



ON THE OCCASION OF

**18<sup>TH</sup> WORLD AGRI  
TOURISM DAY 2025**

**INTERNATIONAL  
CONFERENCE**

A VIRTUAL CELEBRATION OF  
SUSTAINABLE AGRICULTURE  
AND RURAL TOURISM

**15<sup>TH</sup> - 16<sup>TH</sup> MAY 2025**

**VIRTUAL MODE**

18 व्या जागतिक कृषी पर्यटन दिनानिमित्त  
**आंतरराष्ट्रीय कृषी पर्यटन परिषद**  
(व्हर्चुअल)

शाश्वत शेती व ग्रामीण पर्यटनाचा उत्सव

दि. 15 - 16 मे 2025

For More Updates Please Visit  
[www.worldagritourismday.com](http://www.worldagritourismday.com)

# AGRI TOURISM CONFERENCE HISTORY

2008



2018



2009



2019



2013



2020



2014



2021



2015



2022



2016



2023



2017



2024







**Late Bhagvanrao Baburao Taware**  
(1936 - 2020)

## • BLESSINGS FROM MY LATE FATHER •

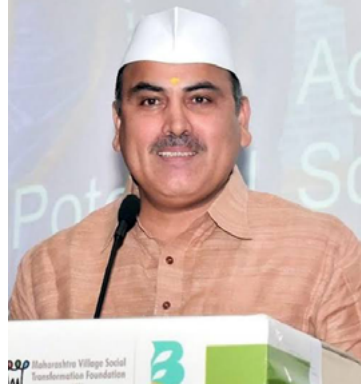
(Written for 13th World Agri Tourism Day – Conference)

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When the primary sector contributes least to our GDP and tertiary sector the most, why not combine the best of both to ensure an Inclusive Growth! With this aspect in mind, the essence of Tourism was thought of flavouring the basic Agriculture ingredient and thus was born the concept of Agri Tourism.

Agri Tourism began its operations by conducting a survey of urban dwellers to infer the number of people who are still attached to their villages in any which way. It was concluded that around 43% of urban dwellers did not have any relatives residing in the villages or their children had never visited any village so far in India

This widening gap between the rural and urban livelihood encouraged Mr Pandurang Taware to form a link between urban dwellers enthusiasm for tourism with the Farmer's need for Agriculture. Thus began the journey of Agri Tourism on an official platform since 2004. Agri Tourism Development Corporation was established to continue delivering the services for which it has been established.



**Date : 15 April 2025**

We at AGRI TOURISM INDIA, wish all the farmers a very prosperous 18th World Agri Tourism Day (WAD),

ATDC since inception has completed 22 years of its journey of promoting Agri Tourism throughout the Country ( India)!

Over the next five years ATDC shall broaden its base to include centres throughout South West Asian Countries and serve as an umbrella organisation for all such Agritourism Farms. The facilities provided at each centre shall undergo a positive change and guidance/training programmes shall be implemented with thorough diligence. The primary sector shall be viewed as one employing the most and simultaneously contributing the most which shall thereby change our perspective towards our farmer brothers.

The Website of Agritourism has been hereby published to help the farmers collectively reach out to their customer counterparts. The centres all around South West Asia and the services provided there have been efficiently presented before the guests for them to choose their next holiday destination. The mission, vision, goals and activities of ATDC have been consolidated here so as to serve as a medium of encouraging our urban Tourists and our foreign Nationals to spend their day with our farmers.

Keeping this in mind and to improve on the marketing efforts of the farmers ATDC with the help of Department of Tourism in Respective Countries and Governments

With the only objective of proving the farmers as our assets and thereby bringing a satisfactory smile on every farmer's face, ATDC, along with the support of the guests and well-wishers, would continue towards its journey of maintaining "Farm in the family and Family in the farm"

**Pandurang Taware**

Managing Director - Agri Tourism India

Chair - World Agri Tourism Day Committee Global Agritourism Network

Regional Representative - South West Asia - GAN

Convenor - International Conference on Agri Tourism



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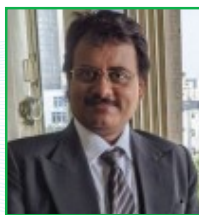
VIRTUAL MODE

"Innovating Agritourism for a Sustainable Future : Empowering Rural Economies and Preserving Cultures"

## OPENING CEREMONY

15<sup>TH</sup> MAY 2025  
10.00 HRS IST

### CHIEF GUEST



**DR ATUL PATNE**  
IAS, Principal Secretary  
Ministry of Tourism  
Government of Maharashtra

### GUEST OF HONOUR



**DR. BN PATIL**  
IAS, Director Tourism  
Department of Tourism  
Government of Maharashtra

### GUEST OF HONOUR



**MR. CHANDRASHEKHAR JAISWAL**  
General Manager  
Maharashtra Tourism  
Development Corporation



**DR. VALERIA KLITSOUNOVA**  
PhD, Vice President  
Global Agritourism Network



**MR. CHADLEY HOLLAS**  
Secretary,  
Global Agritourism Network



**MR. HANUMANT HEDE**  
Sr Regional Manager  
Maharashtra Tourism  
Development Corporation



**MR. PANDURANG TAWARE**  
Convener  
18th World Agri Tourism Day  
International Conference on Agri Tourism



**MRS VAISHALI PANDURANG TAWARE**  
Director AGRI TOURISM INDIA



**MR. AVINASH JOGDAND**  
CEO, Geetai Humankind Development Trust



**CA REVATI ABHIJEET MURKUTE**  
Host



CA REVATI ABHIJEET MURKUTE

# AGRI TOURISM

Going back to the roots, fields, rocks, hills and no books  
No matter how well- dressed you are, the strong winds spoil your looks  
A place no less than heaven on earth  
Its solace is priceless yet a million dollar worth!

New born yet a bright future ahead,  
Agri tourism will deliver all that's promised and said  
Be it culture, religion, festival or tradition  
Its one of its kind, it's a revolution!

Bhakri, pitla, thecha or chulivarchavaran  
Its relishing flavour adds up to the frolic and fun  
Viti dandu, dorichyaudya or zaada la bandhlelajhoka  
It satisfies our soul more than coffee sips and mocha!

Those early mornings dew drops on the leaves and grass  
Those late night bhajans and gondhal to entertain the mass  
That sound of cock crowing, bees humming and birds chirping  
That smoke from chulha to heat water for bathing!





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That smoke from chulha to heat water for bathing!

Those lazy mornings where no office call hammers the mind  
Those romantic evenings in the fields instead of wine  
Those peaceful nights counting the stars in the sky  
Wondering why all of a sudden you feel so high!

That beautiful smile which lights your face  
Its lost somewhere in the world's rat race  
Watching the men work in fields, women cook and children play  
It reminds you of the times you were busy with dolls and clay!

2 nights 3 days or packages that suit your need  
It helps us grow into a tree from a seed  
"Our customers shall be served next to God"  
Lets hear the nature's soul instead on music on I-pod!



“Pandurang Taware”- the father of India-Agri tourism  
Set his best foot forward to accomplish the mission  
Through droughts and famines, water shortage and broken pipelines  
He kept his eyes set on his goals by following God’s signs!

The vast land spread across miles,  
It’s a delightful vision away from the files kept in piles  
You forget your illness, you forget your worries  
The home-maker of your house is relieved from her kitchen and curries!

No 5- stars rooms, no fancy decorations  
Yet the hospitality is with utmost adoration  
No thousand employees, no fluent in English staff  
Yet they have native stories to tell to which you can relate and simply  
cry or laugh!

Its just to help the farmer earn his livelihood  
Does a farmer have a life more than flocks and wood?  
Just to release him of his troubles and toils  
To refresh your mood out of balance sheets, medicines and coils!

The world will develop, advance and flourish  
Yet we at Agri tourism, our heritage we shall nourish  
Rustic, pleasant, mystifying and old  
The experience shall be weighed equal to gold!

No matter how far we reach, how old we grow  
We all love to eat the fruits of the seeds we sow  
Lets hold hands and work towards Agri tourism’s teenage  
Its just born, lets lead it amicably to old age!

So get your friends, your relatives and even your foes  
For enmity too surrenders to the soul of earth, before nature it bows  
Lets stand up together, lets welcome each other  
After all we are all a part of the earth, she’s our Mother!



# AGRI TOURISM

## INTRODUCTION

Agri Tourism is a form of sound, environmentally sustainable and socially responsible tourism development which has the potential to contribute substantially to local socio-economic development and poverty reduction. Importantly and with the right support and guidance, Agri Tourism can also contribute to the conservation and protection of natural, cultural and ethnical resources. There are many good examples of successful Agri Tourism Projects in the world but many of these exist in isolation or are relatively unknown. Thus, it is important that these good projects are brought together so that the mechanisms that have led to their success and the lessons learned can be used to form a set of overarching guidelines for Agri Tourism development in the rest of the World.

## परिचय :

आर्थिक विकास आणि दारिद्र्य निर्मूलनामध्ये महत्त्वपूर्ण योगदान देण्याची क्षमता असणारे क्षेत्र म्हणून कृषीपर्यटन या क्षेत्राला महत्त्व प्राप्त होत आहे. पर्यावरणाच्या दृष्टीने शाश्वत आणि सामाजिक जबाबदारी ही देखील या क्षेत्राची महत्त्वपूर्ण वैशिष्ट्ये मानली गेली आहेत. सर्व प्रकारचे योग्य पाठबळ आणि मार्गदर्शनाच्या मदतीने नैसर्गिक, सांस्कृतिक आणि वांशिक संसाधनांचे संवर्धन आणि संरक्षण करण्यामध्ये कृषि पर्यटन आपले योगदान देऊ शकते. जागतिक पातळीवर कृषी पर्यटन प्रकल्पांची अनेक चांगली उदाहरणे सांगितली जात असली तरी त्यातील प्रत्यक्ष तथ्य ही बरीच वेगळी आणि तुलनेने अज्ञात आहेत. कृषि पर्यटनाच्या विकासाला किंवा यशाला कारणीभूत असणारे घटक, मुख्य यंत्रणा आणि त्यांचे अनुभव समजून घेऊन कृषीपर्यटन विकासासाठी अत्याधुनिक मार्गदर्शक तत्वांचा संच तयार करण्या करिता चांगल्या, यशस्वी आणि विकसित प्रकल्पांना एका व्यासपीठावर आणणे नक्कीच हितावाह ठरेल.







## BACKGROUND

AGRI TOURISM DEVELOPMENT CORPORATION (ATDC – Agri Tourism India)

has focused on enhancement of local socio-economic development and poverty alleviation of rural and remote communities since early 2000s through Agri Tourism and community-based agritourism development. Agri Tourism projects have commenced under the ATDC's guidance. Maharashtra is the first State in India to have a formal "Agri Tourism Policy in September, 2020"

## पार्श्वभूमी :

कृषी पर्यटन विकास संस्था (ATDC – अॅग्री टुरिझम इंडिया) २००० च्या दशकाच्या सुरुवातीपासून कृषी पर्यटन आणि समुदाय-आधारित कृषी पर्यटन विकासाद्वारे स्थानिक सामाजिक - आर्थिक विकास आणि ग्रामीण आणि दुर्गम समुदायांच्या गरिबी निर्मूलनावर लक्ष केंद्रित केले आहे. ATDC च्या मार्गदर्शनाखाली कृषी पर्यटन प्रकल्प सुरू झाले आहेत. सप्टेंबर २०२० मध्ये औपचारिक "कृषि पर्यटन धोरण" अंगीकृत करणारे महाराष्ट्र हे पहिले राज्य



# 18<sup>TH</sup> WORLD AGRI TOURISM DAY 2025

## CONFERENCE THEME

**"Innovating Agritourism for a Sustainable Future : Empowering Rural Economies and Preserving Cultures"**

This theme will focus on sustainable development in agritourism, exploring the ways in which agritourism can empower rural economies, preserve local cultures, and promote sustainability in tourism.

## CONFERENCE OBJECTIVE

- Facilitate global conversations on the development and future of agritourism.
- Encourage the exchange of knowledge and best practices in sustainable agritourism.
- Showcase innovations in agritourism technology, marketing, and community engagement.
- Highlight successful agritourism models and provide actionable insights for participants.
- Provide networking opportunities for agritourism stakeholders, including farmers, entrepreneurs, policy-makers, and researchers.

# १८ वा जागतिक कृषी पर्यटन दिन 2025

## मुख्य विषय :

ग्रामीण अर्थव्यवस्था आणि संस्कृतीचे संवर्धन करण्यासाठी कृषीपर्यटनाच्या नाविन्यपूर्ण संकल्पनेतून शाश्वत भविष्यनिर्मिती करणे.

या परिषदेमध्ये ग्रामीण अर्थव्यवस्थेचे सशक्तीकरण, स्थानिक संस्कृतीचे संवर्धन, आणि पर्यटन क्षेत्राचा शाश्वत विकास करण्यामध्ये कृषि पर्यटनाची नेमकी भूमिका मांडली जाईल.

## परिषदेची मुख्य उद्दिष्टे :

- कृषी पर्यटनाचा विकास आणि भविष्याबद्दल जागतिक विचारमंथनाला चालना देणे.
- शाश्वत कृषिपर्यटना संदर्भातील माहिती आणि प्रभावी अंमलबजावणीची तंत्रे यांची वैचारिक देवाण - घेवाण करणे.
- कृषीपर्यटनात नाविन्यपूर्ण तंत्रज्ञान, विक्री व्यवस्थापन कौशल्ये, तसेच समुदायाचा सहभाग या बाबतच्या माहिती प्रदर्शित करणे.
- यशस्वी कृषिपर्यटन मॉडेल्सच्या माध्यमातून सहभागी संस्थांची या क्षेत्रातील कृतीशील विवेकदृष्टी जागृत करणे.
- कृषीपर्यटनात शेतकरी, उद्योजक, धोरणकर्ते आणि संशोधक यांना व्यावसायिक नेटवर्किंग आणि परस्पर सहयोगाच्या संधी उपलब्ध करून देणे.





## CONFERENCE OUTCOME

The information presented and results of the subsequent discussions during the conference will be collated with a view to providing input to the development of : the Global Agri Tourism Standards and Guidelines; Connect with member countries of Global Agri Tourism Network (GAN) ; and a framework to attract development partners or donor countries to concentrate and support Agri tourism development projects.

## CONFERENCE FORMAT

The conference will be organized over a period of two days and be comprised of keynote addresses from the Farmers, Agri Tourism Researchers and Academicians, Agriculture and Tourism Departments, Government of India, Agriculture and Tourism Departments from various Nations and as well as various State Governments in India, the UNWTO and The Global Agri Tourism Network along with International Agri Tourism Organizations. This will be followed by thematic presentations on different aspects of Agri tourism and development by invited speakers. The closing sessions will be moderated panel discussions on selected topics with the view to providing the overall guidance for the formulation of the Agri Tourism standards and guidelines.

## परिषदेची उद्दिष्टे

परिषदेदरम्यान सादर केलेली माहिती आणि त्यानंतरच्या चर्चा यातून काय निष्पन्न होईल : परिषदेमधील माहितीचे सादरीकरण आणि चर्चा या माध्यमातून मिळालेल्या प्रविष्ट माहितीचा उपयोग खालील बाबींकरिता होईल.

- जागतिक कृषि पर्यटनाचे दर्जात्मक मापदंड आणि मार्गदर्शक तत्त्वे विकसित करणे.
- ग्लोबल अॅग्रीटुरिझम नेटवर्क (GAN) च्या सदस्य देशांशी संपर्क करून सह-संबंध प्रस्थापित करणे.
- कृषीपर्यटन प्रकल्पांना पाठबळ देण्यासाठी आणि आंतरराष्ट्रीय निधी मिळवण्यासाठी धोरणात्मक आराखडा तयार करणे.

## परिषदेचे स्वरूप

ही परिषद दोन दिवसांच्या कालावधीत आयोजित केली जाईल ज्यामध्ये शेतकरी, कृषीपर्यटन संशोधक आणि शिक्षणतज्ज्ञ, कृषी आणि पर्यटन विभाग अशा विविध क्षेत्रातील महत्त्वाच्या विचारवंतांचे आणि तज्ञांचे विचार मांडले जातील.

भारत सरकार, विविध राष्ट्रांमधील कृषी आणि पर्यटन विभाग तसेच भारतातील विविध राज्य सरकार, UNWTO आणि आंतरराष्ट्रीय कृषीपर्यटन संस्थांसह ग्लोबल अॅग्रीटुरिझम नेटवर्क (GAN) यांचे महत्वपूर्ण प्रतिनिधि या परिषदेचे प्रतिनिधित्व करतील.

यानंतर निमंत्रित तज्ञ वक्त्यांकडून कृषीपर्यटन आणि त्याच्या विकासाच्या विविध पैलूंवर विषयानुरूप सादरीकरण केले जाईल. कृषीपर्यटनासाठी व्यवसायाचे प्रमाणित मापदंड आणि मार्गदर्शक तत्त्वे विकसित करण्याबाबत सहभागी व्यक्ति / संस्थांना मार्गदर्शन केले जाईल.

समारोपीय सत्रांमध्ये कृषीपर्यटनातील नाविन्यपूर्ण उपक्रम, शाश्वत धोरणे आणि जागतिक कृषि पर्यटनाच्या मानांकित पद्धतीं यावर पॅनल चर्चा होईल.

या चर्चेमध्ये कृषि पर्यटन क्षेत्रातील महत्त्वाची



The final session will be a presentation of the key points discussed and an endorsement of any key findings or points to take forward. Awards will be announced for best performing Agri tourism centers across the globe.

## CONFERENCE SPEAKERS

Agri Tourism, green growth and ecologically sustainable tourism development is multi-faceted requiring many actors playing a wide range of roles and coming from an equally diverse set of backgrounds. To address this diversity, a panel of international speakers from a variety of sectors has been assembled.

## CONFERENCE ORGANIZATION

The GLOBAL AGRITOURISM NETWORK & AGRITOURISM DEVELOPMENT CORPORATION (Agri Tourism India) – are the Main Organizers of this important international conference

आव्हाने, संधी आणि धोरणात्मक उपायांवर सखोल विचारविनिमय होईल.

अंतिम सत्रात परिषदे दरम्यान झालेल्या महत्वाच्या चर्चाचा आढावा घेतला जाईल आणि पुढील दिशानिर्देश व कृती आराखड्यांवर भर दिला जाईल. तसेच, कृषी पर्यटन क्षेत्रात उल्लेखनीय योगदान देणाऱ्या जागतिक उत्कृष्ट संस्थाना पुरस्कार प्रदान करण्यात येतील, जेणेकरून नवीन उपक्रमांना प्रेरणा मिळेल आणि क्षेत्राच्या विकासाला चालना मिळेल.

## परिषदेमधील मान्यवर वक्ते

कृषी पर्यटन, हरित समृद्धी आणि पर्यावरणपूरक शाश्वत विकासहासमग्र आणि बहुआयामी दृष्टिकोन असलेला विषय आहे. या क्षेत्राच्या सर्वांगीण विकासासाठी विविध पार्श्वभूमीतील तज्ज्ञ आणि समविचारी प्रतिनिधी महत्वाची भूमिका बजावतात. या व्यापक संकल्पनेला समजून घेण्यासाठी आणि उपयुक्त मार्गदर्शनासाठी आंतरराष्ट्रीय स्तरावरील नामांकित तज्ज्ञांचे पॅनेल या परिषदेकरिता एकत्र आणले आहे.

## परिषदेचे आयोजन

ही महत्त्वपूर्ण आंतरराष्ट्रीय परिषद ग्लोबल ऍग्रोटुरिझम नेटवर्क आणि ऍग्रोटुरिझम डेव्हलपमेंट कॉर्पोरेशन (एजीआरआय टूरिझम इंडिया) यांच्या संयुक्त विद्यमाने आयोजित करण्यात आली आहे.





## Agenda Overview (Day 1 and Day 2)

### Day 1 : Global Perspectives, Policy Discussions, and Innovations

#### 1. Opening Ceremony (30 mins)

- **Welcome Remarks (5 mins) :**  
The host or moderator introduces the conference and its objectives.
- **Inaugural Speech (10 mins) :**  
Delivered by an industry leader or a notable personality in agritourism, addressing the importance of agritourism in sustainable tourism development.
- **Keynote Speech (15 mins) :**  
An internationally recognized agritourism expert delivers a keynote on the evolving landscape of agritourism and how it fosters sustainability, cultural preservation, and rural empowerment.

#### 2. Technical Session 1 : "Agritourism and Sustainable Rural Development" (60 mins)

Experts from diverse backgrounds, including agritourism practitioners, government representatives, sustainability experts, and rural development advocates, discuss

## कार्यक्रमाचे स्वरूप (दिवस - १ ला आणि २ रा)

### दिवस पहिला : कृषिपर्यटनातील जागतिक दृष्टीकोन, धोरणात्मक संवाद आणि सर्जनशीलता

#### १. उद्घाटन समारंभ (३० मिनिटे)

- **सहभागी संस्थांचे स्वागत (५ मिनिटे)**  
यामध्ये संयोजक परिषदेची माहिती देऊन उद्दिष्टे स्पष्ट करतील
- **उद्घाटनपर भाषण ( १० मिनिटे)**  
शाश्वतपर्यटन विकासामध्ये कृषीपर्यटनाचे महत्त्व या विषयावर कृषिपर्यटन क्षेत्रातील तज्ञ आणि उल्लेखनीय मान्यवरांचे विचारमंथन.
- **बीजभाषण (१५मिनिटे)**  
कृषीपर्यटन क्षेत्राचे नवीन नदृष्टिकोन, शाश्वत विकासामध्ये त्याचे योगदान, सांस्कृतिक संवर्धन, आणि ग्रामीण सक्षमीकरण या विषयावर आंतरराष्ट्रीय पातळीवरील तज्ज्ञांचे मार्गदर्शन मिळेल.

#### २. तांत्रिक सत्र - कृषि पर्यटन आणि शाश्वत ग्रामीण विकास - (६० मिनिटे)

चर्चासत्रा मध्ये कृषीपर्यटन व्यावसायिक, शासकीय प्रतिनिधी, शाश्वत विकासाचे मार्गदर्शक आणि ग्रामीण विकासाचे अभ्यासक यांचा सहभाग असेल. ज्यामध्ये ग्रामीण विकासाला चालना देण्यामध्ये कृषि पर्यटनाची भूमिका आणि महत्त्व विशद केले जाईल तसेच ग्रामीण समुदायाचे सक्षमीकरण या विषयावर मान्यवर चर्चा करतील.



how agritourism can drive rural economic development and empower local communities.

### Key Topics to be Discussed :

- How agritourism can support rural economies.
- Policy frameworks for promoting sustainable agritourism.
- Creating synergies between tourism and agriculture for rural development.
- Case studies from across the global agritourism destinations.

### 3. Virtual Farm Tours (45 mins)

Pre-recorded virtual farm tours from different countries showcasing various types of agritourism models. Each tour will focus on unique aspects such as :

- Sustainable farming techniques.
- Agritourism-based cultural experiences.
- Organic farming, eco-tourism, and farm-to-table dining experiences

The tours will provide an immersive experience, with on-the-ground narratives from farmers and local community members.

### 4. Day 1 Closing Remarks (15 mins)

A summary of the key insights and discussions from Day 1, along with an overview of what to expect on Day 2.

### चर्चासत्राचे मुख्य मुद्दे :

- कृषि पर्यटनाच्या माध्यमातून ग्रामीण अर्थव्यवस्थेला कशी मदत होऊ शकते?
- शाश्वत कृषीपर्यटनाला प्रोत्साहन देणाऱ्या धोरणात्मक बाबी कोणत्या आहेत?
- ग्रामीण विकासामध्ये पर्यटन आणि शेती यांचा समन्वय कसा साधता येईल?
- ग्रामीण विकासासाठी पर्यटन आणि कृषी यांच्यात समन्वय निर्माण करणे.
- जागतिक पातळीवर यशस्वी झालेल्या कृषि पर्यटन केंद्रांचे केस स्टडीज.

### ३. डिजिटल शिवारफेरी ( ४५ मिनिटे)

या मध्ये विविध देशांमधील कृषि पर्यटनाचे मॉडेल दाखवणाऱ्या चित्रफिती सादर केल्या जातील. ज्यामध्ये मुख्यत्वेकरून खालील विषयाचे विश्लेषण केले जाईल.

- तंत्रशुद्ध शाश्वत शेती.
- पर्यटनावर आधारित सांस्कृतिक अनुभव.
- सेंद्रियशेती, पर्यावरणपूरक पर्यटनपद्धती, आणि शेतातील ताज्या अन्नपदार्थांचा थेट ताटापर्यंत प्रवास म्हणजेच “फार्म-टू-टेबल” या संकल्पनेचा प्रत्यक्ष अनुभव.

या डिजिटल शिवारफेरीद्वारे सहभागींना स्थानिक शेतकरी आणि कृषि पर्यटनामध्ये विविध पातळीवर काम करणारे कर्मचारी, पर्यटक यांचे प्रत्यक्ष अनुभव ऐकण्याची आणि पाहण्याची संधी मिळेल.

### ४. पाहिल्या दिवसाचा सारांश आणि समारोप (१५ मिनिटे)

पहिल्या दिवसातील सर्व सत्रांचा आढावा, अनौपचारिक चर्चा आणि दुसऱ्या दिवसाची रूपरेषा

## Day 2 : Agritourism Innovations, Cultural Exhibitions, and Networking

### 1. Day 2 Kick-off and Recap of Day 1 (15 mins)

The host/moderator provides a brief summary of Day 1, reviewing the main takeaways and setting the stage for the second day of the conference.

### 2. Technical Session 2 : "Technology and Innovation in Agritourism" (60 mins)

Panelists from technology companies, agritourism entrepreneurs, and innovators discuss how technology is shaping the future of agritourism and improving operational efficiency, marketing, and customer engagement.

#### Key Topics to be Discussed :

- Role of digital platforms in promoting agritourism globally.
- Innovations in farm tours (virtual/augmented reality).
- Technology for managing agritourism operations and visitor experiences.

## दिवस दुसरा : कृषीपर्यटनातील नाविन्यपूर्ण संकल्पना, सांस्कृतिक सादरीकरण आणि व्यावसायिक नेटवर्किंग

### १. आढावा (१५ मिनिटे)

संयोजक पहिल्या दिवसाच्या महत्त्वपूर्ण निष्कर्षांचा संक्षिप्त आढावा सादर करतील आणि दुसऱ्या दिवसाच्या कार्यक्रमाची रूपरेषा मांडतील.

### २. तांत्रिक सत्र २ : कृषीपर्यटनातील तंत्रज्ञान आणि सर्जनशील विचारधारा (६० मिनिटे)

चर्चासत्रामध्ये तंत्रज्ञान कंपन्यांमधील पॅनेलिस्ट, कृषीपर्यटन व्यावसायिक तसेच रचनात्मक मांडणी करणारे अभ्यासक यांचा समावेश केला असून चर्चेच्या माध्यमातून तंत्रज्ञानाच्या मदतीने कृषीपर्यटन व्यवसायाची कार्यक्षमता कशी वाढवता येईल, मार्केटिंग आणि संतुष्ट ग्राहक संकल्पना कशी राबवावी या मुद्द्यावर प्रकाश टाकला जाईल.

#### मुख्य मुद्दे :

- कृषीपर्यटनाचा जागतिक प्रसार करण्यामध्ये डिजिटल माध्यमांची भूमिका
- व्हर्चुअल / ऑगमेंटेड शिवारफेरी कशी विकसित करावी
- कृषीपर्यटन व्यावसायाची कार्यप्रणाली आणि ग्राहकनुभव यासाठीचे तांत्रिक व्यवस्थापन.



### 3. Technical Session 3 : "Collaborating for Success : Building Networks in Agritourism" (60 mins)

This workshop will focus on building partnerships and networks for growing agritourism businesses.

#### Learning Outcomes :

- How to form collaborations with local governments, tourism boards, and international organizations.
- Strategic partnerships with travel agencies and hospitality sectors.
- Promoting regional and cross-border agritourism initiatives.

### 4. Awards & Recognition Ceremony (60 mins)

A celebratory ceremony to honor outstanding contributors in the agritourism industry. Categories may include :

- Best Agritourism Initiative.
- Most Innovative Agritourism Business Model.
- Best Use of Technology in Agritourism.
- Outstanding Cultural Preservation through Agritourism.

### 5. Closing Remarks & Call to Action (30 mins)

- A concluding keynote address focusing on the future of agritourism and the potential for growth in the global economy.
- **Call to Action** : The moderator/ host provides closing remarks, encouraging attendees to apply insights gained from the conference to their own agritourism ventures and to continue fostering international collaboration in the sector.

### ३. तांत्रिक सत्र ३ : कृषीपर्यटन व्यवसायासाठी सामूहिक सहकार्य : नेटवर्कची निर्मिती कशी करावी (६० मिनिटे)

कृषीपर्यटन व्यावसायाचा विस्तार करण्यासाठी परस्पर सहकार्य आणि नेटवर्किंगची निर्मिती करण्याची आवश्यकता या विषयावर मार्गदर्शन केले जाईल.

#### महत्वाचे मुद्दे :

- स्थानिक प्रशासन, पर्यटन मंडळे आणि आंतरराष्ट्रीय स्तरावर कृषीपर्यटनासाठी भागीदारी निर्माण करणे आणि सहकार्य प्रस्थापित करणे या बाबत विचारमंथन
- ट्रॅव्हल एजन्सी आणि आतिथ्य म्हणजेच हॉस्पिटॅलिटी यांच्याबरोबर भागीदारी करण्याचे फायदे.
- प्रादेशिक स्तरावर कृषीपर्यटनाचा प्रचार कसा करावा.

### ४. पुरस्कार आणि सन्मान समारंभ (६०मिनिटे)

कृषी पर्यटन क्षेत्रामध्ये उत्कृष्ट योगदान देणाऱ्या उद्योजक/ व्यावसायिक तसेच संस्थांचा सन्मान समारंभ आयोजित केला जाईल. हा सन्मान खालील श्रेणींमध्ये दिला जाईल.

- सर्वोत्तम कृषीपर्यटन उपक्रम.
- सर्वोत्तम नाविन्यपूर्ण कृषीपर्यटन व्यवसाय मॉडेल.
- कृषीपर्यटनात तंत्रज्ञानाचा सर्वोत्तम वापर.
- कृषीपर्यटनाद्वारे उत्कृष्ट सांस्कृतिक संवर्धन.

### ५. समारोप आणि कृतीशील नियोजन (३० मिनिटे)

- कृषीपर्यटनातील आगामी विकास आणि जागतिक बाजारपेठ विस्तार या महत्वपूर्ण विषयावर समारोपाचे भाषण होईल.
- दोन दिवसांच्या परिषदेतून मिळालेले ज्ञान आणि माहितीच्या आधारे सहभागी प्रतिनिधींनी त्यांच्या स्वतःच्या कृषी पर्यटन व्यवसायाचा विकास करणे तसेच आवश्यक बाबींचा त्यांच्या उपक्रमांमध्ये समावेश करून आंतरराष्ट्रीय बाजारपेठेमध्ये देखील आपले योगदान कसे देता येईल या दिशेने कार्यरत होणे आवश्यक आहे. त्यानुसार सहभागींनी पुढील कृतीआराखडा तयार करावा असे आवाहन संयोजक करतील.



## Pre-Conference Planning & Logistics :

### 1. Marketing & Promotion (6 months before the event)

- **Email Campaigns** : Reach out to agritourism operators, tourism boards, and industry stakeholders.
- **Social Media Promotion** : Create engaging posts on platforms like LinkedIn, Twitter, Instagram, and Facebook, using hashtags such as #WorldAgriTourismDay.
- **EventWebsite** : A dedicated webpage with event details, agenda, speaker profiles, and registration information.

### 2. Speaker and Exhibitor Confirmation (6 months before the event)

- **Keynote Speakers** : Confirm internationally recognized speakers.
- **Panelists** : Secure experts from diverse backgrounds to ensure a wide range of insights.
- **Exhibitors** : Confirm exhibitors for the virtual marketplace and exhibition hall.

### 3. Platform Setup & Technical Rehearsal (2 months before the event)

- **Platform Selection** : Choose a virtual event platform that supports live streaming, breakout sessions, and virtual booths.
- **Rehearsals** : Conduct a technical rehearsal with speakers, Panelists, and exhibitors to ensure a seamless experience during the live event.

## परिषदे पूर्वीचे नियोजन आणि व्यवस्थापन

### १. मार्केटिंग आणि प्रमोशन (मुख्य कार्यक्रमाच्या ६ महिने आधी)

- **इमेल अभियान** : कृषीपर्यटन क्षेत्रातील उद्योजक, व्यावसायिक, नियामक मंडळ इ. ठिकाणी संपर्क करणे.
- **समाज माध्यमांद्वारे प्रसार** : लिंकडइन, ट्विटर, इन्स्टाग्राम, फेसबुक इ. समाज माध्यमांच्या द्वारे “जागतिक कृषीपर्यटन दिन” या मथळ्याखाली जाहिरात प्रसिद्ध करणे.
- **स्वतंत्र वेबसाईट** : सदर परिषदेसाठी स्वतंत्र वेबसाईट तयार करून कार्यक्रमाची सविस्तर माहिती, वक्ते, विषय तसेच नोंदणी फॉर्म इ. माहिती प्रसिद्ध करणे.

### २. वक्ते आणि प्रदर्शक निश्चित करणे (मुख्य कार्यक्रमाच्या ६ महिने आधी)

- **कृषीमुख्य वक्ते** : आंतरराष्ट्रीय पातळीवर मान्यताप्राप्त वक्ते यांची निवड करणे.
- **चर्चासत्रातील सहभागी** : कृषीपर्यटन क्षेत्रासंबंधित वैविध्यपूर्ण पार्श्वभूमी, अभ्यास, अनुभव आणि सर्वसमावेशक दृष्टीकोन असणारे मान्यवर
- **प्रदर्शक** : वर्च्युअल मार्केटप्लेस आणि प्रदर्शन हॉल यासाठी प्रदर्शक निश्चित करणे.

### ३. ऑनलाईन व्यासपीठ आणि इतर तांत्रिक बाबींची रंगीत तालीम/ सराव घेणे. (मुख्य कार्यक्रमाच्या २ महिने आधी)

- **ऑनलाईन व्यासपीठ** : कार्यक्रमाचे थेट प्रक्षेपण, ब्रेकआउट सेशनस आणि वर्च्युअल बुथ्स या अनुषंगाने योग्य ऑनलाईन व्यासपीठाची निवड करणे.
- **रंगीत तालीम / सराव** : वक्त्यांच्या बरोबर त्यांच्या भाषणाची तांत्रिक दृष्टीने तपासणी करण्यासाठी रंगीत तालीम अथवा सराव करून घेणे. इतर मान्यवर, प्रदर्शक यांना ऑनलाईन व्यासपीठ विनासायास उपलब्ध होईल याची खात्री करणे.



## Post-Conference Engagement:

### 1. Post-Event Report

Create and distribute a post-event report summarizing key takeaways, discussions, and insights.

### 2. Participant Feedback

Send out a survey to participants to gather feedback on their experience, to help improve future events.

### 3. Session Recordings

Share recordings of the sessions with participants, along with any additional resources or presentations.

### Budget Considerations :

This workshop will focus on building partnerships and networks for growing agritourism businesses.

### Learning Outcomes :

- **Platform Costs** : Consider licensing fees for a virtual event platform with advanced features such as exhibitor booths and interactive sessions.
- **Speaker Honorariums** : Allocate budget for keynote speakers and Panelists.
- **Marketing & Promotion** : Set aside a budget for email campaigns, social media ads, and press releases.
- **Awards & Recognition** : Include expenses

## परिषदे नंतरचे कार्य

- **परिषदेचा अहवाल** : दोन दिवसाच्या परिषदेनंतर परिषदेचा सविस्तर अहवाल तयार करणे.
- **सहभागींच्या प्रतिक्रिया** : ऑनलाईन सर्वेफॉर्मच्या माध्यमातून सहभागींचे अनुभव आणि प्रतिक्रिया जाणून घेणे ज्याचा उपयोग भविष्यातील अशा प्रकारच्या कार्यक्रमांचे आयोजन करण्यासाठी मदत होऊ शकेल.
- **सत्रांचे ध्वनीमुद्रण** : सर्व सहभागींना परिषदेतील सर्व सत्रांचे / संपूर्ण कार्यक्रमाचे ध्वनीमुद्रण उपलब्ध करून देणे

## आर्थिक नियोजन

- **ऑनलाईन व्यासपीठ** : प्रदर्शन बूथ आणि संवादात्मक सत्रांसारख्या अत्याधुनिक तांत्रिक सुविधेसह वर्च्युअल इव्हेंट प्लॅटफॉर्मसाठी लागणारे परवाना शुल्क
- **वक्त्यांचे मानधन** : मुख्य वक्ते आणि इतर मान्यवर यांचे मानधन
- **मार्केटिंग आणि प्रचार** : इमेल, प्रेस रिलीज, इतर सोशल माध्यमे इ. साठीचे आर्थिक नियोजन
- **सन्मान व पुरस्कार** : यासाठी लागणारा खर्च

# PROGRAM SCHEDULE

BASED ON CONFIRMATION FROM RESPECTED GUESTS OF HONOUR AND KEY NOTE SPEAKERS

## 15TH MAY 2025 THURSDAY- DAY ONE

### SESSION : OPENING CEREMONY

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	CA Revati Abhijeet Murkute	Host	India	Welcome Address and summarizing the event flow	10:00 am to 10:05 am IST	Practising CA, Finance Head-Agri Tourism India, Host 18th World Agri Tourism Day, 2025
2	Pandurang Taware	Convenor	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Father of Agri Tourism India, Fourth Generation Farmer. South and Western Asia Regional Representative at GAN. Chair World Agri Tourism Day Committee at GAN
3	Shri Hanumant Hede	Guest of Honour	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Sr Regional Manager, Maharashtra Tourism Development Corporation
4	Avinash Jogdand	Guest of Honour	India	Lamp Lighting Ceremony	10:05 am (IST) onwards	Farmer-Bhumi Agri Tourism and CEO, Geetai Humankind Development Trust
5	Shri Chandrashekhar Jaiswal	Guest of Honour	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	General Manager, Maharashtra Tourism Development Corporation
6	Chadley Hollas	Guest of Honour	United States	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Chadley is the Secretary, Global Agri Tourism Network and a consultant and researcher with cultivating tourism specializing in sustainable tourism and Agri Tourism, based in Georgia, USA.



## SESSION : OPENING CEREMONY

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
7	Valeria Klitsounova	Guest of Honour	Europe	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Vice President, Global Agritourism Network. Valeria is an Associate Professor at Belarusian University and Founder of the Belarusian Association of Rural and Eco Tourism
8	Shri B N Patil IAS	Guest of Honour	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Director Tourism, Department of Tourism, Government of Maharashtra
9	Vaishali Taware	Guest of Honour	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Director, Agri Tourism Development Corporation
10	Shri Dr Atul Patne IAS	Chief Guest	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Principal Secretary, Ministry of Tourism, Government of Maharashtra
11	Dr. P. Chandra Shekara	Chief Guest	India	Inaugural Speech and Lamp Lighting Ceremony	10:05 am (IST) onwards	Director General, Centre on Integrated Rural Development in Asia and the Pacific(CIRDAP) (An Inter-Governmental and Autonomous Organization for strengthening Integrated Rural Development Systems in 15 Asia and Pacific Member Countries)

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Sunil Landkar	Speaker	India	Go 2 Agro	11:00 am to 11:30 am (IST)	Director, Go 2 Agro Service LLP, Area of work: Agriculture, Agricultural students Internships and Training

## SESSION : VIRTUAL FARM TOURS 1

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	John Stanley	Speaker	Australia	Success Story: The Chestnut Brae Formula	11:30 am to 12:00 pm (IST) 14:00 pm to 14:30 pm (Australia)	John Stanley is an international consultant and conference speaker in agritourism. He works with the sector in 35 countries. John is a Nuffield Scholar and has a degree in agriculture and commercial horticulture. John and his wife, Linda, also own the award winning Chestnut Brae.
2	Dr Somnath Mane	Speaker	India	Indigenous Cow Tourism for sustainable rural development	12:00 pm to 12:30 pm (IST)	Dr Mane is an Agricultural Scientist with 20 years of experience in livestock management. Serving as the Chief Scientist at Indigenous Cattle Research cum Training Centre, Pune under MPKV, Rahuri

## SESSION : TECHNICAL SESSION 1

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Erika Quendler	Speaker	Austria	Agritourism around the world: The global definition and regional perspectives	12:30 pm to 13:00 pm (IST) 09:00 am to 09:30 am (Austria)	Erika Quendler is a senior researcher at the Federal Institute of Agricultural Economics, Rural and Mountain Research. Agritourism is a central focus of her research, where she has made substantial contributions through scientific publications, participation in international conferences, and active involvement in global networks.
2	Valeria Klitsounova	Speaker	Belarus	The role of NGOs and GAN in rural tourism development- Experiences from Eastern Europe	13:00 pm to 13:30 pm (IST) 10:30 am to 11:00 am (Belarus)	Vice President, Global Agritourism Network. Valeria is an Associate Professor at Belarusian University and Founder of the Belarusian Association of Rural and Eco Tourism



## SESSION : VIRTUAL FARM TOURS 2

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Pavail Gill	Speaker	India	Success Story: Hansali Organic Farm and Farm Stay	13:30 pm to 14:00 pm (IST)	Owner at Hansali Organic Farm at Fatehgarh Sahib Punjab since 2007. Practicing integrated organic farming certified Organic by Punjab Agro, with a 'farm-to-fork' model of providing an array of farm grown organic products home delivered to customers in Chandigarh tricity
2	Prem Singh	Speaker	India	Success Story: Prem Singh ki Bagiya	14:00 pm to 14:30 pm (IST)	Farmer activist Prem Singh from Banda, UP is known as Pragatisheel Farmer as he has changed the fate of many Bundelkhand farmers

## SESSION : TECHNICAL SESSION 2

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Dr. Rohit Borlikar	Speaker	India	Sustainable Rural Development through Agri Tourism Case Study	14:30 pm to 15:00 pm (IST)	Assistant Professor at Department Tourism Management, Indira Gandhi National Tribal University, Amarkantak. He is also executing the responsibilities of Placement Coordinator and Academic Coordinator for the Department.
2	Caroline Millar	Speaker	Scotland	1st GAN International Agri Tourism Conference	15:00 pm to 15:30 pm (IST) 10:30 am to 11:00 am (Scotland)	Chair, Events and Conferences, Auxiliary Committee, Global Agri Tourism Network. She is the founder of The Hideaway Experience and Go Rural Scotland and an Active Farmer and Entrepreneur.

### SESSION : TECHNICAL SESSION 3

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Dr S Sarath	Speaker	India	Agritourism: A Rural Revenue Path	15:30 pm to 16:00 pm (IST)	Sholayar Agritourism Consulting, Assistant Professor, Kumarguru College of Technology, Coimbatore
2	Hemantkumar Dumbre	Speaker	India	Supportive Apiculture in Agri Tourism Development	16:00 pm to 16:30 pm (IST)	"Professor Hemant is a M. Sc. Agricultural Entomology Master Trainer of CBRTI , Pune and Grade 1 Trainer of RUDSETI/RSETI"

### SESSION : VIRTUAL FARM TOURS 3

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Tzuwei, Fang	Speaker	Taiwan	From Farm to Family, Promoting Organic Culture and Lifestyle from 'Farmer Market School'. The Morning Market Yilan case study	16:30 pm to 17:00 pm (IST) 19:30 pm to 20:00 pm (Taiwan)	The core concept of the "Farmer Market School" lies in promoting organic culture & Lifestyle through morning market tour, local food tasting, homemade cooking class or team-building workshop in the Morning Market Yilan.
2	David Gillespie	Speaker	Canada	Regenerative Agricultural Practices and Agri Tourism	17:00 pm to 17:30 pm (IST) 07:30 am to 08:00 am (Canada)	"David Gillespie, farmer, Allumette Island, Quebec Global Agritourism Network-Chair committee on sustainable and regenerative agriculture and agritourism Chair, Canadian American EXchange committee, CANAMEX Coordinator, International Culinary Trail Committee (ICTC). "



## SESSION : TECHNICAL SESSION 4

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
2	Lindsey Pashow and Dee Singh Knights	Speaker	United States	Developing a National Agritourism Curriculum for Service Providers	17:30 pm to 18:00 pm (IST)	"Lindsey Pashow is the State wide Agritourism and Agriculture Business Development, Marketing Specialist for Cornell Cooperative Extensions Harvest New York team . Dee Singh-Knights is an Associate Professor in the Davis College of Agriculture, Natural Resources and Design and Extension Specialist with the WVU Extension Service at West Virginia University and State Coordinator for NESARE."

## SESSION : TECHNICAL SESSION 4

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Johan David and Shauna Brandon	Speaker	Jamaica	Forming collaborations with Local Governments, Tourism Boards and International Organizations.	18:30 pm to 19:00 pm (IST) 08:00 am to 08:30 am (Jamaica)	In her current capacity she has the direct responsibility to provide support to agribusiness enterprises across Guyana and throughout the Caribbean through the Regional Business Development Thematic Group. Ms. Brandon is the co-chair of IICA's Caribbean Agri-Tourism Network and has worked with community groups in Jamaica to promote and strengthen rural tourism initiatives. In 2023, she coordinated the delivery of a Rural Tourism online course for the Caribbean, which was completed by over 300 individuals from across the region.
2	Dr Christelle Van Zyl	Speaker	South Africa	A framework for sustainable Agri-Tourism development in South Africa	19:00 pm to 19:30 pm (IST) 15:30 pm to 16: 00 pm (Cape Town)	Dr. Christelle van Zyl, an agri-tourism specialist in South Africa. PhD in Tourism Management from the North-West University. Currently busy with post-grad research in agri-tourism marketing at the University of Cape Town. Part-time tourism lecturer at the Central University of Technology.

**16TH MAY 2025 THURSDAY- DAY TWO****SESSION : TECHNICAL SESSION 5**

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Pranjal Pradhan	Speaker	Dubai	The scope and development of Agri Tourism in the desert country : Dubai	10:00 am to 10:30 am (IST) 08:30 am to 09:00 am (Dubai)	Pranjal is a business strategist and brand designer leading Let's Go Rural, an Agri-tourism initiative in the UAE that reimagines how people connect with farming, culture, and nature. With a strong background in service design and user-centric research, she's creating immersive rural experiences that bridge traditional agriculture and local culture with modern tourism. Passionate about sustainable growth, Pranjal envisions rural tourism as a powerful tool for cultural preservation, being close to environment, education, and community well-being.
2	Charinee Chaiyochlarb	Speaker	Thailand	Murrah Dairy Company Limited: A Case study	10:30 am to 11:00 am (IST) 12:00 pm to 12:30 pm (Thailand)	The Farm is the first buffalo dairy farm in Thailand. The farm is a center for raw milk collection and home to a dairy processing facility distributing buffalo milk nationwide. She also operates Mini Murrah Farm, Thailand's only agri-tourism destination centered on buffalo dairy farming



## SESSION : TECHNICAL SESSION 6

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Pandurang Taware	Speaker	India	Innovating Agri Tourism for a Sustainable Future: Empowering the Rural Economies and Preserving the Cuklture	11:00 am to 11:30 am (IST)	Father of Agri Tourism India, Fourth Generation Farmer. South and Western Asia Regional Representative at GAN. Chair World Agri Tourism Day Committee at GAN
2	Shpresim Domi	Speaker	Albania	Collaborating for success: building networks in Agri tourism	11:30 am to 12:00 pm (IST) 08:00 am to 08:30 am (Albania)	Chair of GAN's Eastern Europe Committee. Played a key role in establishing the Albanian Agritourism Association, contributing to the design of agritourism policy initiatives, the national agritourism strategy, and capacity-building efforts. Researcher at the Agricultural University of Tirana, specializing in agritourism; Published research in leading scientific journals and managed various projects.

## SESSION : TECHNICAL SESSION 7

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Marijke Dunselman	Speaker	New Zealand	Importance of Agri Tourism Training Programs in developing Agri Tourism Farms	12:00 pm to 12:30 pm (IST) 18:30 pm to 19:00 pm (New Zealand)	Marijke Dunselman is the founder of Agritourism New Zealand and the Agritourism Academy. With over 27 years of experience in agritourism consulting and education, she brings a wealth of knowledge to the agritourism sector. Marijke is also the Chair of the Education Committee of the Global Agritourism Network.

### SESSION : TECHNICAL SESSION 7

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
2	Adityavardhan Patahk	Speaker	India	Sustainable Agri Tourism business models	12:30 pm to 13:00 pm (IST)	Fauji turned Farmer at Parijat Boutique Farm stays and Agri Tourism centre. He is into a concept known as 'Integrated Farming, wherein he looks at and tries to create a holistic developmental model for conducting Agri-Business - from basic crop cultivation of fruits like mango, cashew, chikoo and amla to infrastructure development related to farming such as crop irrigation systems, sheds, staff quarters to diversification into allied sectors such as Hospitality and Agritourism.

### SESSION : VIRTUAL FARM TOURS 4

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	AWARD WINNER					



## SESSION : TECHNICAL SESSION 8

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Rose Wright	Speaker	NSW	Policy and Regulation in Global Agri Tourism: Challenges and Solutions	13:30 pm to 14:00 pm (IST) 18:30 pm to 19:00 pm (NSW)	"Regionality (formerly known as Knowledge Transfer Services) Pty Ltd 2012 - Present. Specialties: Strategic Thinking, Planning and Facilitation Research Translation and Extension Regional Food System Development and establishment of short supply chains Regional Economic Development Destination Management, Planning and Development Tourism Experience and Product Development Public Speaking"
2	Arul James	Speaker	India	Success Story: Tamil Nadu Agritourism Federation	14:00 pm to 14:30 pm (IST)	Founder and Secretary, Tamil Nadu Agrotourism Federation

## SESSION : AGRI TOURISM CASE STUDIES IN MAHARASHTRA

SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	Chandan Bhadsavale	Speaker	India	Saguna Baug-Success Story	15:00 pm to 15:30 pm (IST)	A trailblazing agripreneur from Saguna Baug, a pioneering Agri Tourism farm situated in the foothills of Matheran, nestled in the majestic Werstern Ghats of Maharashtra. After studying hotel management in Mumbai and gaining experience in Europe, Chandan returned to India in 2006 with a vision to elevate agro tourism
2	AWARD WINNER					

SESSION : AGRI TOURISM CASE STUDIES IN MAHARASHTRA						
SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
3	Manoj Hadavale	Speaker	India	Parashar Agri Tourism- Success Story	16:00 pm to 16:30pm (IST)	Director, Parashar Agri & Culture Tourism. Tourism Strategist, Tourism Practitioner, Farming Therapist, educator, Founder Director ShetiMati Sowing the food gratitude Hachiko Tourism, Explore Bharat Immersion
4	Krishna Padhtare	Speaker	India	Baneshwar Agri Tourism- Success Story	16:30 pm to 17:00 pm (IST)	Owner, Baneshwar Agri Tourism

SESSION : TECHNICAL SESSION 9						
SR NO	NAME	HUMBLY INVITED AS	COUNTRY	TOPIC	TIME	BRIEF PROFILE
1	AWARD WINNER					
2	Global Agritourism Network	General Assembly Meeting		All members from 99 countries	17:30 pm to 18:30 pm (IST)	With over 900 members from 99 countries, GAN is a team of dedicated volunteers working to advance Agri tourism worldwide



## SESSION : AWARD CEREMONY AND VALEDICTION

SR NO	NAME	HUMBLY INVITED AS	COUNTRY
1	Dr Lisa Chase	Jury Chair	USA
2	Carla Barbieri	Jury Member	Peru
3	Chadley Hollas	Jury Member	USA
4	Valeria Klitsounova	Jury Member	Belarus
5	Caroline Millar	Jury Member	Scotland
6	Jacqui Taylor	Jury Member	Africa
7	Kumar Bhatta	Jury Member	Japan
8	Scottie Jones	Jury Member	USA
8	Suzi Spahr	Jury Member	USA
9	Suzi Spahr	Jury Member	USA
10	Pandurang Taware	Jury Vice Chair	India

# CONFERENCE SPEAKERS

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Agri Tourism and Community-based tourism and development is multi-faceted requiring many actors playing a wide range of roles and coming from an equally diverse set of backgrounds. To address this diversity, a panel of international speakers from a variety of sectors has been assembled.



# DAY ONE - OPENING CEREMONY

## CONFERENCE SPEAKERS

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**Dr Atul Patne IAS**  
India

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IAS, Principal Secretary Ministry of  
Tourism  
Government of Maharashtra



**Dr. BN Patil**  
India

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IAS, Director Tourism  
Department of Tourism  
Government of Maharashtra



**Mrs Vaishali  
Pandurang Taware**  
India

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Director AGRI TOURISM INDIA



**Dr. Valeria Klitsounova**  
Belarus

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Vice-president of GAN. She was a founder and Chair of National Belarussian Agro - and Ecotourism association since 2002. Also she worked for 25 years at Belarusian State University, International Affairs Department. Her majors are Marketing in tourism, Agro - and Ecotourism, Heritage Interpretation, Promotion in tourism, Sustainability and tourism. She is an author of many articles, textbooks and scientific books about sustainable tourism and heritage preservation.

# DAY ONE - OPENING CEREMONY CONFERENCE SPEAKERS

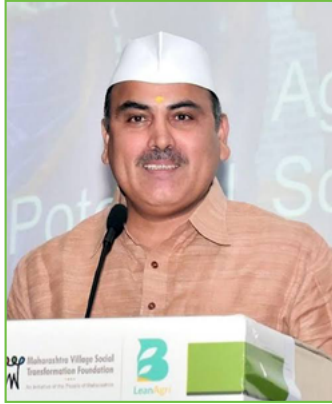
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**CA Revati Abhijeet  
Murkute**  
India

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Practicing Chartered Accountant,  
Finance Head - Agri Tourism India



**Mr. Pandurang Taware**  
India

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Father of Agri Tourism India,  
Fourth Generation Farmer  
South and Western Asia Regional  
Representative at GAN



**Mr. Hanumant Hede**  
India

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Sr Regional Manager  
Maharashtra Tourism Development  
Corporation



**Mr. Avinash manikrao  
Jogdand**  
India

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Avinash Jogdand is the Farmer and Entrepreneur of Bumi Agri Tourism centre in Malegoan Taluka in Washim District. It is a 55 acres farm with medicinal herbs, aromatic plants, fruits, vegetables among others. He promotes Self Sufficient Village concept which will cater to the tourists as well as satisfy the needs of the rural farmers without migrating to cities



**Mr. Chandrashekhar  
Jaiswal**  
India

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General Manager Maharashtra  
Tourism Development Corporation



**Chadley Hollas**  
USA

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Secretary, Global Agritourism Network. Chadley is a consultant and researcher with CultivatingTourism specializing in sustainable tourism and agritourism, based in Georgia, USA.



## DAY ONE

# VIRTUAL FARM TOURS 1

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**John Stanley**  
Australia

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John Stanley is an international consultant and conference speaker in agri tourism. he works with the sector in 35 countries. He is a Nuffield Scholar and has a degree in agriculture and commercial horticulture. John and his wife, Linda, also own the award winning Chestnut Brae. A sweet chestnut farm in West Australia that provides chestnut farm experiences for visitors. They also have a farm stay on the farm and welcome many international guests.



**Dr. Somnath Mane**  
india

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Dr. Somnath Mane is an agricultural scientist with over 20 years of experience in livestock management. Serving as the Chief Scientist at Indigenous Cattle Research cum Training Center, Pune under Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri

## DAY ONE

# TECHNICAL SESSION 1

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**Erika Quendler**  
Austria

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Senior researcher at the Federal Institute of Agricultural Economics, Rural and Mountain Research. She holds a PhD in Agricultural Economics from the University of Natural Resources and Life Sciences, Vienna. Agritourism is a central focus of her research, where she has made substantial contributions through scientific publications, participation in International Conferences, and active involvement on Global Networks.



**Dr. Valeria Klitsounova**  
Belarus

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Vice-president of GAN. She was a founder and Chair of National Belarussian Agro - and Ecotourism association since 2002. Also she worked for 25 years at Belarusian State University, International Affairs Department. Her majors are Marketing in tourism, Agro - and Ecotourism, Heritage Interpretation, Promotion in tourism, Sustainability and tourism. She is an author of many articles, textbooks and scientific books about sustainable tourism and heritage preservation.

## DAY ONE

### SESSION : VIRTUAL FARM TOURS 2

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**Pavail Gill**  
india

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Owner at Hansali Organic Farm at Fatehgarh Sahib Punjab since 2007. Practicing integrated organic farming certified Organic by Punjab Agro, with a 'farm-to-fork' model of providing an array of farm grown organic products home delivered to customers in Chandigarh tricity. Also in Eco-tourism approved by Punjab Heritage Tourism & Promotion Board with 'Farm Stays' for an authentic experience of life at a working Organic Farm



**Prem Singh**  
India

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Owner, Prem Singh ki Bagiya Uttar Pradesh

## DAY ONE

### SESSION : TECHNICAL SESSION 2

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**Dr. Rohit Ravindra Borlikar**  
india

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An Assistant Professor in the Department of Tourism Management at IGNTU, Amarkantak, holding a Ph.D. in Tourism Studies, MBA, PGDTM in Travel & Leisure, Post Graduate Diplomas in Teaching Skills and Rural Development, and a Bachelor's in Tourism Management (Hons). He combines academic excellence with industry experience and contributes extensively to curriculum design, NEP implementation, and national-level academic initiatives.



**Caroline Millar**  
Scotland

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Chair, Events and Conferences, Auxiliary Committee, Global Agri Tourism Network. Caroline is the Sector Lead for Scottish Agritourism and operates The Hideaway Experience, a 5-star tourism business on her family farm in Angus.



## DAY ONE

### SESSION : TECHNICAL SESSION 3

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**Dr. Sarath Sennimalai**  
India

Sholayar Agritourism Consulting, Assistant Professor, Kumaraguru College of Technology, Coimbatore.



**Prof. Hemantkumar Dumbre**  
India

M. Sc. Agricultural Entomology Master Trainer of CBRTI , Pune Grade 1 Trainer of RUDSETI/ RSETI

## DAY ONE

### SESSION : VIRTUAL FARM TOURS 3

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**Tzu Wei Fang**  
Taiwan

The Morning Market Yilan



**David Gillespie**  
Canada

Chair, Canadian American Exchange Committee, CANAMEX Coordinator, International Culinary Trail Committee (ICTC)

## DAY ONE

### SESSION : TECHNICAL SESSION 4

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**Johan David**  
Guyana

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Ms. Johan David has over 15 years of experience in Food and Nutrition Security, Agriculture Trade, and Business Development in Guyana and the Caribbean. As Agribusiness and Value Chain Specialist at IICA, she supports regional enterprises and mentors young agripreneurs. She currently leads Guyana's Agritourism Policy development and champions youth and women's roles in agriculture.



**Shauna Brandon**  
Jamaica

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Owner, Shauna Brandon is a development specialist with 18 years at IICA, focusing on community upliftment, rural tourism, and agricultural development. She Co-Chairs IICA's Caribbean Agri-Tourism Network and led a regional rural tourism course in 2023. Ms. Brandon holds a BSc in Economics and an Msc in the Economics and Management of Rural Development, and has trained in Mexico and Argentina on rural tourism.



**Dr. Christelle Van Zyl**  
South Africa

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An agri-tourism specialist in South Africa. PhD in Tourism Management from the North-West University. Currently busy with post-grad research in agri-tourism marketing at the University of Cape Town. Part-time tourism lecturer at the Central University of Technology.



## DAY TWO

### SESSION : TECHNICAL SESSION 5

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**Pranjal Pradhan**  
UAE

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Pranjal is a business strategist and brand designer leading Let's Go Rural, an Agri-tourism initiative in the UAE that reimagines how people connect with farming, culture, and nature. With a strong background in service design and user-centric research, she's creating immersive rural experiences that bridge traditional agriculture and local culture with modern tourism. Passionate about sustainable growth, Pranjal envisions rural tourism as a powerful tool for cultural preservation, being close to environment, education, and community well-being.



**Charinee Chaiochlarb**  
Thailand

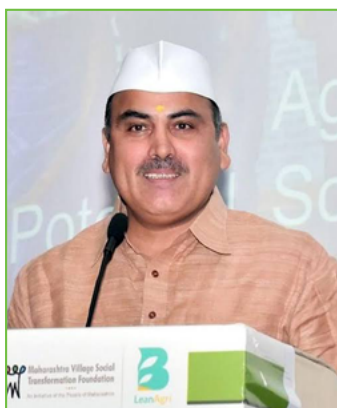
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Founder and owner of Murrah Farm, the first buffalo dairy farm in Thailand. Our farm is a center for raw milk collection and home to a dairy processing facility distributing buffalo milk nationwide. I also operate Mini Murrah Farm, Thailand's only agri-tourism destination centered on buffalo dairy farming. It is an honor to be invited as a speaker at the 18th World Agri Tourism Day

## DAY TWO

### SESSION : TECHNICAL SESSION 6

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**Mr. Pandurang Taware**  
India

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Father of Agri Tourism India,  
Fourth Generation Farmer  
South and Western Asia Regional  
Representative at GAN



**Prof. Shpresim Domi**  
Albania

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Chair of GAN's Eastern Europe Committee. Played a key role in establishing the Albania Agritourism Association, contributing to the design of Agritourism policy initiatives, the National Agritourism Strategy, and capacity -building efforts. Researcher at the Agricultural University of Tirana, specializing in Agri Tourism; Published research in leading scientific journals and managed various projects.

## DAY TWO

### SESSION : TECHNICAL SESSION 7

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**Marijke Dunselman**  
New Zealand

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Chair of the Education Committee of the Global Agritourism Network Founder of Agritourism New Zealand and the Agritourism Academy. With over 27 years of experience in agritourism consulting and education, she brings a wealth of knowledge to the agritourism sector.



**Adityavardhan Pathak**  
India

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Owner of Parijat Boutique Farm Stays and Agri Tourism Centre, a former army officer turned farmer, now promotes integrated farming. From cultivating mango, cashew, chikoo, and amla to building farm infrastructure and venturing into agritourism, he champions a holistic agri-business model focused on sustainability, development, and ground-level impact.

## DAY TWO

### SESSION : TECHNICAL SESSION 8

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**Rose Wright**  
Australia

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Co Chair of the GAN policy and Advocacy Committee and a board member of the Australian Regional Tourism Network As founder and Managing Director of Regionality, Rose is a passionate and highly respected agri-food, tourism, destination management and regional development professional, with industry leading experience in facilitation and strategy. She has been recognized as alumni of the Australian Rural Leadership Foundation and has achieved a Graduate Certificate in Australian Rural Leadership from JCU.



**A. P. Arul James Edwin Thambu**  
India

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Founder and Managing director, Grace Garden Model Agrotourism Centre. Tamilnadu Agrotourism Network Corporation Pvt. Ltd. Founder and Secretary, Tamilnadu Agrotourism Federation.



## DAY TWO

### SESSION : AGRI TOURISM CASE STUDIES IN MAHARASHTRA



**Chandan C. Bhadsavle**  
india

A trailblazing agripreneur from Saguna Baug, a pioneering agro-tourism farm situated in the foothills of Matheran, nestled in the majestic Western Ghats of Maharashtra. After studying hotel management in Mumbai and gaining experience in Europe, Chandan returned to India in 2006 with a vision to elevate agro-tourism.



**Manoj Hadawale**  
India

Director, Parashar Agri & Culture Tourism. Tourism Strategist, Tourism Practitioner, Farming Therapist, Educator. Founder Director ShetiMati Sowing the food gratitude Hachiko Tourism, Explore Bharat Immersion



**Krishna Phadtare**  
india

Owner, Baneshwar Agri Tourism

## DAY TWO

### SESSION : TECHNICAL SESSION 9



**Lindsey Pashow**  
USA

Lindsey Pashow is the State wide Agritourism and Agriculture Business Development, Marketing Specialist for Cornell Cooperative Extensions Harvest New York team. Her focus of work includes agritourism, food safety, industrial hemp, produce auctions, marketing, cut flowers, and farm to institution. She received her Bachelor of Science in Business Marketing and Master's in Administration and Leadership from Plattsburgh State University. Lindsey also owns Adirondack View Vineyard and Lavender located in Keeseville, New York.



**Doolarie (Dee) Singh-Knights**  
USA

Dee Singh-Knights, Associate Professor at WVU, specializes in agribusiness economics and sustainable agriculture. She leads statewide programs in agritourism, food safety, and beginning farmer mentorship. Passionate about local food systems and agripreneurship, she empowers future agribusiness leaders. Dee holds a Ph.D. from WVU and lives in Morgantown, WV.

# AWARDEES

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## BEST AGRI TOURISM INITIATIVE AGRITOURISM PARK



**Jean D'Amour**  
Africa

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Eco Terra Vista Tours Africa

## BEST USE OF TECHNOLOGY IN AGRI TOURISM



**Marijke Dunselman**  
New Zealand

---

Chair of the Education Committee of the Global Agritourism Network Founder of Agritourism New Zealand and the Agritourism Academy. With over 27 years of experience in agritourism consulting and education, she brings a wealth of knowledge to the agritourism sector.



# AWARDEES

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## MOST INNOVATIVE AGRI TOURISM BUSINESS MODEL

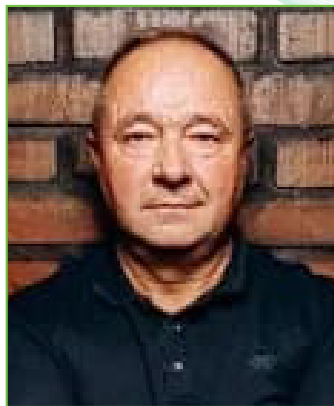


**Dr. Brijesh Dwivedi**  
India

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Bioved Farms

## OUTSTANDING CULTURAL PRESERVATION THROUGH AGRI TOURISM



**Oleksandr Palariiev**  
Ukraine

---

Agro Ecological Recreational Cluster Frumushika - Nova Ukraine

**18<sup>TH</sup> WORLD AGRITOURISM DAY 2025**  
**International Conference on Agri Tourism**  
—  
**JURY MEMBER**



**Dr Lisa Chase**  
**USA**

Founding Chair  
Global Agritourism Network 2022

Global Agritourism Network, Which Fosters Collaboration and Provides Education, Research, and Training for Agritourism Practitioners and Scholars Worldwide.



**Pandurang Taware**  
**INDIA**

Convenor  
Chair, South and Western Asia,  
Regional Committee,  
Global Agritourism Network  
Chair, World Agri Tourism Day  
Auxiliary Committee,  
Global Agritourism Network

Pandurang is the Father of Agritourism in India and the founder of the Agri Tourism Development Corporation.





## **Dr. Carla Barbieri**

**PhD, peru**

President, Global Agritourism Network

Originally from Peru, Carla is a Professor at North Carolina State University [USA] where she leads research and outreach at the Agritourism & Societal Well-being Lab



## **Dr. Valeria Klitsounova**

**PhD, BELARUS**

Vice President  
Global Agritourism Network

Valeria is an Associate Professor at Belarusian State University and founder of the Belarusian Association of Rural and Ecotourism.



## **Chadley Hollas**

**USA**

Secretary, Global Agritourism Network

Chadley is a consultant and researcher with Cultivating Tourism specializing in sustainable tourism and agritourism, based in Georgia, USA.



## **Jacqui Taylor**

**Africa**

Chair, Southern Asia, Regional Committee,  
Global Agritourism Network

Jacqui is the founder of Agritourism Africa and an advocate of agritourism to boost rural economies and preserve cultural heritage.





## **Kumar Bhatta**

**PhD, JAPAN**

Chair, East Asia, Regional Committee,  
Global Agritourism Network

Kumar is a researcher at Kyushu University, Japan,  
and North Carolina State University focusing  
on agritourism development.



## **Scottie Jones**

**USA**

Co-Chair, North America,  
Regional Committee,  
Global Agri Tourism Network

Scottie is the founder of Farm Stay, a US association of  
farm stay operators, and operates Leaping  
Lamb Farm in Oregon, USA.



## **Suzi Spahr**

**USA**

Co-Chair, North America,  
Regional Committee,  
Global Agri Tourism Network  
Co-Chair, Communications Committee,  
Auxiliary Committee,  
Global Agri Tourism Network

Suzi is the Executive Director of NAFDMA International Agritourism Association where she leads efforts to advance farm direct marketing and agritourism.



## **fca REVATI MURKUTE**

**FCA, DISA (ICAI), M Corn, INDIA**

Co - Convenor, World Agri Tourism Day

Finance Head, Agri Tourism India



ON THE OCCASION OF

**18<sup>TH</sup> WORLD AGRI  
TOURISM DAY 2025**

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**INTERNATIONAL  
CONFERENCE**

A VIRTUAL CELEBRATION OF  
SUSTAINABLE AGRICULTURE  
AND RURAL TOURISM

**15<sup>TH</sup> - 16<sup>TH</sup> MAY 2025**

**VIRTUAL MODE**

"Innovating Agritourism for a Sustainable Future : Empowering Rural Economies and Preserving Cultures"

**WORLD AGRI TOURISM AWARDS 2025  
& CLOSING CEREMONY**

**16TH MAY 2025  
18.30 HRS IST**

**CHIEF GUEST**



**DR. P. CHANDRA SHEKARA**

Director General,  
Centre on Integrated Rural Development in Asia and the Pacific (CIRDAP)

**GUEST OF HONOUR**



**DR. LISA CHASE**

Chair of Global Agri Tourism  
Network (GAN)  
Chair Webinar Committee  
at GAN



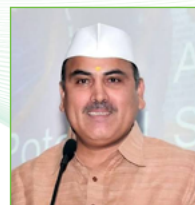
**CARLA BARBIERI**

President,  
Global Agritourism Network  
(GAN)



**VALERIA KLITSOUNOVA**

Vice President  
Global Agritourism Network



**PANDURANG TAWARE**

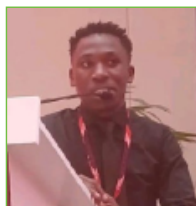
South and Western Asia Regional  
Representative at GAN  
Chair World Agri Tourism Day  
Committee



**CHADLEY HOLLAS**

Secretary,  
Global Agritourism Network

**AWARDEES**



**JEAN D'AMOUR**

Eco Terra Vista Tours  
Africa



**MARIJKE DUNSELMAN**

Agritourism Academy and Community  
New Zealand



**DR. BRIJESH DWIVEDI**

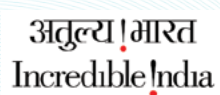
Bioved Farms, India



**OLEKSANDR PALARIIEV**

Agro Ecological Recreational  
Cluster Frumushika - Nova Ukraine

# GLOBAL SUPPORTERS OF THE INTERNATIONAL CONFERENCE ON AGRI TOURISM



Incredible India



RHD - India



MANAGE - India



AARTI - India



The Responsible Tourism Society Of India - India



International School of Sustainable Tourism - Philippines



Asian Eco Tourism Network



Eurac Research - Italy



Agritourism Platform



Holidays On The Farm - Austria



Roter Hahn - Italy



US Farm Stay - USA



Go Rural - Scotland



Agri Tourism South Africa



Agri Tourism World



Hawaii Agritourism Association



Mini Murrah Farm - Thailand



NC Agritourism - North Carolina USA



Uganda Agritourism Network



The University Of Vermont - Burlington



Eckert Agri Marketing - USA



Agritourism Gatherings



Karmayogi Babaraoji Jogdand College of Agriculture Amkheda - Indi



# 18<sup>th</sup> World Agri Tourism Day 2025 International Conference on Agri Tourism

## Organizing Team



**DR. LISA CHASE**

Chair of Global Agri Tourism Network (GAN)  
Chair Webinar Committee at GAN



**CARLA BARBIERI**

President,  
Global Agritourism Network (GAN)



**VALERIA KLITSOUNOVA**

Vice President  
Global Agritourism Network



**PANDURANG TAWARE**

South and Western Asia Regional Representative at GAN  
Chair World Agri Tourism Day Committee



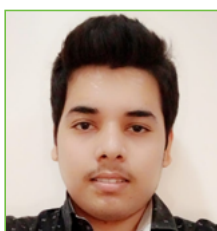
**CHADLEY HOLLAS**

Secretary,  
Global Agritourism Network



**AVINASH MANIKRAO JOGDAND**

Farmer-Bhumi Agri Tourism



**RUSHIKESH HARISH TAWARE**

Director AGRI TOURISM INDIA



**VAISHALI PANDURANG TAWARE**

Director AGRI TOURISM INDIA



**CA REVATI ABHIJEET MURKUTE**

Host International conference on Agri Tourism,  
Head Finance Agri Tourism India

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