

## **Agro Tourism- Prime Solution on Agricultural Crisis in Draught Prone Area**

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### **Introduction-**

Agriculture is having major role in development of every economy. It is backbone of Indian economy. It plays special role in economic development of India. At present up to 60% population of the country depended on agriculture. Even today majority agricultural land is depended on monsoon which is always flexible. Crop losses are occurred due to natural calamities like draught, excess rainfall, falling market prices etc. Water requirement is increasing but actually it is not possible. It leads to increase in operating risk in cultivation of different crops. Agricultural sector's part in GDP was decreased up to 14% as compared to 56% Day by day agricultural crisis is increasing. Farmer's suicide rate is increasing yearly since 2001. Due to these problems farmer's confidence is decreasing. It affects negatively on agricultural produces. In draught prone area agriculture is always in loss.

Various steps have been taken to develop the worst position of agriculture. But no effective solution on this position is made available. In draught prone areas agricultural loan holders are increasing. Productivity is decreasing day by day. Tourism sector is increasing day by day. Agro tourism is one and the only solution in the present era which helps to improve the economic conditions of the farmers. It gives major opportunity to farmers who are economically weak in globalization era. Middle class and high class society are always in search of agro tourism to celebrate weekend. It includes recreation, lunch, farming experiences etc. It will definitely boost to agriculture sector in draught prone areas.

### **Objectives of the study-**

- 1.To study the present position of agriculture in draught prone area.
- 2.To study the concept of Agro Tourism.

3. To study benefits of Agro tourism in draught prone areas.
4. To study probable problems before Agro Tourism.
5. To make suggestions for effective handling of Agro Tourism center.

## **Research Methodology-**

The present paper depends on secondary data which is collected from Articles, Reports, and official records, books, journals, periodicals, newspapers and websites etc.

## **Present Position of agriculture in draught prone area-**

Agriculture has been a way of life and continues to be the single most important livelihood of the masses. Agricultural policy focus in India across decades has been on self-sufficiency and self-reliance in food grains production. Considerable progress has been made on this front. Food grains production rose from 52 million tonnes in 1951-52 to 244.78 million tonnes in 2010-11. The share of agriculture in real GDP has fallen given its lower growth rate relative to industry and services. However, what is of concern is that growth in the agricultural sector has quite often fallen short of the Plan targets. During the period 1960-61 to 2010-11, food grains production grew at a compounded annual growth rate (CAGR) of around 2 per cent. In fact, the Ninth and Tenth Five Year Plans witnessed agricultural sector growth rate of 2.44 per cent and 2.30 per cent respectively compared to 4.72 per cent during Eighth Five Year Plan. During the current Five Year plan, agriculture growth is estimated at 3.28 per cent against a target of 4 per cent. Agricultural position in India is worst day by day.

In draught prone areas major problem before agriculture is water availability. Majority of land is depended upon rainfall. But rainfall system is changed due to environmental conditions, global warming. Productivity of every crop is decreasing. Agriculture in draught prone area has to suffer heavy losses per year. Principal and interest amount of loan is increasing. Finally this vicious circle stops at suicide of farmer.

## **Concept of Agro Tourism-**

Agro-tourism has been a priority as a means of improving the livelihood of agriculturist developing countries. It is farm land promoted as agro-tourism destinations, operate a wide range

of tourism activities such as demonstration of product processing, recreational facilities, agricultural study, product distribution, and agri-business guidance. Over the past ten years of such activities have resulted in the local agricultural occupation improvement with an increase in agricultural resource conservation, diversification of farming, and value adding to agricultural resources. However, as a result of the boom of agro-tourism, there is the promotion of tourism business that is more profitable than agricultural occupation. Agro tourism is having wide scope in draught prone areas which will be positively boost agricultural sector.

## **Benefits of Agro tourism in draught prone areas-**

### **1. Profitable activity-**

It is profitable activity in now days. It will provide more profit as compared to contemporary agricultural activities. It is diversified and innovative way to earn profit.

### **2. Less capital is required-**

For start of agro tourism less capital is required. It is affordable to majority of farmers in draught prone area.

### **3. Maximum utilization of land and other resources-**

Every farmer can maximum utilize the land and other resources i.e. water, well, bullock cart etc.

### **4. Increasing demand-**

Tourists are increasing day by day. Due to increasing heavy work load and corporate city life, middle class and heavy income class persons are always in search of tourist places for celebrating weekends.

### **5. Tourist can enjoy village life-**

Persons living in cities can enjoy village life in affordable prices by visiting agro tourism places. Children to them will mostly enjoy this different location at village places.

### **6. Social and economical change-**

Due to agro tourism social and economical change of farmer is possible. This is easy profit earning activity. So social and economical change can be possible.

## **Probable problems before Agro Tourism centers-**

### **1.Capital investment problem-**

Sometimes capital investment problem will be occurred. Agro tourism place requires capital to develop the centre with maximum facilities.

### **2.Governmental support Problem-**

Government support through appropriate and conducive policies for agro tourism development is lacking. It is creating problem in agro tourism development.

### **3.Lack of marketing techniques-**

Farmers may have face problem of marketing of the centre. Effective marketing is required for development. But rural peoples are lacking of marketing techniques.

### **4.Lack of technical support-**

Sometimes farmer has to face this problem. For effective development technical support is required. i.e. Lodging facilities, electricity facilities etc.

### **5.Lack of awareness-**

Farmers in rural areas is not aware to start agro tourism place due to traditional mentality. It will be problem.

### **6.Lack of quality in service-**

Various agro tourism centers are facing problem of lower quality of different services. It is major problem in development of the centre.

## **Suggestions for effective handling of Agro Tourism centers-**

### **1.Effective utilization of natural resources-**

Agricultural sector is having various sources. With effective use of natural and other sources center can run efficiently.

### **2.Use of marketing techniques-**

Farmer has to use different marketing techniques for effective running of agro tourism center. Advertising skills and different packages must be made available for increasing customers.

### **3. Governmental support is must-**

Government must provide technical and marketing support for development of agro tourism center.

### **4. Financial sources-**

Government and banks must provide lower interest loans and capital for development of agro tourism center.

### **5. Quality in service required-**

Center owner must provide quality in different services. It will increase demand. Customers will attract to such place.

### **6. Providing different and maximum facilities-**

Services like offering something innovative to see/ observe / enjoy - Animals, birds, farms and nature, culture, dress, festivals and rural games or nearby forts, religious places, forest, bird watching etc. could create interest among visitors in Agro Tourism. Novel activity to perform or play, Participating in agricultural operations, swimming, bullock cart riding, camel riding, buffalo riding, fishing, cooking and participating in the rural games / festivals / celebrations are few activities to quote in which tourists can take part and enjoy. Purchasing innovative / attractive items, have something for visitors to buy. Rural crafts, dress materials, farm gate fresh agriculture products, processed foods etc. are the few items which tourist can buy as memento for remembrance. It will increase demand.

### **Conclusion-**

India is an agrarian economy. Even today most of the population is depended upon agriculture. Problems in agriculture are increasing. It badly affects on agricultural productivity. Ultimately economy has to suffer this position. Agro tourism is having various positive things for ultimate development of agriculture field. This study suggests that there is a need to develop various agro tourist places throughout draught prone area in order to provide more employment opportunities and to reduce the regional imbalances.

With increasing urbanization people need the change in routine life and thus short duration and cheap tourism products are demanded by people. At the same time it is an opportunity for rural people for diversified activities to complement their earnings through farming. It has a great capacity to create additional source of employment and income generating activities to the farmers. No doubt this will boost agricultural field. Various places in Maharashtra have become popular as agro tourist places. Let it hope so will be prime solution for agricultural crisis in draught prone area.

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