

## MAHARASHTRA KRISHI PARYATAN VISTAR YOJANA 2010



### GUIDELINES FOR APPROVAL AND REGISTRATION OF AGRI TOURISM CENTER IN MAHARASHTRA

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#### MAHARASHTRA STATE AGRI & RURAL TOURISM CO-OPERATIVE FEDERATION LTD - MART

REGD OFFICE: 1st Floor, Karnik Heritage,  
Lane Opp OBC Bank, F.C.Road, Pune-411004.



# **MAHARASHTRA STATE AGRI & RURAL TOURISM**

## **CO-OPERATIVE FEDERATION LTD - MART**

### **GUIDELINES FOR APPROVAL AND REGISTRATION OF**

#### **AGRI TOURISM CENTERS IN MAHARASHTRA**

#### **1. INTRODUCTION AND THE CONCEPT:**

The AGRI TOURISM CONCEPT was formally launched AGRI TOURISM DEVELOPMENT CORPORATION BARAMATI, on 1st May 2004. The concept of AGRI TOURISM envisages involvement of private sector, the farmers / Agri Tourism Service Providers based on public private partnership. The Agri Tourism Service Providers act as both hosts and guides to the visiting tourist. The Agri tourism center have clean, hygienic environment with modern facilities for comfort of visitors. Preference is given to farm which have agricultural land attached. The Agri Tourism Service Provider is supposed to provide home cooked food, stay facilities and show the visitor the agricultural practices such as floriculture, harvesting, bee keeping, dairying etc. and introduce to him the village way of life through various participatory activities. The visitors can enjoy the natural surroundings in fresh air. The visitor gets an exposure of local community life which means attending a panchayat meeting, exposure of local songs, food, dances, art and craft etc.

The tour of village includes visiting the local artisans like the carpenter, blacksmith etc. The visitors have experience of festival occasion such as marriage and local melas. They can also participate or witness village games such as wrestling, gulidanda, kite flying and have ride on bullock cart, tractor etc. Experiences such as jumping on the hay and taking bath in the tube well could be unique feature for the people and children from urban areas.

They can also see the important fairs and festivals being organized in these areas along with important monuments, havelies, historical sites etc. Each farm can aim at developing a unique selling point some are specializing in organic farming, others is in floriculture, natural health management etc.

#### **2. ROLE OF MAHARASHTRA STATE AGRI & RURAL TOURISM**

#### **CO-OPERATIVE FEDERATION LTD - MART:**

The project envisages a public and private sector Partnership with the Government acting as a facilitator. MART selects the farms according to fixed norms. MART also benchmarks the farms and monitors the delivery of services rendered by the Agri Tourism Service Providers.

The packages are developed by Farmers in consultation with MART. The packages are different for each Agri Tourism Center involving both groups and individuals. MART markets the packages at different national and international Tourism Meets.



### **3. IMPLEMENTATION:**

Advertisements for seeking expression of interest of the Agri Tourism center are released from time to time to register new physical inspection of the Agri Tourism centers is done by the Committee of officers of MART. Those farms which fulfill the norms/conditions/requirements as per the set guidelines are then considered for registration by MART.

### **4. ECONOMIC BENEFITS:**

As is well known that Tourism is always has multiplier effect and here too it was envisaged that the tourist's trips and associate spending will make significant contribution to rural economy and improve quality of life of the farmers. Agri Tourism has provided the Farmers a source of additional income on their existing assets. Besides it provides them with an opportunity to interact socially with various kinds of visitors, elevating their social status and enriching their lives in general.

### **5. COMMUNITY PARTICIPATION:**

Community participation is a very important part of this concept as the scheme envisaged visit to the village, interaction with panchayat members and attending village functions etc. As our experience has shown the tourists cannot be looked after by the Farmers alone. The spill over effect is witnessed by whole of the village community. In most of the group packages, numbers of activities are undertaken such as bullock ride, artisans display, mehndi, folk music and dance, village safari, gift article shop etc. This has resulted in community participation of the villages, generation of employment and additional income for the villagers.



## GUIDELINES OF AGRI TOURISM

1. Where to apply: The proposal can be submitted to:

**The Director Extension,  
MAHARASHTRA STATE AGRI & RURAL TOURISM  
CO-OPERATIVE FEDERATION LTD - MART  
1st Floor, Karnik Heritage, lane Opp OBC Bank,  
F.C.Road, Deccan Gymkhana, Pune -411004**

2. The registration of Agri Tourism Centers shall be done only in those cases where the agriculture farms are fully developed and worth visiting from the tourism point of view.

3. It is mandatory to have minimum 3 letable rooms for registration of the Agri Tourism Center.

4. The registration shall be done initially for three years from the date of signing of agreement which could be further extended depending on the recommendation of the Inspecting / Reviewing Committee of MAHARASHTRA STATE AGRI & RURAL TOURISM CO-OPERATIVE FEDERATION LTD - MART taking into consideration the quantum of business generated, number of visitors, maintenance of Agri Tourism center etc.

5. It is mandatory to maintain a visitor's book and remarks obtained from the guests and the same is forwarded every month to MAHARASHTRA STATE AGRI & RURAL TOURISM CO-OPERATIVE FEDERATION LTD - MART Offices at Pune.

6. The Agri tourism centers applying for registration will have to provide all the information supported by required documents as per the following formats:

- a) **Application Form as at Annexure-I.**
- b) **Checklist of facilities at Annexure-II.**
- c) **Declaration at Annexure-III**
- d) **Undertaking at Annexure-IV.**
- e) **Police verification in Annexure-V.**

7. The application fee of Rs.3,000/-shall be payable to the **MAHARASHTRA STATE AGRI & RURAL TOURISM CO-OPERATIVE FEDERATION LTD - MART** through Demand Draft, payable at Pune.

8. The Farmer/ owner of the Agri Tourism Center is responsible for any casualty which may occur during the stay of the visitors and is liable to provide immediate medical and transportation assistance. The FARMER will be required to give an affidavit to this effect at the time of registration.



9. MART may cancel the registration, if any complaint of any nature is received against the FARMER.
10. The availability of facilities and services will be evaluated as per the enclosed checklist (checklist will have to be duly filled in and signed on all pages and submitted to MART)
11. An inspection committee of MART will inspect the Agri Tourism center and recommend its registration and thereafter inspection shall be carried out at regular intervals to monitor the progress.
12. MART reserves the right to modify the guidelines / terms and conditions from time to time.
13. All the liabilities such as rates and taxes on electricity, water, property and entertainment etc. will be borne by the FARMER. MART does not assure any relaxation / exemption on the liabilities specified above.
14. No sign boards or logo or name of MART will be displayed in any form including printed publicity material, cash receipts, letter heads, rubber stamps etc. by the Farmers. Violation of this condition will attract cancellation of registration.
15. A registration certificate shall be issued by MART which can be displayed at the reception / office. Farmers may only use the term **Registered with MART** on their sign boards or their other printed materials.
16. Any change in tariff, discontinuation of activity or inclusion of new activity from the tourism point of view implemented by the FARMER should be conveyed to MART.
17. A police verification report is required to be submitted by the Agri Tourism Center owner on the prescribed Performa (Annexure-V).
18. The Rules & Regulations of the concerned departments/agencies of the Government shall be strictly adhered to by the Farmers. They should ensure that no rules or norms are violated in any manner. It will be the sole responsibility of the FARMER to face the consequences if any action is initiated by these departments.



## ***Annexure- I***

### ***Application Form for Agri Tourism under the Maharashtra Krishi Paryatan Vistar Yojana 2008***

#### ***Scheme of MART.***

- 1) Name of the Agri Tourism Center:
- 2) Name and address of the Farmers with background note.
- 3) Complete postal address of the Agri Tourism Center.
  - a) Tel. no
  - b) Fax
  - c) E-mail
  - d) Mobile No. of the FARMER.
- 4) Distance of the Agri Tourism Center kms. From the nearest:
  - a) Airport
  - b) Railway Station
  - c) City Centre
  - d) Main shopping centre
  - e) Bus stand /scheduled city bus stop
- 5) Details of the Agri Tourism Center.
  - (a) Status of ownership of the Agri Tourism Center.
  - (b) Whether clearance obtained from the Police Authorities regarding the antecedents of the owner /owners and proposed activity, as per Performa at Annexure-V.
  - (c) Number of rooms and (single/double/suites) area for each type of room in sq.ft.
  - (d) Number of attached baths
  - (e) Details of public areas for the following facilities in sq. ft.
    1. Lobby/lounge
    2. Dining space
    3. Parking facilities
  - (f) Additional facilities available if any (not mandatory)
  - (i) Eco friendly facilities
  - (ii) Facilities for differently abled persons
  - (g) Details of Fire Fighting equipment/hydrants etc. if any
6. Details of application of Rs.3,000/-i.e. Demand Draft No. and name of bank etc.
7. Check list details as per Annexure II (enclose a copy of the checklist duly certified that the facilities are available in the Agri Tourism Center).
8. Consent of acceptance of the regulatory conditions (please enclose a copy of the prescribed undertaking as per Annexure IV duly signed by the owner of the Agri Tourism Center).

## **Annexure –II**

### **Checklist of facilities for approval & registration of Agri Tourism Center**

<b>SR.NO.</b>	<b>FACILITIES</b>	<b>NEED</b>	<b>FARMER'S REMARK (YES/NO)</b>	<b>MART COMMITTEE 'S OBSERVATION AND REMARK</b>
1.	Well maintained and well equipped guest rooms with good standard furnishing/ equipment, all rooms should be clean, airy, pest free without Dampness and with outside Window ventilation.	<b>M</b>		
2.	Comfortable bed with good quality linen & bedding preferably of rural style	<b>M</b>		
3.	Attached private bathrooms with every room along with toiletries. WC Indian and western style and Hot water for bathing	<b>M</b>		
4.	Well maintained smoke free, clean, hygienic, odour free, pest free kitchen, with Dining area serving fresh traditional Indian breakfast, and meals with vegetables and grains grown on this farm, Good quality cutlery and crockery.	<b>M</b>		
5.	Wardrobe with at least 4 clothes hangers in the Guest room. Complimentary aqua guard/ RO/mineral water. Good quality chairs, working table and other necessary Furniture	<b>M</b>		
6.	Name, address and telephone Number of doctors. Security guard facilities. Maintenance of register for guest check-in and check-out records including passport details in case of foreign tourists.	<b>M</b>		

- 'M' stands for mandatory facilities
- It is hereby certified that the facilities mentioned above as Yes Are available in my Agri Tourism Center

**Dated:**

**Name and Signature of the owner**



### ***Annexure III***

### ***DECLARATION***

**To The Director,  
MART ,**

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration of the Agri Tourism center under the scheme of MART and hereby agree to abide by them. The information and documents provided are correct and authentic to the best of my knowledge. I hereby agree to sign detailed undertaking on the requisite stamp paper at the time of registration of my AGRI TOURISM CENTER as per the undertaking at Annexure-IV and an affidavit as per clause-8 of the guidelines.

Place: Signature \_\_\_\_\_

Date: Name \_\_\_\_\_

Address \_\_\_\_\_



## ***Annexure-IV***

### ***UNDERTAKING***

I \_\_\_\_\_, owner of the \_\_\_\_\_ Agri Tourism center located at Village \_\_\_\_\_ Talulka \_\_\_\_\_ Dist \_\_\_\_\_ have understood the concept of the scheme of AGRI TOURISM initiated by MART and agree to adopt the scheme on the following terms and conditions:

1. That the MART will act as facilitator and promoter of the concept of AGRI TOURISM and send/divert the guests/visitors to my above mentioned AGRI TOURISM CENTER from time to time through the various Offices of MART for which prior intimation will be given to me.
2. That the marketing and publicity of the concept of AGRI TOURISM and package tours will be done by the MART.
3. The rates of the packages (inclusive of home cooked food) have been fixed with mutual consultation and the same are mentioned as under:
  - A) Day Tour Package
  - B) Day and 1 Night package
  - C) 2D and 1 Night Package
  - D) 3D and 2 night packages
  - E) Group Packages

The above mentioned rates can be revised from time to time with mutual consultation. MART will charge/deduct 30% of the package cost towards making marketing and publicity of the concept and organizing the package tours.

4. That I will be acting as host and guide for the guests once they arrive at my Agri Tourism center.
5. That I will be making appropriate arrangements for safety and security of the guests during their visit/stay under this scheme.



6. That I would ensure highest standards of hospitality, hygiene, linen and integrity which would create good impression about MAHARASHTRA State.

7. That the payment of package tours from the guests will be received by the MART and the same will be remitted to me within a week of satisfactory conduct/visit/stay of the guests, after deducting the amount of 30% as mentioned at Sr. No.3 above.

8. That all the packages are to be booked through MART only.

9. That I will be duty bound to conduct the guests and provide accommodation when the booking has been done confirmed.

10. That I will render immediate assistance such as medical, transport and security to the guest in case of any causality which takes place during their stay.

11. That I will abide by the rules and regulations of the concerned departments / agencies of the Government. I shall be responsible if any violation is committed by me which attracts initiating of action against me by the concerned department.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Date of execution of agreement.



## ***ANNEXURE-V***

### ***PROFORMA FOR POLICE VERIFICATION***

1. Name , Address and Contact numbers of the Agri Tourism Service Provider
2. Father s Name
3. Nationality
4. Age
5. Occupation
6. Address of the Agri Tourism Center with Contact Number
7. Name of Sarpanch Gram Panchayat where Agri Tourism Center located
8. Nearest Police Post
9. General reputation of FARMER in the area
10. Proposed activities in the Agri Tourism Center
11. Comments / recommendations of the Police Department.

**This application form is the request for the registration of the Agri Tourism Center in the Maharashtra Krishi Paryatan Vistar Yojana 2010 launched by MAHARASHTRA STATE AGRI & RURAL TOURISM CO-OPERATIVE FEDERATION LTD – MART.**