



Planning and celebrating the 18th World Agri Tourism Day and World Agri Tourism Awards Locally

16th May WORLD AGRITOURISM DAY - Agri-tourism blends agriculture and tourism, allowing visitors to experience farm life while supporting rural economies. With World Agri Tourism Day gaining momentum over the past 18 years, celebrating it at the local level presents a unique opportunity to promote rural culture, local produce, and sustainable livelihoods. Alongside the World Agri Tourism Awards, the day offers a platform to recognize outstanding contributions to the field.

Here's a structured guide to planning and celebrating the event:

1. Form a Local Organizing Committee

The first step is to form a diverse organizing committee comprising:

- Farmers and farm owners
- Local tourism boards or representatives
- Local government authorities (Panchayat/municipality)
- NGOs working in rural development
- Agricultural universities or colleges
- Youth and women's groups

Responsibilities:

- Define roles such as Event Manager, Logistics Coordinator, Promotions Head, etc.
 - Create a clear timeline and task chart leading up to the event.
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2. Set Clear Goals and Themes

Goals could include:

- Promoting agri-tourism destinations
- Enhancing community participation
- Recognizing best practices through awards
- Creating networking opportunities between farmers and tourism entrepreneurs

Theme Ideas:

- "Sustainability Through Agri Tourism"
- "Empowering Rural Communities"
- "Experience the Roots: Celebrate Rural India"

Having a theme will help in designing promotional materials, selecting activities, and creating a coherent experience.

3. Choose the Right Venue

Ideal venue options:

- Local farms or Agri Tourism Farms
- Agricultural colleges / Universities
- Rural community centers
- Open fields with basic facilities

Ensure:

- Good accessibility for visitors
- Parking spaces
- Washrooms, drinking water, and basic first aid available

Tip: Hosting the event at an operational farm gives visitors a direct farm-to-table experience.

4. Plan Engaging Activities

Organize activities that showcase the true spirit of agri-tourism:

a) Farm Tours and Experiences

- Guided walks through crops and livestock areas
- Live demonstrations: milking cows, organic farming, beekeeping, etc.
- Workshops on vermicomposting, rainwater harvesting, or greenhouse farming

b) Cultural Programs

- Folk music and dance performances
- Storytelling sessions about local farming history
- Traditional games and competitions

c) Farmer's Market

- Set up stalls selling local produce, handicrafts, and food products
- Encourage farmers to showcase organic and traditional farming techniques

d) Interactive Sessions

- Panel discussions and knowledge-sharing with successful agri-tourism entrepreneurs
- Workshops on "How to start your own Agri Tourism venture"
- Agri-tourism success story presentations

e) World Agri Tourism Awards Ceremony

- Present awards in categories like:
 - Best Agri Tourism Destination
 - Best Innovative Farm Experience
 - Best Marketing Strategy in Agri Tourism
 - Community Impact Award

Involve local dignitaries or renowned agri-tourism experts for credibility and attraction.

5. Promote the Event Widely

Effective promotion is crucial for public participation. Strategies include:

a) Digital Promotion

- Create a simple website or event page
- Share regular updates on Facebook, Instagram, WhatsApp groups, and local community apps
- Feature farmer stories leading up to the event

b) Traditional Promotion

- Posters and banners at local markets, colleges, and transport hubs
- Local newspaper announcements
- Radio spots and jingles on community radio
- Personal invitations to important local personalities

Tip: Collaborate with local schools and colleges to encourage student participation.

6. Arrange Logistics Thoughtfully

Attention to detail will ensure smooth execution:

- **Seating Arrangements:** Sufficient chairs and tents if needed
- **Food and Beverages:** Local cuisine counters and refreshment stalls
- **Safety Measures:** First aid booth, emergency contact numbers displayed
- **Cleanliness:** Adequate dustbins and regular waste collection
- **Transport:** Arrange shuttle services if the farm is far from town

Sustainability Tip: Use eco-friendly materials — avoid plastic, promote reusable or compostable serving ware.

7. Involve the Local Community

This celebration should benefit and involve the local community:

- Involve local women's Self-Help Groups (SHGs) to run food stalls
- Offer local youth roles in event management and hosting
- Invite local artists, storytellers, and performers

- Encourage villagers to open up homestays for visitors

Long-Term Impact: Establish connections that continue beyond the event, like weekend farm visits or farm-stay tourism.

8. Recognize and Award Local Talent

The awards ceremony is a highlight — make it memorable:

- Prepare attractive certificates, trophies, or local handicrafts as prizes
- Share awardee stories on social media to inspire others
- Publicly thank all farmers and participants with appreciation notes

Tip: Video-record short interviews with award winners to inspire future events.

9. Document the Event

Capture the moments:

- Hire a local photographer or videographer
- Create a small post-event film or album
- Share the highlights with local news outlets and tourism boards
- Upload content online for future promotional use

Benefit: It helps showcase your locality's success story nationally and internationally.

10. Post-Event Follow-up

- Send "Thank You" messages to all attendees, sponsors, volunteers
- Conduct a feedback survey (simple Google Form or written form)
- Analyze what worked and areas for improvement
- Plan follow-up initiatives like regular farm visits, school farm tours, weekend agri-markets

Important: Keep the momentum alive beyond one day — make agri-tourism a year-round experience!

Conclusion

Celebrating the 18th World Agri Tourism Day and World Agri Tourism Awards at the local level is an excellent opportunity to foster pride, economic growth, and awareness about sustainable rural livelihoods. With careful planning, community participation, and creative engagement, you can turn a simple event into a landmark celebration that benefits farmers, visitors, and the local economy alike.

By focusing on authenticity, inclusivity, and showcasing the beauty of rural life, your local celebration can contribute significantly to the larger goal of making agri-tourism a key pillar of rural development.

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