



**National Institute of Agricultural Extension Management
(MANAGE), Hyderabad
&**

**Regional Agricultural Research Station (RARS)
Kerala Agricultural University, Pattambi**

**Collaborative Online Training Program on
Agro Tourism and Entrepreneurship Development**

07-11 October, 2024



Programme Directors

Dr. Shahaji Phand

Dr. B. Shanmugasundaram

Programme Co-ordinators

Dr. Sushirekha Das

Dr. Malini Nilamudeen

Venue

**Regional Agricultural Research Station
KAU, Pattambi 679306**

Collaborative Online Training Program on Agro- Tourism and Entrepreneurship Development

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Regional Agricultural Research Station (Central Zone) of Kerala Agricultural University, Pattambi is proud to organize a free collaborative online training programme sponsored by MANAGE, Hyderabad. Agrotourism entrepreneurship has received increasing attention in recent years as it has been widely promoted both in developed and developing countries. Within the economic dimension, Agrotourism can be considered as an agricultural diversification strategy. It can provide a supplementary income and new employment opportunities to rural communities; therefore, it can reduce poverty, unemployment, and migration in rural areas. From the environmental perspective, Agrotourism can contribute to the conservation of the environment, ecosystems and farm lands and minimize environmental damage and agricultural contaminations. From the socio-cultural perspective, Agrotourism helps preserve rural cultural heritage, improve farmers' social status, and empower female farmers. These benefits and positive effects of Agrotourism can accelerate the process of agricultural and rural development. Hence to promote rural entrepreneurship among rural youth the Online training is organized.

Objective

- To review the concept and principles of agrotourism entrepreneurship
- To promote entrepreneurship in Agro tourism and to explain its benefits for sustainable rural development.

Eligible participants: Extension officials, Scientist of SAUs, ICAR and KVKs faculty , NGOs/FPOs Research Scholars and Agripreneurs

Duration: 07-11 ,October 2024 (Five Days)

Proposed online platform: MANAGE Cisco Webex

Content

- Understanding agro-tourism and key differences between traditional tourism and agrotourism.
- Market research and feasibility analysis of different agro tourism activities
- Business planning and development and . understanding regulatory requirements and legal considerations.
- Product development and diversification: designing and creating unique agrotourism experiences, such as farm tours, workshops, food tasting, and cultural experiences. Emphasizing authenticity, sustainability, and value addition.
- Marketing and promotion strategies: developing effective marketing plans, including digital marketing, social media, and partnerships. Building a brand identity, creating promotional materials, and reaching target audiences.
- Entrepreneurship skills and capacity building: enhancing skills in leadership, financial management, customer service, and innovation. Providing training programs, workshops, and mentorship opportunities.
- Sustainability and community involvement: integrating sustainable practices in agrotourism operations, such as eco-friendly farming, waste management, and conservation. Encouraging community participation and building partnerships with local stakeholders.
- Monitoring, evaluation, and growth strategies: setting key performance indicators (kpis) to measure success and impact. Regular evaluation of activities, identifying growth opportunities, and adapting to changing market trends.

How to apply ?

The participants can apply online with the help of MANAGE website link :

<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FMK&tpyear=FDH>

- The selection of participants and detailed guidelines of training program will be intimated through email. Upon selection they should immediately confirm their participation.
- Course will be offered through online live sessions and the link will be sent to the participants e-mail

- Last Date of Application online:** **30th September 2024**
- Selection of Candidates :** Selected candidates will be intimated on 01st October 2024 by email/Phone/Whatsapp
- Online examination :** An online examination will be conducted on 11.10.24, by 4.30 – 5.00pm
- Criteria for certification :** Full time attendance and minimum 40% score in online exam

Programme Directors



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Programme Co-ordinators



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