



Press Note

18th World Agri Tourism Day – International Agri Tourism Conference 2025 **Theme: "Innovating Agritourism for a Sustainable Future: Empowering Rural Economies and Preserving Cultures"**

Dates: May 15 – 16, 2025

Venue: Virtual Conference on Zoom Platform

Organized by: Agri Tourism India

Supported by: Global Agri Tourism Network

Pune, India – The 18th **World Agri Tourism Day** will be celebrated with the **International Agri Tourism Conference 2025**, taking place virtually on the Zoom platform on **May 15 and 16, 2025**. This landmark event, organized by **Agri Tourism India** and supported by the **Global Agri Tourism Network**, will bring together thought leaders, policymakers, academicians, farmers, and entrepreneurs from around the world to discuss and deliberate on the transformative role of Agri-tourism in rural development, sustainability, and global food and cultural exchange.

Celebrated annually since 2008, **World Agri Tourism Day** commemorates the vision and pioneering efforts of Mr. **Pandurang Taware**, regarded as the Father of Agri Tourism in India. The day is dedicated to promoting tourism activities that are deeply rooted in agricultural practices and rural traditions, and which create sustainable livelihoods for farming communities. With increasing global attention on responsible tourism, the relevance and potential of agri-tourism have never been greater.

A Global Digital Gathering for a Local-Global Cause

This year's International Conference will be held in a **virtual format**, allowing participation from across continents and time zones. The two-day event will feature:

- **Keynote addresses** by global leaders in agri-tourism and rural development
- **Panel discussions** with experts on agribusiness, policy frameworks, and innovation
- **Case study presentations** from over 12 countries
- **Virtual farm tours** showcasing best practices
- **Student innovation sessions** and rural tourism startup showcases
- **World Agri Tourism Award 2025 announcements** for excellence in agri-tourism promotion and impact

The virtual platform will serve as a hub for cross-border learning and collaboration, providing stakeholders with insights into emerging trends, successful models, challenges, and opportunities in the agri-tourism space.

Inauguration and Keynote Speakers

- The conference will be inaugurated on **May 15, 2025**, at 10:00 AM IST by **Mr Atul Patne IAS** – Principal Secretary, Department of Tourism, Government of Maharashtra. The inauguration will also be graced by dignitaries from international development organizations, tourism boards, agricultural ministries, and academic institutions.

Inaugural Session Dignitaries include:

- **P Chandrashekar Director General** CIRDAP Bangladesh
- **Dr B N Patil IAS, Director**, Department of Tourism, Government of Maharashtra
- **Mr Chandrashekar Jaiswal**, General Manager, MTDC
- **Dr. Carla Barbieri**, Chairperson, Global Agri Tourism Network (USA)
- **Dr Lisa Chase**, Founding Chair, Global Agri Tourism Network (USA)
- **Mr Chadley Hollas**, Secretary Global Agri Tourism Network (USA)
- **Dr. Suzi Spahr Managing Director** International Agri Tourism Association (USA)
- **Shri Pandurang Taware**, Managing Director of Agri Tourism Development Corporation, and Founder of Agri Tourism India

Each keynote will address the evolving landscape of agri-tourism and its implications on climate resilience, farm viability, cultural preservation, and youth employment in rural areas.

Conference Themes and Sessions

The 2025 conference will revolve around the central theme: *Agri Tourism: A Sustainable Bridge Between Agriculture and Tourism*. This theme underscores the dual benefit of connecting urban travellers with rural livelihoods while revitalizing farming economies through diversified income.

The event will be structured around the following **key thematic sessions**:

1. **Policy and Frameworks**: Discussions on national and global policy initiatives supporting agri-tourism, with inputs from tourism and agriculture ministries.
2. **Farmer Entrepreneurship**: Case studies of successful farmer-led agri-tourism ventures in India, Africa, Europe, and Southeast Asia.
3. **Digital Agri Tourism**: Technology and innovation in farm-stay booking, virtual tourism, and digital storytelling for rural experiences.
4. **Women in Agri Tourism**: Highlighting the role of women entrepreneurs in driving inclusive growth in the sector.
5. **Youth and Startups**: Showcasing innovative student projects and rural tourism startups addressing sustainability, climate, and community-based tourism.
6. **Agri-Tourism and Climate Action**: Exploring how agri-tourism can promote low-carbon lifestyles and support biodiversity.
7. **Global Panel – Future of Agri Tourism**: A forward-looking dialogue among international experts on shaping the future of this dynamic field.

Each session will include presentations, interactive Q&A, and opportunities for networking among participants.

Global Participation and Collaboration

Over **40 plus international Speakers and delegates** from countries including Canada , Brazil, Italy, Kenya, the Philippines, Australia, Thailand, and the United States have confirmed participation. Indian delegates from Maharashtra, Punjab, Kerala, Sikkim, and other states will also present their regional experiences.

This year's event will witness partnerships with global bodies like:

- **Global Agri Tourism Network**

The event is expected to host more than **500 plus virtual participants**, including farmers, agri-tourism operators, students, rural NGOs, government officials, travel professionals, and investors.

Virtual Agri Tourism Expo and Awards

A unique highlight of this year's conference will be the **Virtual Agri Tourism Expo**, where delegates can visit digital stalls representing agri-tourism farms, handmade product vendors, organic food brands, and rural homestays. This will offer a platform for showcasing local traditions, crafts, and culinary culture.

The conference will conclude with the **World Agri Tourism Awards 2025**, recognizing outstanding contributors in categories such as:

- Best Agri Tourism Initiative (India & International)
- Most Innovative Agri Tourism Business Model
- Best Use of Technology in Agri Tourism
- Outstanding Cultural Preservation in Agri Tourism

About Agri Tourism India

Agri Tourism India, founded by Shri **Pandurang Taware**, is the pioneering organization in the Indian agri-tourism movement. Since 2004, it has empowered thousands of farmers to diversify into tourism services and create supplementary income. The model has been adopted by several Indian states and studied by international institutions.

Agri Tourism India has trained over 85,000 stakeholders and developed more than 1650 Agri-tourism centres across Maharashtra and other regions. It continues to be a knowledge leader and implementation partner for government and NGO-led rural tourism programs.

How to Participate

Participation is **free** and open to all interested individuals and organizations globally. Pre-registration is mandatory through the official event website:


 www.worldagritourismday.com

Zoom access links and detailed schedules will be shared with registered participants.

For media inquiries, speaker requests, or sponsorship opportunities, please contact:

Conference Secretariat

 Email: sales@agritourism.in

 Phone: +91-20-25660345 / +91-9226432980

 Website: www.worldagritourismday.com

Follow us on social media for live updates:

- ◆ Facebook: @worldagritourismday-WAD
 - ◆ Instagram: @worldagritourismdayofficial
 - ◆ LinkedIn: @pandurangtaware
-

Let's celebrate rural prosperity, sustainability, and the power of agritourism on the 18th World Agri Tourism Day. Join us virtually, and be part of a global movement shaping the future of farms, food, and travel.
