Chapter - IX

ECONOMIC UPGRADEATION OF FARMERS AND PROMOTION OF LOCAL CRAFTSMAN
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9.1 ROLE OF THE UNDP FOR ECONOMIC UPGRADEATION AND PROMOTION OF CRAFTSMAN

India’s heart lies in its villages. Every rural community is steeped in folklore and indigenous craft. The traditional way of life will greatly enrich the visitor’s experience.

Ministry of Tourism, Government of India and the United Nations Development Programme (UNDP) in India have partnered the promotion of 31 such rural locations, under the Endogenous Tourism Project / Rural Tourism Scheme. The initiative aims to enable local communities introduce visitors to their art and craft, cultural and natural heritage.

Endogenous Tourism : A new initiative to strengthen rural livelihood

The Government of India – UNDP Country Programme (2003-2007) is the principal development co-operation partnership of UNDP with the Government. The main objectives of this programme are based on the Tenth Five Year Plan goals of the Government of India, and on the United Nations Development Assistance Framework priorities of strengthening decentralization and promoting gender equality.
The primary facilitation by the Endogenous Tourism Project is for Capacity Building / Direct Training, thereby enabling low income village communities create and articulate their skills from within. The project’s employment potential focuses on low income rural communities, women, unemployed youth and disadvantaged groups. This also conforms to the two themes prioritized by the Government for the United Nations Development Assistance Framework during 2003-2007, gender equality and strengthening of decentralization.

Targeted at both the domestic and international visitor, this alternative model supports the Rural Tourism objectives of the national tourism policy. It runs along side conventional tourism models with the rural poor being the target beneficiaries.

9.2 RURAL TOURISM SCHEME OF GOVERNMENT OF INDIA

A visitor experience based on Rural Tourism is specially relevant for India where almost 74% of the population resides in its seven million villages.

Across the world, the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have created a “counter-urbanization” trend. This has led to growing interest in the rural hinterland. At the same time, the trend of urbanization has created the need to preserve and strengthen rural art and craft in their vernacular tradition.

Rural tourism can provide a solution to these issues. The other factors that have shifted the trend towards rural tourism are the increasing levels of awareness, growing interest in heritage and
culture and improved accessibility and environment care. For the western world, this has resulted in a new tourism style of visiting village settings to experience and live a relaxed and healthy life. This has evolved into rural tourism as we know it today.

Under this scheme, the trust lies on promoting village tourism as the primary product with sites identified for development and promotion of rural tourism. The implementation is being done through a convergence committee headed by the focal point. Activities like improving the environment, hygiene and infrastructure are eligible for assistance with the focus on converging the resources of different schemes of the State Governments and Government of India.

9.3 GURUKUL RURAL TOURISM

The gurukul process in rural tourism is based on identification of especially skilled crafts persons and specialists in various mediums, around whom an instructional stay can be structured, including home-stays. The learning process would be calibrated for different levels of shishya proficiency, visitor time and varying levels of instruction in each course. The essential elements of discipline, dress, diet, study and social practices would be incorporated to provide contextual flavour. To this would be added other visitor attractions of the location such as heritage sites, wildlife, indigenous healing systems or fairs and festivals. This list is not exhaustive and would be embellished by a variety of site specific attractions.

As a related advantage, the Gurukul concept in Rural Tourism will enable building capacity of village groups for entertainment and
the preservation of culture, festivals, history, literature, and other strengths including nature and heritage.

With this potential in view, the Gurukul concept will be linked with the travel trade to spread the attributes of Indian culture within and outside the country, thereby attracting further visitors.

**9.4 ROLE OF TOUR OPERATOR AND TRAVEL AGENCIES TO PROMOTE ECO – AGRI – RURAL TOURISM IN AURANGABAD**

Publicity of these two destinations are advertising in magazines, journals, daily newspapers, even brochures and pamphlets are distributed.

From Mumbai and Pune travel agencies and tour operators arranges the tour or the urban citizens they can booked the farm accommodation by ATDC Agri Tourism Development Corporation, Pune.

The tours are arranged from Dadar, Mumbai and Deccan Jimkhana, Pune weekend, fortnight and month end tour especially at the time of vacation and agri seasonal festival, daily tours are also arranged by the tour operators specially for school and college students from Aurangabad.

**a) Eco – Agri – Rural Tourism Tour Price**

The farm tour price is workout economically very low, every tourist who would like to experience rural agri activity can comfortably afford it.

Full one day tour price Rs. 399, one day one night Rs. 800 + service tax with food and accommodation. The tour prices are
different types according which type of food and facilities providing to tourists.

b) **On Site Attractions**

Fruit plantation tour, cow farm tour, sheep, goat farm tour, sericulture farm tour, apiculture demo farm, nursery tour, medicinal plantation tour etc.

c) **Country Side Tourism**

Temple tour, historical buildings, forts, museum tours, scenic beauty places tour, lakes, dam, bazaar, working of grampanchayat etc.

d) **Economic Benefits**

Sale of food grains, vegetable, fruits, milk and milk products, preservatives fruits and vegetable products, chutneys, jam, eggs, chicken, juices, pickles, papad etc. Farmers are earning god returns by selling these products to the tourists without middleman.

Here the tourist can buy small wooden toys, wooden furniture, wood carvings, metal statues, paintings, pottery leather footwear, cane basket, earthenware pots, woollen blankets and live demonstration of its manufacture by local craftsman.

By this type of agri rural activity in Aurangabad sites entrepreneurs and farmers economically and socially are upgraded. It is additional source of income from agriculture. It is helpful for the farmer and craftsman to sell their product to tourists. It create the better wages in agri rural tourism business.
e) **Pleasure, Rest, Relaxation to Tourist**

Tourist get the glimpses of rural life, playing different types of rural games, entertainment of folk songs and dance, tribal culture, chirping of colourful birds and animals, different information of horticulture, sericulture, food crops, flower crops, medicinal plants. He can also work with farmer in different agri operation, different types of working, museum, demo and shopping etc. While returning back home he carries the memories of rural scenery, pure air, wet mud fragrance in their mind.

**9.5 AGRO CLIMATIC CONDITION IN AURANGABAD DISTRICT**

In any agriculture region, the two major pre-requisites for successful farming are favorable climate and soil. Between these two climates is of prime importance. It is often rightly said that 50% of the variations in crop yields are due to climatic conditions and since every farmer has to live with the local climatic conditions and since he cannot exercise any control over them.

The Aurangabad district farmer learn more about climate select crops, their varieties and adjust farm operation suitably, the climate is favorable to start agri tourism.

**Temperature :-** Annual temperatures in Aurangabad range from 9 to 40°C with most comfortable time to visit in the winter season. The highest maximum temperature 42°C in summer season in April or May and lowest 5 to 7°C in December and January rabiseason.
Rain Fall :- Most of the rainfall occurs in the monsoon season from June to September in Kharif Agril season. Average rain fall is 725 mm. it is modратy type.

Frost and Cyclone :- Generally temperature is not goes below 5 °C for frosting condition and no cyclones in summer season. This type of climate is favorable for Eco – Agri – Rural Tourism in Aurangabad district.

9.6 PROGRESSIVE AND INNOVATIVE FARMERS

The studies conducted saround Paithan, Khuldabad, Sillod and Kannad and Soygaon in Aurangabad District focused a number of farmers who started Eco – Agri – Rural Tourism. At least 12 farmers in and around Paithan, 6 in Khuldabad, 5 in Sillod, 2 in Soygaon and 15 in and around Kannad have started farm tourism. These all improved farmers, having fertile and irrigated land cultivating different types of crops like, horticulture, agronomy, olericulture, floriculture, forestry, medicinal plants, animal husbandry and dairy, sericulture, fishery, organic farming, sericulture, glasshouses, poly houses, fruit processing and preservation. Some farmers are felicited by prestigious state government award Krishi Bhushan and 2 farmers selected Israel and Europe tour to see well improved technology in irrigation, hybridization, pest management in foreign countries.

Most of these farmers have own land between 25 to 50 acres which is sufficient for agri tourism. The Agri Tourism Development Corporation (ATDC) is also encouraging farmers for Eco – Agri – Rural Tourism.
9.7 UP-GRADATION OF LOCAL CRAFTSMAN BY ECO – AGRI – RURAL TOURISM

The usually neglected figure of the artisan is set to play an important role in promoting rural tourism and give a much needed fillip to the handicrafts sector.

Rural tourism was an effort to make the common man a stakeholder in the process. Government of India identified 107 villages throughout the country with a core sector of fine arts, crafts and textiles which will be connected to the tourism circuit.

There is an important social aspect deeply integrated into the lives of artisans and craft people which is required to be noted when their products are admired, purchased neglected or rejected. This will give a deeper understanding of the reasons for the continuity and the eclipse of a variety of skills and rural products.

9.8 UP-GRADATION OF LOCAL CRAFTSMAN IN AURANGABAD DISTRICT BY ECO – AGRI – RURAL TOURISM

Most of artisan craft people who come under categories such as potters, weavers, basket makers, leather workers, carpenters and textile decorators fall in the backward classes and goldsmiths, silver smiths and icon makers belong to upper cast.

Agri rural tourism is the platform for showcasing the arts, crafts, culture, traditions, heritage, festivals to the tourists.

Aurangabad city is major silk and cotton textile production center. A fine blend of silk with locally grown cotton is used to
developed Himroo textile. The looms of Paithan still weave the beautiful Paithani saris that are prized by women.

All these sites are rich in cultural activities such as folk music, kirtan, bharud, gondhal, folk dances, tribal children showing acrobatics, snake charmer, tribal dances, animal used for entertainment like monkey, dog, parrot etc.

**Seasonal and Festival Melas**

Aurangabad taluka which is still largely based on agricultural practices and steeped in religious practices, fairs and festivals in times of celebration. They link a beautiful harvest season with religious or mythological events such as Holi, Diwali, Eid, Christmas, local fairs, tribal celebration.

In rural areas festivals and fairs such as Nath Shasti fair in Paithan, Khuldabad Urus, Maheshmal Devi fairs, Kannad and Sillod local fairs attract not only people from Aurangabad district but also tourists from all the parts of Maharashtra.

In such fairs and festivals artisans and craft people selling their earthenware pots, wooden toys, leather jooties, chapels, paintings, pieces of embroidery, wood carving, metal statues, different types of bamboo baskets other various handicrafts, handloom and other rural art works produced by artisans. All these are Eco-friendly items which creates our cultural heritage. Eco – Agri – Rural Tourism in Aurangabad district sustains the livelihood of our traditional artisans and weavers.
9.9 ROLE OF VARIOUS AGRICULTURE ORGANIZATIONS FOR ECONOMIC UPGRADEATION OF FARMERS IN AURANGABAD DISTRICT

Agriculture is the back bone of our country large proportion of our population lives in village illiteracy, poverty and unemployment are the problems of our country. In Maharashtra there are four Agriculture Universities, Aurangabad comes under Marathwada region agriculture university zone, affiliated to this university three Agriculture Colleges i.e. i) KVK Krishi Vidyan Kendra ii) National Agriculture Research Project, Fruit Research Center, Himayat Baugh and iii) Water and Land Management Institute. All these center are guiding the farmers, training are arranged to solve the problems of farmers regarding agriculture, suitable teaching organization at the various levels so that their problems can be quickly solved.

a) State Government Offices

To change the social and economic life of farmers and villages state government offices like, Horticulture Department, Seed and Soil Testing Department, Fertilizer Testing Department, Soil and Water Conservation Department, Extension Department, Zilla Parishad, T and V scheme, District Agriculture Offices, various progressive schemes launching, building a professional extension services that is capable of assisting the farmers in raising production and increasing income and providing appropriate support to farmers for agricultural development.
b) Private Seed, Pesticides, Fertilizers Companies

To promote agriculture tourism to achieve income, employment and economic stability in rural communities in Aurangabad district number of agriculture seed companies like Nath Seeds, Ajeet Seeds, Proagro Seeds, National Seeds Company, Popular Insecticides, Pesticides Company, Organic Manurs, Chemical fertilizers company tie up with foreign company e.g. Nath Seeds with Royal Slus Seed Company, America.

Well known dignities, persons from foreign countries, related with agriculture visit to these companies. Domestic farmers, from other states, agriculture colleges and universities student visit these companies. All these companies help boosting a range of activities, services and amenities to the farmers, attracting the urban tourist and providing opportunity to Eco – Agri – Rural Tourism in Paithan, Khuldabad, Kannad, Sillod and Soygaon.

In Aurangabad district strong co-operative movement of the farmer running the different activities on co-operative basis, has started Keshar Mango is being exported to America, Pomegranates exported to Gulf countries and other state of India, Sweet Oranges and Banana to Russia and other state of India leafy vegetables and fruit to Mumbai and North India also milk and milk products and preservative products to Mumbai and Pune. Profits are equally shared with members of society. After studies conducted around Aurangabad district co-operative movement helping the farmers to promote Eco - Agri – Rural Tourism and economic up-gradation of farmers of the region.
c) Banking Services

Aurangabad has seen a spurt in financial activities, with almost all public sector and private banks opened up branches including Citi Bank, Deutsche Bank, ICICI Bank, Yes Bank also regional rural bank like Aurangabad Jalna Gramin Bank helping and assisting the finance to farmers.

Well developed industrial base to promote the farmer and artisan. Aurangabad is now a classic example of efforts of state government towards balanced industrialization of state.

The Shendra, Chikalthana, Railway Station and Waluj Industrial areas are prominent industrial zones on the outskirts of the city with various major multinational groups having set up manufacturing or processing plants in and around city.

There are five special economic zones (SEZ) that have been approved by central government for the city. The city is now home to some best known brands. There is Videocon, Garware, Skoda, Wockhard, Lupin, Bajaj, Ajanta Pharma, Agriculture and Biotechnology processing, Johnson and Johnson, Breweries, Plastic processing industries. These well developed industrial base will attract urban tourist by Aurangabad district farmers providing opportunity to urban people rest, relaxation and get back to the rural roots.

Aurangabad district historically and naturally rich for upgradation of farmers and local craftsman. Aurangabad, Paithan, Khuldabad, Sillod, Soygaon and Kannad have been considered to be a land with rich cultural heritage.
Aurangabad, Paithan, Kannad, Sillod and Khuldabad and Soygaon the most renowned tourist attraction, rich culture, heritage, mountains, hills, rivers, water falls, forest areas are abundant and attract large number of tourist. It can help to promote and boost the economic and social up-gradation of farmers and local craftsman, artisans in Eco – Agri – Rural Tourism at Aurangabad district.

Besides it can also generate employment in various sectors through promotion of eco agri rural tourism.
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