	3. Dr A.K. Vyas, VC, AU, Kota	
	4. Dr. K.C. Veeranna, VC, KVAFSU, Bidar	
	Rapporteurs: Drs. Vinod K. Singh & Mahendra Singh (Soil Science), Associate Professors, ANDUAT, Ayodhya	

5:00-16:30 Technical Session II. Sub Theme: Rural Livelihood Enhancement

	Chair	Dr. Anand Kr. Singh, VC, CSAUAT, Kanpur
	Co-Chairs	Prof. P.K. Roul, VC, OUAT, Bhubaneswar Dr. K.B. Kathiria, VC, AAU, Anand
15:00-15:25	Keynote Speaker 1. Dr. Yung-Song Chen, Executive Director, Taiwan Ecotourism Association, National I-Lan University, Taiwan	"Agritourism in Taiwan: Case Studies"



15:25-15:50	Keynote Speaker 2. Dr. Balraj Singh, Vice Chancellor, SKNAU, Jobner	"Integrating Protected Cultivation in Agri-Tourism"
15:50-16:30	Panel Discussion-Moderator: Dr. Sanjeet Kumar, Professor, ANDUAT, Ayodhya	
	Panelists: 1. Dr. T. K. Datta, VC, WBUAFS, Kolkata 2. Dr. S.V.S. Raju, VC, BUAT, Banda 3. Dr. Dheer Singh, VC & Director, ICAR-NDRI, Karnal 4. Dr. R. Sarada Jayalakshmi, VC, ANGRAU, Lam 5. Dr. S.C. Dubey, BAU, Ranchi	
	Rapporteurs: Drs. Sushil Kumar and Vivek Singh, Associate Professors, ANDUAT, Ayodhya	
16:30-17:15	Annual General Body Meeting (AGBM-2024) of IAUA	
	Chair	Dr. Parvinder Kaushal, President, IAUA
	Co-Chairs	Dr. N.H. Kelawala, Vice President, IAUA Dr. Bijendra Singh, VC, ANDUAT
	Deliberations	All Vice Chancellors
	Convener	Dr. Dinesh Kumar, Executive Secretary, IAUA
	Rapporteur: Dr. Vibha Yadav, Associate Professor, ANDUAT, Ayodhya	
17:15-18:00	A Tour to ANDUAT's Kumarganj Campus	
18:00-19:00	Cultural Event in ABM Auditorium	
19:00-21:00	Inaugural Dinner	

Day 2: Friday, 14th February

Technical Session III. Sustainability & Policy Perspectives

	Chair	Dr. Z.P. Patel, VC, NAU, Navsari
	Co-Chairs	Dr. B.R. Kamboj, VC, CCSHAU, Hisar Dr. Inderjeet Singh, VC, BASU, Patna
09:45-10:10	Keynote Speaker 1. Dr. Sunil Nautiyal, Director, G.B. Pant National Institute of Himalayan Environment, Almora	"Impacts of Climate Change on the Himalaya and its Impacts on Downstream Oceans"
10:10-10:35	Keynote Speaker 1. Dr. Sarath Sennimalai, NITTE School of Management, Bangalore	"Agritourism for Rural Livelihoods: Policy Insights"
10:35-10:50	Coffee/Tea	
10:50-11:30	Panel Discussion-Moderator: Dr. Radhakrishnan, Associate Professor, ANDUAT, Ayodhya	
	Panelists: 1. Dr. Sanjay G. Bhavé, VC, DBSKKV, Dapoli 2. Dr. V.P. Chovatia, VC, JAU, Junagadh 3. Dr. Indra Mani, VC, VNMKV, Parbhani 4. Dr. K. Gopal, VC, Dr. YSRHU, Venkataramannagudem 5. Dr. Aldas Janaiah, PJTAU, Rajendranagar 6. Dr. Triveni Dutt, ICAR-IVRI, Izatnagar	
	Rapporteurs: Drs. Supriya and Aashtik Jha, Associate Professors, ANDUAT, Ayodhya	

11:30-13:00 Valedictory Session

	Chair	Dr. Parvinder Kaushal, President, IAUA
	Co-Chairs	Dr. Bijendra Singh, VC, ANDUAT
	Presentations by Rapporteurs	5 Minutes Each
	Remarks by Chair and Co-Chairs	2-3 Minutes Each
	Vote of thanks	Dr. Sanjeet Kumar, Convener
	Rapporteur: Drs. Diwaker Singh, Associate Professor, ANDUAT, Ayodhya	

13:00-14:00 Lunch & Visits to Campus and Temple



11. Acknowledgments

We extend our profound gratitude to everyone who contributed to the success of the 48th Vice Chancellors' Convention. We gratefully acknowledge, the Organizing Committees, Keynote Speakers and Panelists, Sponsors and Partners and Participants and Delegates. This compendium of proceedings is intended to serve as a valuable resource for policymakers, academic institutions, and industry stakeholders invested in the future of agri-tourism in India. It encapsulates the diverse perspectives and innovative ideas presented during the convention and aims to stimulate ongoing research, discussion, and collaboration in the realm of sustainable rural development. Thank you to everyone who played a part in making this convention an enlightening and inspiring milestone.

12. Appendices

12.1. List of Participants

S.N.	Name	Affiliation
1.	Dr. Parvinder Kausal	Vice Chancellor, VCSGUUHF, Bharsar & President, IAUA
2.	Dr. N. H. Kelawala	Vice Chancellor, KU, Gandhinagar & Vice President, IAUA
3.	Dr. Ajeet Kumar Karnatak	Vice Chancellor, MPKPVV, Udaipur
4.	Dr. Bijendra Singh	Vice Chancellor, ANDUAT, Ayodhya
5.	Dr. Z.P. Patel	Vice Chancellor, NAU, Navsari
6.	Dr. K. B. Kathiria	Vice Chancellor, AAU, Anand, Gujrat
7.	Prof. B.R. Kamboj	Vice Chancellor, CCS HAU, Hisar
8.	Dr K.C. Veeranna	Vice Chancellor, KVAFSU, Bidar
9.	Dr. Indra Mani	Vice Chancellor, VNMKV, Parbhani
10.	Dr. V. P. Chovatia	Vice Chancellor, JAU, Junagarh
11.	Dr. P. K. Roul	Vice Chancellor, OUAT, Bhubaneswar
12.	Dr. K. K. Singh	Vice Chancellor, SVPUAT, Meerut
13.	Dr. A.K. Vyas	Vice Chancellor, Agriculture University, Kota
14.	Dr. Balraj Singh	Vice Chancellor, SKNAU, Jobner
15.	Dr. P.L. Patil	Vice Chancellor, UAS, Dharwad
16.	Dr. Dheer Singh	Vice Chancellor, & Director ICAR-NDRI, Karnal
17.	Dr. Sanjay G. Bhawe	Vice Chancellor, DBSKKV, Dapoli
18.	Dr. A. K. Singh	Vice Chancellor, CSA Kanpur
19.	Dr. S.C. Dubey	Vice Chancellor, BAU, Ranchi
20.	Dr. S.K. Malhotra	Vice Chancellor, MHU, Karnal, Haryana
21.	Dr. K. Gopal	Vice Chancellor, Dr. YSRHU, West Godavari, Andhra Pradesh
22.	Dr. Danda Raji Reddy	Vice Chancellor, SKLTGHU, Mulugu, Telangana
23.	Prof. Aldas Janaiah	Vice Chancellor, PJTAU, Andhra Pradesh
24.	Dr. SVS Raju	Vice Chancellor, BUAT, Banda
25.	Dr. R. Sarada Jayalakshmi Devi	Vice Chancellor, ANGRAU, Andhra Pradesh
26.	Dr. T.K. Datta	Vice Chancellor, WBUAFS, Kolkata
27.	Dr. Inderjeet Singh	Vice Chancellor, BASU, Patna



28.	Dr. J.V. Ramana	Vice Chancellor, SVVU, Tirupathi
29.	Dr. R.C. Agrawal	DDG-Education, ICAR, New Delhi
30.	Dr. Nagendra Rai	Director, IIVR, Varanasi
31.	Dr. S.K. Bera	Director, IIGR, Junagadh
32.	Dr. Jella Satyanarayana	Former Dean, PJTAU, Hyderabad
33.	Dr. O. N. Singh	Ex-Vice Chancellor, BAU, Ranchi
34.	Dr. S.R. Singh	Ex-Vice Chancellor, RAU, Pusa
35.	Dr. Dinesh Kumar	Executive Secretary, IAUA, New Delhi
36.	Dr. Sarath Sennimalai	Assistant Professor, KCT Business School, Coimbatore
37.	Dr. Pandurang Thaware	MD, MSART Cooperative Federation Ltd., Pune
38.	Dr. N Ravishankar	Project Coordinator, AICRP-IFS
39.	Dr. R.P. Dwivedi	PS, ICAR-Central Agroforestry Research Institute, Jhansi
40.	Dr. Vijay Yadav	Principal Scientist, ICAR-IGFRI, Jhansi
41.	Dr. K.C. Khulbe	Chief Scientist, IITR, Lucknow
42.	Dr. D.K. Patel	Chief Scientist, IITR, Lucknow
43.	Dr. N.K. Bajpayee	Director Extension, BUAT, Banda
44.	Dr. Nityanand Pandey	Dean, Fisheries, DUVASU, Mathura
45.	Dr. Rashmi	Associate Prof., DUVASU, Mathura
46.	Dr. Avinash Kumar	ADSW, DUVASU, Mathura
47.	Dr. Kritika Singh Somvanshi	Asstt. Prof., ME, SVPUAT, Meerut
48.	Dr. K.K. Singh	SMS, KVK, Bijnor
49.	Dr. R.K. Singh	PC, KVK, Hamirpur, BUAT, Banda
50.	Dr. B.K. Kannaujia	PC, KVK, Kanoj, CSA, Kanpur
51.	Dr. S.K. Kannaujia	PC, KVK-ANDUAT, Baxa, Jaunpur
52.	Dr. Ashwani Kr. Singh	PC, KVK-ANDUAT, Haidargarh
53.	Dr. D.K. Singh	Asso. Dean, CoA, Azamgarh
54.	Ms. Chaistha	Awardee Student, DUVASU, Mathura
55.	Ms. Jiya Jain	Awardee Student, DUVASU, Mathura
56.	Ms. Geetakshi Saroha	Awardee Student, SVPUAT, Meerut
57.	Ms. Navya Singh	Awardee Student, SVPUAT, Meerut
58.	Ms. Ambika Singh	Awardee Student, SVPUAT, Meerut
59.	Mr. Sandeep Singh	Awardee Student, DUVASU, Mathura


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Dr. Vishal Mehta, Assistant Professor, Agril. Statistics, CoA	Member
Dr. Ashish Kumar Singh, Assistant Professor, Vegetable Science, CHF	Member

TRANSPORT COMMITTEE

Dr. Rajbahadur, Professor, CoA & Incharge Vehicle	Chairperson
Dr. R.C. Kardam, Professor, Plant Pathology, CoA	Member
Dr. Sanjeev Kumar Singh, Assistant Professor, CoHF	Member
Dr. Hemant Kumar Yadav, Assistant Professor, CoA	Member
Dr. Ram Veer, Assistant Professor, CoA	Member
Dr. Vinod Kumar Dubey, Assistant Professor, GPB, CoA	Member

FIELD MANAGEMENT COMMITTEE

Dr. Shiv Nath, Professor, GPB, CoA	Chairperson
Dr. C.N. Ram, Professor, Vegetable Science, CHoF	Member
Dr. Vinod Kumar Singh, Associate Professor, GPB, CoA	Member
Dr. Arun Kumar, Assistant Professor, GPB, CoA	Member

GUEST HOST AND ESCORT COMMITTEE

Dr. R.B. Singh, Professor, Director, Directorate of Extension	Chairperson
Dr. S.C. Vimal, Professor & Head, SST, CoA	Member
Dr. Ramesh Pratap Singh, Professor, CoA	Member
Dr. Naveen Singh, Assistant Professor, CoV&AH	Member
Dr. Bansidhar, Assistant Professor, GPB, CoA	Member
Dr. Anil Kumar, Assistant Professor, Veg. Sci., CoHF	Member


List of ANDUAT's liasoning officer associated with Hon'ble Vice Chancellors

S. No.	Name	Designation
1.	Dr. Shashank Singh	Assistant Professor
2.	Dr. Piyush Kumar Singh	Assistant Professor
3.	Dr. Sunil Kumar	Assistant Professor
4.	Dr. Dinesh Kumar	Assistant Professor
5.	Dr. Vikram Jeet Singh	Assistant Professor
6.	Dr. Pradip Kumar Maurya	Assistant Professor
7.	Dr. Saurabh Verma	Assistant Professor
8.	Dr. Vivek Singh	Associate Professor
9.	Dr. Ashwani Kumar	Assistant Professor
10.	Dr. Naveen Kumar Maurya	Assistant Professor
11.	Dr. Sumit Kumar	Assistant Professor
12.	Dr. Yogendra Singh	Assistant Professor
13.	Dr. Ashwani Kumar Singh	Head, KVK, Haidergarh
14.	Dr. Kuldeep Pandey	Assistant Professor
15.	Dr. Rishabh Singh	Assistant Professor
16.	Dr. Deepak Rawat	Assistant Plant Physiologist
17.	Mr. Ajay Kumar Yadav	Assistant Professor
18.	Dr. Anand Singh	Assistant Professor
19.	Dr. Vinod Kumar Dubey	Assistant Professor
20.	Dr. Anil Kumar	Assistant Professor
21.	Dr. Vivek Singh	Assistant Professor
22.	Dr. Robin Choudhary	Assistant Professor
23.	Dr. Kamal Ravi Sharma	Assistant Professor
24.	Dr. Lokesh Kumar Mishra	Assistant Professor
25.	Dr. Ajit Kumar Singh	Assistant Professor
26.	Dr. Manoj Kumar Maurya	Assistant Professor
27.	Dr. Vipin Kumar Yadav	Assistant Professor
28.	Dr. Devendra Kumar	Assistant Professor
29.	Dr. Niranjana Singh	Assistant Professor
30.	Dr. R.K. Anand	Professor
31.	Dr. S.B. Singh	Associate Professor
32.	Dr. Rudra Pratap Singh	Associate Professor
33.	Dr. Abhinandan Singh	Assistant Professor



12.2. Moments of Grandeur: Hon'ble Governor & Agriculture Minister of Uttar Pradesh





12.3. Hon'ble Chancellor Inaugurated Baldau Vatika & Visited Technology Hub and Agri-Tourism Park





12.4. Divine Epics of Ramayana to the Enchanting Romance of Krishna and Welcoming Holi!





12.5. A Memorable Visit of Green Campus: Showcasing Growth and Excellence





12.6. Deliberations and Engaging Discussions Technical Sessions: Day 1, 13 February 2025





Technical Sessions: Day 2, 14 February 2025







Ayodhya

in India and beyond!

Indian Ayodhya city, the birthplace of Lord Rama, is situated on the banks of river Saryu in Uttar Pradesh. Ayodhya, also known as Saket, is an ancient city, which was the capital of the ancient Kosala Kingdom. The Ram Janam Bhumi Temple is the main attraction of pilgrims along with several others. The temple complex, spread over an area of 70 acres (28 hectares), is expected to be built in phases; the first phase was completed in time for the consecration ceremony. The main temple will have a total area of 57,400 square feet (5,330 square meters) and will have three floors and 12 gates.

Influenced by Ayodhya, an ancient city named **Ayutthaya** was established in 1350 as the second capital city of the **Siamese Kingdom** in southeast Asia. Currently Ayutthaya is a famous tourist city of **Thailand**, reflecting a connection to Hinduism and the Ramayana, the cultural and religious diversity.



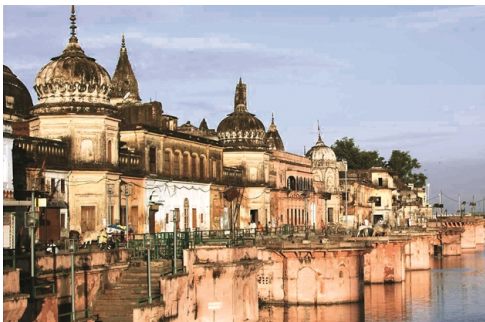
SHRI RAM MANDIR



DEOKAALI



AYUTTAYA (THAILAND)



RAM KI PAIDI



HANUMAN GARHI



KANAK BHAWAN



TULASI SMARAK BHAVAN



LATA MANGESHKAR CHOWK



JAIN TEMPLE



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Acharya Narendra Deva University of Agriculture & Technology (ANDUA&T)
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