



Surya Sen Mahavidyalaya

Siliguri



ASSESSMENT PERIOD
2018-2019 TO 2022-2023

SUPPORTING ATTACHMENTS

CRITERION – 1

Key Indicator – 1.3 Curriculum Enrichment

1.3.2. Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

Content

Department of Economics:

- **Dissertation on ‘A review of Indian Agriculture Marketing**
- **Review of Rural Tourism in India**

- Departmental Notice containing student list
- Dissertation

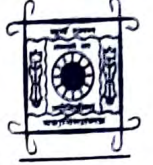


**SUPPORTING
DOCUMENTS**

Surya Sen Mahavidyalaya

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Department of Economics

Date: 15.03.2022

Notice Regarding Dissertation

It is hereby informed to all the 6th semester honours students that DSE-708 which is a dissertation, for this you will complete your dissertation under the following mentors:

Name of the Mentors	Name of the Students
Manomita Sarkar	Debasmita Paul
	Nikita Chhettri
Rahul Paul	Upashana Bhujel
	Sanjit Barman
Lisa Sarkar	Panna Tamang
Prabhat Chadra Sarkar	Garima Rai


DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Surya Sen Colony, Block-B, Siliguri - 734004, Dist. Jalpaiguri, West
Bengal

Ph.:0353-2691488(0) E-mail:economics@suryasencollege.org.in, Website:www.suryasencollege.org.in

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

Surya Sen Mahavidyalaya

NAAC ACCREDITED

A Multi Stream Govt. Aided College &
Recognized by UGC u/s 2(f) & 12(b)
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ESTD. 1998
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Department of Economics

Dissertation for 6th Semester (honours) 2021-22:

Name of the Students	Roll Number	Name of the Topic
Debashmita Paul	19EC0006	A Review of Indian Agricultural Marketing
Sanjit Barman	19EC0004	An Introduction of Slums of the World: Special Reference in India.
Upashna Bhujel	19EC0002	Impact of MUDRA Scheme on MSMESs in India.
Nikita Tamang	19EC0001	Impact of COVID-19 on Education System in India
Panna Tamang	19EC0008	Economic Independence and Women Empowerment Through Self-help Group
Garima Rai	19EC0007	Evolution of Public Distribution System in India

28/8/22
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Surya Sen Colony, Block-B, Siliguri - 734004, Dist. Jalpaiguri, West
Bengal

Ph.:0353-2691488(0) E-mail:economics@suryasencollege.org.in, Website:www.suryasencollege.org.in


DR. P.K. MISHRA
Principal

Surya Sen Mahavidyalaya
Siliguri - 734004

A REVIEW OF INDIAN AGRICULTURAL MARKETING

Submitted to the HOD

Of

Department of Economics

Of

Surya Sen Mahavidyalaya



For

Dissertation

In

B.A. Economics (Hons.)

By

Debashmita Paul

Registration number- 0521905010164

University Roll number-

Under the supervision

Of

Smt. Manomita Sarkar

Assistant Professor & HoD

Department of Economics

Surya Sen Mahavidyalaya

Surya Sen Colony, Siliguri, West Bengal -734004


DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004


D.C. Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

A REVIEW OF INDIAN AGRICULTURE MARKETING

ABSTRACT

Indian agriculture has always been the spine of the economy. Agricultural marketing involves many stages through which food and raw materials move from the cultivated farm to the final consumer but this movement needs a proper way to make good results for the farmers. This paper summarises the poor storage, financial and literacy crisis of the small and marginal farmers, and misinformation about the market price. The government, after independence, has adopted several measures to improve the system of agricultural marketing by establishing some regulated markets and standardizing the weights and measures of crops, and transport systems but whether this has been helpful for all farmers or not is discussed in this paper. Cooperative markets are helping the farmers to increase their bargaining strength, with the price fluctuation and with proper storage for the crops. This paper collects the data available from 2012-13 and 2018-19 time periods. Observations made on the available data give an idea of the present and future scenarios. More development can be done with proper management. This paper helps in finding a solution for the victimized farmers. The conclusion has been drawn successfully to improve some stages of agricultural marketing.

INTRODUCTION:

Agricultural Marketing refers to the services provided to move the products from agricultural farms to the ultimate consumers. Agricultural marketing includes all activities involved in moving agricultural produce from producer to consumer through time(storage), space(transport), form (processing), and transferring ownership at various levels of marketing channels. Some definitions would also include “the acts of buying supplies, renting equipment, paying labour, arguing that marketing is everything a business does”.

Agriculture is the primary source of employment in India, employing 170 million people. India is the major producer of all types of fruits, vegetables, spices, fibrous crops, staples, oilseeds, wheat, and rice (FAOSTAT 2015). According to a survey, conducted by NABARD in 2016-17, in India, 48% of households are agricultural ones, whose monthly income is Rs 3140 from crop cultivation alone. This is optimistic in a certain way. However, the people who are soft

dependent on agriculture, most of them are poor. India has adequate technology, but it is not fully implemented on physical grounds. Producers expect better results as they work day and night in their fields but don't get them. Agricultural marketing should be planned and well prepared. In developing countries like India, agricultural markets consist of poor markets, poor transport, poor storage and communication, limited access to finance, limited knowledge about the rules of the market, etc., and causes market failure. This market failure leads to the rise of new ideas to improve agricultural marketing in different ways by forming cooperative marketing societies, and regulated markets. Finally, the primary goal must be to maximize market pricing transparency and the efficiency of the enterprises that labor to achieve it. Agriculture decisions in India should be based on customer demand for agricultural products. Eventually, the efficiency and openness of the prices and activities of the various agricultural marketing institutes must be maximized. Different agricultural policies, the standard of living, and other factors may slow down the efforts made to commercialize agriculture. (Shakeel, 2012).


India is the world's second greatest food producer, according to the FAO (Food and Agriculture Organisation). It is the world's top producer of milk and pulses, as well as rice, wheat, sugarcane, peanuts, vegetables, fruit, and fish.

India is ranked 101 out of 160 countries on the Global Hunger Index. Looking at the index, the question arises as to why our index is so low if the poor receive government policies for food security and the food distribution system is functioning well. This raises fundamental questions about both agricultural marketing and the PDS.

OBJECTIVE:

- To study more about how the agricultural market operates.
- To study the issues farmers face at various phases of their farming careers.
- To assess if government programs have been beneficial or not.
- To look into the social well-being of the farmer. To see if they can earn profit from their output or if the intermediaries are interfering with the process.
- To examine how cooperative societies and FPOs operate.
- To determine whether the MSP provided by CACP to farmers is beneficial to them during the sowing season.
- To try to provide some solutions to the difficulties and loopholes.


DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


 DTC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

METHODOLOGY:

The majority of the research is based on reviews of the Indian agriculture market. Different research papers, internet resources, journals, and books on agricultural marketing were compiled to review the literature. Certain solutions have been suggested by looking at the problems of marketing as well as at the e-NAM platforms.

This paper is mainly based on secondary data available. The secondary information was collected from Government published sources like the Indian Journal of Agricultural Marketing (vol.36, Publication of Indian Society of Agricultural Marketing).

REVIEW OF LITERATURE:

Agricultural marketing has been the subject of numerous studies around the country, which have aided in this process. This report attempted to review some of the few studies that have been conducted on the previously mentioned issue.

- In their study, Kapoor, S., & Kumar, N. (2019) pointed out that the majority of Generation Y's concerns revolve around food quality and safety. Food packing has become a necessity in recent years. Before purchasing, young consumers examine the food's composition. Packaging aids consumers in making quick decisions. The final decision to buy a packaged product is based on the customer's age, preferences plus taste.
- Sachan et al., (2019) drew attention to the link between the agricultural and non-agricultural sectors. Agricultural cooperatives were involved in a variety of high-value agricultural operations. A farmer's duty in marketing is not just to produce crops, but also to have the right to know how their commodities end up in the hands of customers. Because they are completely unskilled in any Agri-marketing activities, they sell their produce to traders at a very low price due to a lack of storage facilities. And then there's the issue of credit, which is the most serious of them all because they don't have enough input costs to produce the crop. They borrow money from these arhatiyas and intermediaries because they can't afford to buy fertilizers, pesticides, or even the most basic farming gear. Farmers are then forced to sell their produce to them at a low price.

The farmers' traditional product sales, as well as the issues, were stated in the paper. Enhancement of agricultural retail marketing was mentioned.

- Pavithra et al., (2018) discussed how the Government is providing much-needed financial support for the implementation of e-NAM, but simply installing computers and software is insufficient because the core problem of cold storage and warehouses still exists. The question of whether all markets should be covered by e-NAM, or merely the larger ones remain unanswered. The government should investigate whether market capacity is a role in e-auctioning and e-commerce.
- Deepa. P., (2018) mentioned that the discussion on Agri-supply chain management points to a broad picture of the country's new line of agricultural marketing system. Farmers will need a new line good delivering system & supply chain management as their primary instruments to meet the requirement. The true value of the agricultural market and the various issues that develop as a result of the majority of small farmers, fragmented land, and the lack of scale economies were discussed. The paper concluded lastly with one important factor i. e. transportation. This is essential in supply chain management. The supply chain's profit and loss are determined by the transportation facilities available from the agricultural fields to the markets. The cost of the product and the money spent on transportation are linked. If the supply chains have trouble delivering the crops they raise the price of the crops, but the farmers who produce the crops are excluded from this price adjustment. As a result, the administration must examine the issues.
- Bisena, J., & Kumar, R. (2018) discussed how e-NAM is beneficial in agricultural marketing because e-tendering marketplaces provide much more clarity in revenue collection, and market prices, and enhance market competition. Discussion on the e-NAM's background and the mechanism was made. They focused on the Karnataka region because the state had already adopted the e-NAM technique for agricultural market enhancement. This paper concluded that the single Agri-markets along with the modern technologies will act as a catalyst to improve the various factors of agriculture. Efforts must be made to establish scientific warehouses, as well as cold storage facilities for perishable and semi-perishable goods. She discussed the challenges that come with implementing e-NAM, but also, mentioned how successful implementation may benefit the farmers greatly.

→ Somashekhar et al., (2014)- Agricultural commodities must travel through a series of activities before reaching the market, and as various studies around the country have shown, they suffer significant losses. Around 20% of the people in our country are malnourished. According to the studies, post-harvest losses of 20 million Mt per year are a significant unnecessary waste. According to a World Bank report from 1999, food grain post-harvest losses in India are 7-10% of total production from farm to market, and 4-5% at market and distribution levels. These losses result in a large volume of food being wasted, which has a significant impact on the micro and macro levels of the food chain. Specifically, it stated that, despite India's diverse agro-based economy, the agriculture sector is still not as efficient as it should be. The intermediaries rob the farmers of the rupee they should receive from the consumer. Farmers in general receive lower remuneration as a result of the exploitation. Because of middlemen, these are becoming more complicated and harmful. This hurts retail marketing since the quality suffers. As a result, the delivered products are destroyed, resulting in significant losses.

→ Mandal et al., (2017) – The main focus of this article was on the issues faced by the farmers in West Bengal's coastal region. The fundamental issue here is that despite that the state is the leading producer of several crops, the income level of the farmers in this area remains below average. The statistics they gathered revealed that agriculture is a major occupation, but that people who live here look for work elsewhere. In comparison to other states, MSP is low. The government, especially the Central Government determines the MSP and sets a uniform price for all, which is less than the COP (cost of production is Rs. /q). Potato, paddy, and jute production were taken into account. The net price offered to farmers was calculated by subtracting transportation costs and the value of the loss suffered by the farmers during transport and it was less. This demonstrated that there was a discrepancy in the prices offered. Farmers' input costs; if they wished to lower their input costs, the quantity produced would be lower. The small scale of production was the problem that reduced the profitability of the production, and if the farmers needed assistance, the professionals should be able to assist them. For farmers to increase their revenue, cropping patterns must be considered. To attract international and private investors, agriculture policies should be improved.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

16/06/22
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

- Rehman et. al. (2014), in their study thoroughly discussed how agriculture is the primary source of income for the majority of the population in India. The agricultural market appears to be well served by cooperatives. They specifically mentioned AGMARKNET, a website where farmers may obtain accurate market information.
- Rajendran, G., & Karthikesan, M. P. (2014), discussed how regulated markets work. A network of regulated markets has been established in India to facilitate the organized trading of agricultural commodities. Processes have been established by state governments and UT administrations to regulate agricultural produce markets. By the end of 1950, the country had 286 regulated markets; by March 31, the number had risen to 7566. Furthermore, India has 21780 rural periodical marketplaces, with around 15% operating under govt regulation. The establishment of regulated markets aided farmers/producers in better selling their produce, although tiny marginal in remote tribal areas was still not benefitted.
- A. Vadivelu and Kiran (2013)-Agriculture is a critical component of our country's success. Agri-marketing refers to the entire process of getting raw resources from farmers into the hands of end users. This paper wanted to make it clear that the farmer's awareness needs to be improved. For the large percentage they undertake, they don't get the best pricing. Farmers believe that dealers and middlemen manage the market because they are unaware of cooperative societies or banks that could assist them with financial problems. Farmers' utility is estimated to be between 7 and 11%, while traders' utility is estimated to be about 75%, according to their findings. These disparities in percentages serve as a reminder that farmers are still exploited. As a result, there is a pressing need for government departments like Krishi Vigyan Kendras to assist farmers as much as possible. Agriculture marketing is a long process that ends with a decent product in the hands of the final consumers, but it doesn't mean farmers aren't rewarded for their efforts.
- Kindness, H., & Gordon, A. (2001) - The experiences of non-governmental and community-based organizations (NGOs and CBOs, respectively) in agricultural marketing activities are reviewed in this paper. The study was based on the examination

of developing regions for evidence of agricultural marketing initiatives by NGOs or CBOs, with a focus on access to domestic markets. The authors here tried to present best practice examples, examined the policy implications of those intervention measures, and identified specific difficulties in areas where more research is needed. The main focus was on NGOs and CBOs that can assist the farmers in reaching the necessary limit for their benefit. They can assist them in lowering transportation costs, as this is a key issue for our farmers, as production quantity decreases due to poor transportation infrastructure, as well as in forming the link between traders and farmers. This paper found a problem in particular with the need for a balance between sustainability and diversity of production in rural areas.

After examining these studies, it became clear that they all discussed how farmers are still exploited. Farmers are often unable to produce larger quantities due to rising input costs, resulting in a loss of profit. Another issue with perishable commodities is that there are no storage facilities available, to prevent their products from getting destroyed the farmers quickly sell their crops to the intermediaries. The e-NAM procedure is currently lagging due to the farmer's inexperience with technology. Another issue is the limited number of cooperatives. Much of the quantity produced is destroyed, resulting in an imbalance in production demand and supply.

- o Relation Between Economics and Agricultural Marketing: Agricultural marketing encompasses the entire process from the production of crops by farmers to the distribution of crops. From economics' law of demand and supply, we can see how the intersection between their curves chooses an equilibrium price for goods. The biggest issue that occurs during the process of crop supply is transportation. Because the transportation system is ineffective, the quantity is lost. Another big issue is that, due to a lack of warehouse space, farmers who primarily produce perishable crops sell their produce rapidly to middlemen. However, when the intermediaries sell the goods on the market, the market price is significantly higher than what the farmers receive. They are deprived of the profit from their products. Farmers' social welfare deteriorates as a result of this. Farmers are afterward denied fertilizers and other basic components of production when they resume harvesting a new set of crops as they cannot afford the

costs for it. This demonstrates the disparity in production demand and supply, as well as the decline in social welfare across various groups of people. Only the agricultural sector experienced positive growth in 2020-21, accounting for 20% of the GDP. This indicates that the agricultural unit is the foundation of economic growth. If farmers' income continues to decline, it will hurt our country's national income.

INDIA'S TRADITIONAL WAY OF SELLING AGRICULTURAL PRODUCE:

For a long period, Indian culture was mostly like "subsistence farming". The farmer sold only a small part of his produce to pay off rents, and debts, and to meet his other requirements. Such a sale was done immediately after harvesting crops since there was no storage. A considerable part of the total produce was sold by the farmers to the village traders and money lenders often at prices considerably lower than the market prices. The farmers who took their produce to the wholesale markets also faced several problems as they were confronted with powerful and organized traders.

- The first and the most common method is to sell away his surplus produce to a village moneylender cum trader, who may buy it either on his own or as an agent of a bigger merchant of the neighbouring 'mandi' town. There is an estimation that in Punjab 60% of wheat, 70% of oils, and 35% of cotton are sold in the village itself. The estimation of food crops in West Bengal is not found.
- Under cover of a cloth (Hatha system): In this system, the agents twisted the hands of the producers or the farmers under a cloth and used it to determine the price of the crop. This is an utterly bad method. The farmers became the cheatee. They were ultimately deprived of the actual price.
- Private negotiations: In unregulated markets, the buyers and sellers will privately negotiate a price and usually it will be a price lower than the actual market price, due to which the producers and farmers are cheated and exploited.
- Closed tender system: this system is similar to an auction method, but the rates of the products are not disclosed but are invited in the form of the closed tender and the product is being sold to the highest bidder. This method is also not used now due to the adoption of regulated markets.


- Open auction method: It was the best used traditional method as the bid was announced loudly and the highest bidder would get the crop and the producers benefitted. As can be seen, traditional farming methods abuse farmers in every manner possible. Farmers' illiteracy makes it difficult to teach them the many market laws, and there is also a lack of understanding of market prices. Farmers are suffering financially due to inadequate storage facilities. Every component of the market is less efficient due to the numerous loopholes.
- Moghum sale method: In this method, the mutual understanding between buyers and sellers is necessary, because the price paid to the seller is that prevalent in the market on that specific day or the rate at which other producers belonging to the village sold the produce. But in practice, the buyer pays less than the prevailing market rate due to one reason or another.
- Quotations on samples taken by Commission agents: The product is being taken to the shop of buyers where the bid is being taken. The buyer whose bid is highest will be the person to whom the product is sold.
- Dara sale method: In this method, the money lenders mix up all the produce and sell the whole product as one lot. What happens here is that all the destroyed and perfectly cleaned produce gets mixed in & the consumers get low quality of crops.

These traditional methods are so terrible that they appear to be designed to exploit the farmers and the government has enacted rules to remove them. However, many small and marginal farmers continue to sell their produce to these intermediaries on a regular basis. However, the various government-aided agencies help the farmers to come out from these.

COMPARATIVE STUDY OF SOME OF THE MAJOR CROPS PRODUCED IN WEST BENGAL:

West Bengal is one of the most important producers of key crops in India. WB produces paddy, wheat, maize, legumes, oilseeds, jute, barley, potato, vegetables, and fruits. Despite the high level of production, the state's residents have the lowest income of the entire state. This article aimed to address the real issue of agricultural marketing for three crops: paddy, potato, and jute. Potatoes are a semi-perishable crop, while paddy and jute are non-perishable.


DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

- Non-perishable crops

Table 1: **Production of Jute in West Bengal from 2010-2021**

YEAR OF PRODUCTION	JUTE PRODUCTION ('000 BALES)
2010-11	8214.3
2011-12	8800
2012-13	8349
2013-14	0
2014-15	8969
2015-16	8075
2016-17	8349.59
2017-18	7637.85
2018-19	72.75
2019-20	166.21
2020-21	162.1

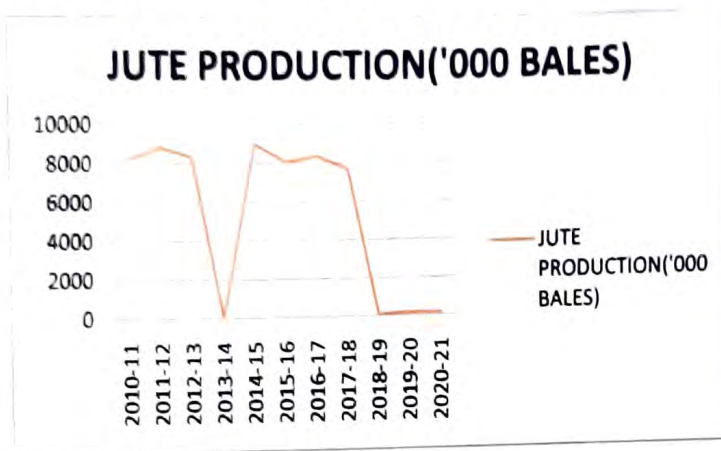
Source: **Office of the Jute Commissioner (Ministry of Textiles, Government of India)**

The production of jute in West Bengal is shown in Table 1. In West Bengal, jute marketing is one of the most significant. In 2010-11, 8214.3('000 bales) of jute were produced. This figure remained stable till 2016-17. However, between 2017 and 2018, the figure fell by a significant amount. According to the most recent statistics, jute production in 2020-21 was just around 162.1('000 bales). In 2020-21, the percentage of jute production in West Bengal to all of India is 79.68 and in the past 2019-20, it was 81.68%. Following the above data, a line graph has been constructed.


DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


 DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

Graph 1: Representing the jute production by a line graph.



Source: Author's Representation

Table 1(a): Consumption and Stock of Raw Jute (lakh bales of 180 kgs each)

Year (July-June)	Consumption	Stock (end of the season)
2017-18	79	22
2018-19	79	18
2019-20	64	26
2020-21	70	5

The examination of the accompanying table reveals that the consumption of jute by individuals in West Bengal is significantly larger than the actual raw stock. This made a significantly larger than the actual raw stock. This made a significant impact on the amount of raw jute as it was destroyed, since storage capacity in West Bengal was 20.03 lakh metric tonnes (about 91.99 thousand bales) as of March 2021, which is significantly less than the actual jute production. As a result of the lack of warehouses, farmers are forced to give away their products to intermediaries who sell them for a low price. Though the MSP provided by the government is a beneficial measure, it

le
 DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004

15/10/22
 DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

homes for a few months, but the following question is regarding the period. It was evident that small farmers and farmers in rural areas are the most exploited.

Table 2: Production of Paddy in West Bengal from 2011-2020

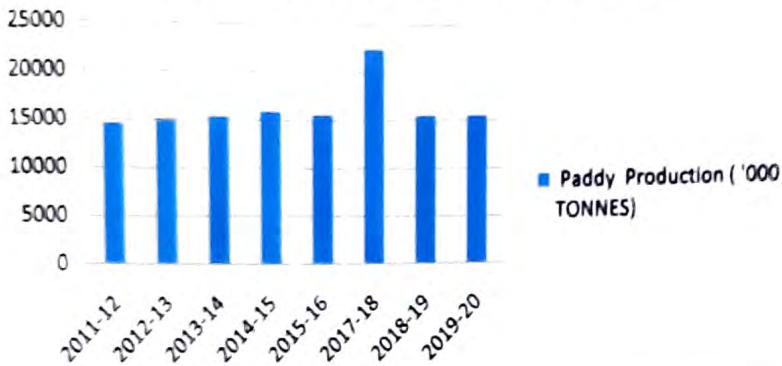
YEAR OF PRODUCTION	Paddy Production ('000 TONNES)
2011-12	14605.76
2012-13	14946.73
2013-14	15376.86
2014-15	15927.196
2015-16	15570
2017-18	22450
2018-19	15540
2019-20	15570

Source: **Bureau of Applied Economics and Statistics Department of Statistics and Programme Implementation Government of West Bengal 2016**

Table 2 shows the variance in paddy production from 2011 to 2022. West Bengal is one of the top paddy producers in India. In the years 2020-21, West Bengal produced 13.82 percent of India's total paddy crop. The highest production was in 2017-18. More or less, the production of paddy remained constant throughout these years. The graph below showed the graphical representation of paddy production.

Graph 2: Representing the paddy production by a bar graph

Paddy Production ('000 TONNES)



Source: Author's Representation

The marginal and small farmers dominate the state. To avoid incurring transportation costs and effort spent on marketing, some farmers used to sell their produce at the farm village level. To address the problem, the government of West Bengal has started decentralized paddy purchases through various agencies such as cooperatives, self-help groups, farmers' producer organizations, farmers' producer clubs, and Krishak bazaars. Farmers had little knowledge of the system when it first began a few years ago, and they began selling their produce to middlemen and intermediaries again because there were no identifiable agencies. These intermediaries used to buy paddy for a fraction of what it was worth on the open market. Later, the government used to register the farmers to facilitate credit flow, and it was a major success, as the number of farmers registered climbed from 4.64 lakhs in 2017-18 to 22.68 lakhs in 2020-21. Paddy acquired at MSP has increased in value by 171.03%. Cooperative societies are important institutions that assist in paddy purchase; they account for the majority of paddy procurement in West Bengal. The current market price of paddy ranges from Rs 1500.0 to Rs 1650.0 per quintal. However, because the MSP is Rs 1815.0 per quintal, farmers receive an extra Rs 240.0 benefit per quintal. The government helped the small and marginal farmers from distress sales.

- Semi-perishable crop

Table 3: Production of Potato from 2015-2021 in West Bengal.

Production Year	Potato	Production
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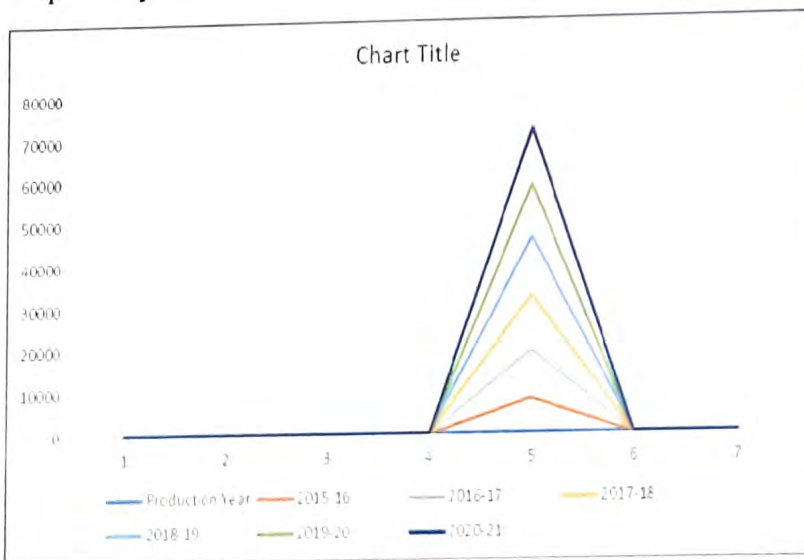

DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


 DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

	('000 tonnes)
2015-16	8427
2016-17	11234.8
2017-18	12782.5
2018-19	13783
2019-20	12563
2020-21	13201

Source: Agricultural Statistics at a Glance (2017, 2019, 2022)

Graph 3: Representing the potato production by a line graph



Source: Author's Representation

The above graph was created using data on potato production available at the time. Potato is also one of the West Bengal's most important crops. In 2015-16, about 8427 ('000 tonnes) was produced and it went on increasing to a huge amount of 13201.00 ('000 tonnes). However, there is a limited number of cold storage, and the amount created is insufficient for the cold storage to capture. Potatoes decay quickly because they are a semi-perishable crop.

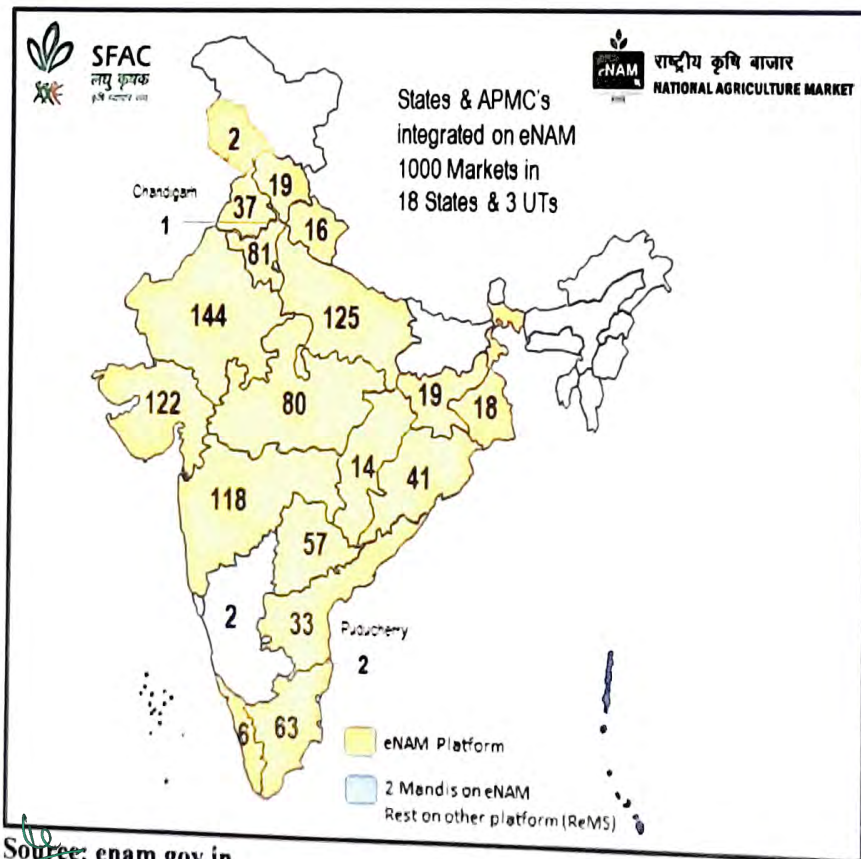
DR. P.R. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Furthermore, the government has not provided any MSP for potatoes. It is a major issue. They eventually sell the produce to the middlemen at a low price to supplement their income, and they are exploited. Furthermore, the farmers never see a benefit from their products because they lose money every year. Every year, this condition becomes unavoidable, and the process continues from the farmers to the middlemen.

e-NAM (e- TENDERING MARKET):

Because there are so many intermediaries, the movement of produce from farm to consumer takes at least four stages, reducing the producer's share. Here, price transparency is a major issue. To address these issues, the Indian government modified the Agricultural Produce Market Act, which now allows for direct sales of agricultural produce to customers, infrastructure development, and market functionaries' flexibility to operate in various markets via online registration.



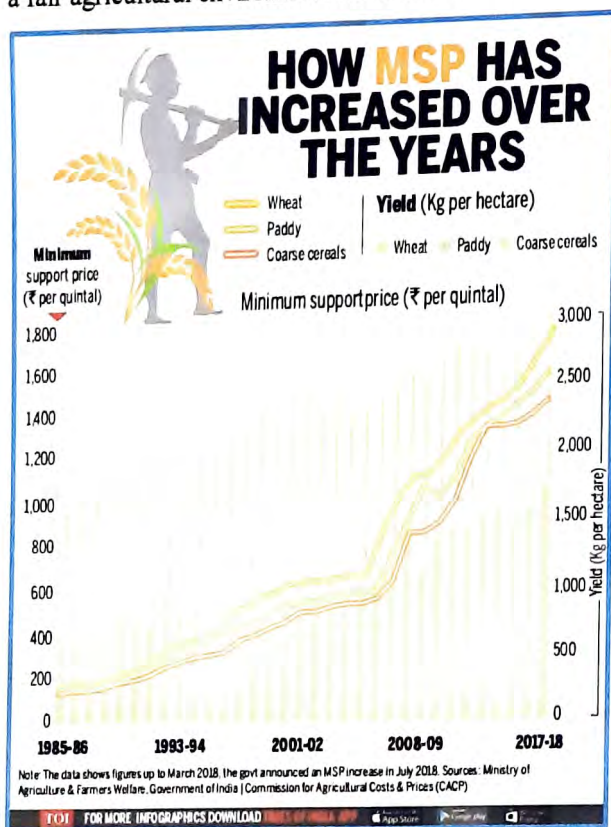
DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

16/05/22
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya

Many Indian states have created e-NAM platforms, as seen in this diagram. However, many of these states are still unable to fully benefit from it due to bad internet connections, power outages, a lack of computers and kiosks in the market, and the lack of qualified and literate farmers. Another obstacle is a lack of awareness.

AGRICULTURAL PRICE POLICIES:

The agricultural price policy was created in 1947 for the benefit of the consumers and was applied to a few coarse crops like jowar, bajra, and maize, but in 1964 it was expanded to include farmers. In 1965, the Commission for Agricultural Cost and Prices (CACP) implemented MSP to ensure that farmers received fair prices. The Commission also stated in 1966 that the purchase price must be higher than the support price and that the MSP must be distributed during the sowing season. The price controls were developed to control the economy's economic volatility, decrease supply shortages, and, most significantly, ensure that farmers gain. As a result, we can see that price controls have been successful in creating a fair agricultural environment for farmers.



Source: TOI

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

should be paid to farmers who are involved in the production of such crops (Marginal Support Price).

REMEDIES:

COOPERATIVE MARKET IN INDIA:

The sole purpose of cooperatives is to earn for the welfare of its members primarily to help the farmers to market their products more profitably than the private trade. They work so that they can help the farmers increase their bargaining strength, with the price fluctuation, and make sure that they are not exploited in any way. Small and marginal farmers have always sold their produce to middlemen at a relatively low price, either to save on transportation costs or for other reasons. Because there were no identifiable procurement organizations when the government initially started giving procurement prices for different commodities, these farmers continued to sell their produce to the same middlemen. This is when cooperative societies began to act as procurement agencies.

Some of the top cooperatives in India are:

- NATIONAL CO-OPERATIVE DEVELOPMENT COOPERATION-It was established in 1963.
- NATIONAL AGRICULTURAL COOPERATIVE MARKETING FEDERATION OF INDIA LTD. (NAFED)-It is the apex cooperative marketing organization established in 1958. It deals in the procurement, distribution, export, and import, of selected agricultural commodities. They directly used to buy the agro products from the farmers eliminating the middlemen.
- COOPERATIVE RURAL DEVELOPMENT TRUST
- KRISHAK BHARATI COOPERATIVE LTD.
- INDIAN FARMERS FERTILISER COOPERATIVE LTD. (IFFCO) - It was founded on 3rd Nov 1967 and reached over 50 million Indian farmers, with around 35,000 member cooperatives.
- KARNATAKA MILK FEDERATION(KMF)
- HORTICULTURAL PRODUCER'S COOPERATIVE MARKETING AND PROCESSING SOCIETY (HOPCOMS) - It was founded in 1965 with the objective of

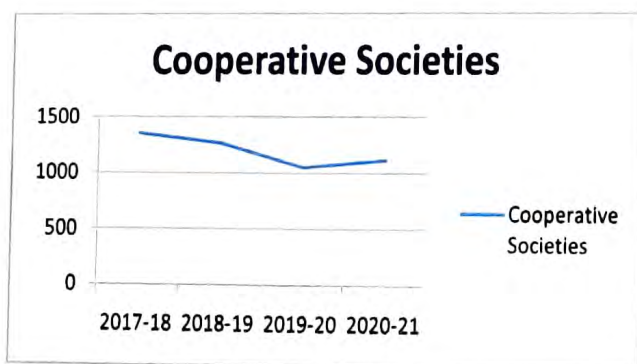
DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
11-4

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- KARNATAKA MILK FEDERATION(KMF)
- HORTICULTURAL PRODUCER'S COOPERATIVE MARKETING AND PROCESSING SOCIETY (HOPCOMS) - It was founded in 1965 with the objective of direct marketing farm products. The operations of HOPCOMS are threefold: distribution, storage, and procurement.

As of 2020-21, there are a total of 14,057 cooperative societies operating in West Bengal. The State Government received a working capital loan of Rs 300.00 crore for paddy procurement activities in 2016-17. Cooperatives are assisting in the expansion of cold storage facilities as well as the upgrading of processing facilities for dried fish and other products. According to a poll, cooperative organizations accounted for the majority of paddy purchases between 2017 and 2021.

Procurement of paddy through cooperative societies



Source: Department of Food & Supplies, Government of West Bengal.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

16/06/22
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

FARMERS PRODUCER ORGANIZATION:

A Producer Organization (PO) is a legal entity made up of producers such as farmers, craftspeople, fishermen, weavers, and other artists. A PO is a producer firm that divides its revenues and benefits with its members. Farmers Producer Organization (FPO) is an organization made up of farmers. This organization's shareholders are the producers or members present. A portion of the profit is used to expand the business. NABARD, SFAC, Government departments, Corporates, and Domestic or International Aid Agencies provide financial and or technical support to the FPOs for their business expansion. Procuring inputs, disseminating market information, technological assistance, providing the necessary finance for inputs, aggregation and storage of produce, brand building, packaging, drying, cleaning, and processing of crops, marketing to institutional buyers, and assisting with export are all important activities of an FPO.

SELF-HELP GROUPS:

Self-help groups (SHGs) have been a popular method of collective action in rural India in recent years. It was followed by the NABARD-sponsored SHG-Bank connection initiative, which began in 1992 and has become a country-wide movement. Currently, there are around 7.9 million SHGs in the country, with more than 75% of them being purely SHGs. SHGs for women (NABARD, 2015). Though the primary goal of SHG mobilization was to provide financial intermediation between the formal and informal financial systems, its developmental potential was quickly realized by many organizations for those who did not have access to financial institutions. SHGs' potential is being harnessed by development organizations and practitioners, and a deliberate effort is being made to do so. Agriculture, natural resource management, and nonfarm employment generation are just a few examples. Previously, the government began as a big direct participant in the agriculture sector, but this proved disastrous. Through a complex chain of regulation, the government also regulated private sector economies. techniques based on a presumption of understanding farmer needs Furthermore, the Indian economy was protected from foreign competition by employing both the "infant industry argument" (which provided price support for some agricultural goods) and a binding foreign exchange constraint (Lal and Clemant 2005). They were in massive debt while providing subsidies, which ultimately led to a decline in the economy. As a result of the shift in agricultural policies, the SHGs stepped in to assist. They were assisting farmers in a variety of ways including increasing production at a lower cost, providing expert technical guidance,

DR. P. K. MISRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

15/06/22
DIC & Assistant Prof.
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

purchasing inputs, marketing products, training, credit, or equipment, representing members' interests, building influence, fundraising, and carrying out various projects. Over 80% of Indian farmers are tiny or marginal landowners. They are subject to risk due to their poor asset base and lack of productive resources. Small farm-based agriculture will flourish, according to Vyas (2011), to the extent that institutions of research, extension, marketing, and lending are responsive to the needs and capacities of small holdings. Because of greater transaction costs, perceived high risks, and small farms' low absorption capacity, these institutions were generally ignoring these parts at the time. The problem is a lack of credit, and the time it takes to acquire a loan from a bank is also considerable. Banks and other formal financial institutions are typically hesitant to lend credit to smallholders in rural areas because the transaction costs and risks are considerable. Another issue is the output market, where smallholders are frequently challenged with price volatility and market intermediaries' exploitative nature. Women farmers face several issues, including limited direct access to land and extremely unequal access to supplies and other services, as well as limited access to financing, which limits their capacity to acquire seeds, fertilizers, and other inputs required to adopt modern agricultural techniques. Traditionally, women farmers have been overlooked in extension activities. SHGs were formed to assist these farmers with all of the aforementioned issues. These groups/organizations can serve as an effective route for both technology distribution and feedback for research and extension to a large number of small and marginal farmers.

PROBLEMS IN AGRICULTURAL MARKETING:

Marketing agricultural products present a number of challenges. There is limited access to market information, low literacy among farmers, and many distribution routes that drain both farmers' and customers' purses.

- Less developed infrastructure makes the marketing procedure lengthy.
- Storage facilities are terrible. For small and marginal farmers, warehouses controlled by major farms and middlemen are a nightmare.
- Farmers are restricted from being schooled for their purpose by the local traders.
- Govt. doesn't properly implement the rules.
- A limited number of trained traders and low literacy level of farmers.
- No proper information about the e-NAM.
- Poor transportation system.
- Less media coverage.

- Furthermore, the Commission for Agricultural Costs and Prices' determination of a standard purchase price for the country based on the cost of production of large cost states has benefited developed states with a low average cost of production, such as Punjab and Haryana. As a result, the strategy favoured wealthy states at the expense of consumers in general.
- Another issue in West Bengal's agriculture market is that agricultural policies are still not as effective as they should be. A large number of farmers go to other states to work as migrant laborers, which hurts the state's crop production.
- Following so many years of MSP generation, the government should consider the benefits of other perishable crops. Farmers who grow such crops have a significant challenge.

AGRICULTURAL MARKET REFORMS:

- Farmers must be made aware of the market prices and more storage facilities should be developed along with the improvement of the market.
- Money lenders and acharyas who attempt to exploit small farmers must face severe consequences.
- To inform farmers about the e-NAM process.
- Roads must be connected properly. Otherwise, small marginal farmers avoid selling their products in the market or to government procurement agencies for fear of rising transportation costs.
- Infrastructure and machinery development.
- Producers were encouraged to raise their output by the MSP and procurement prices, although these benefits were primarily limited to large farmers.
- Furthermore, India's public distribution system has several flaws, including limited operation in wheat and rice, insufficient coverage in rural areas, insufficient coverage of persons living below the poverty line, and a lack of targeting.
- The government should also make crop purchase prices by looking into states where crop production costs are high.
- West Bengal's agriculture marketing procedures must be thoroughly examined, and the state government should establish new agricultural policies to entice workers who have relocated to other states. A proper investment in the agricultural industry will be beneficial to the sector's future.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

- Farmers are being exploited, which is also bad for the country's national income, hence MSP must be granted to perishable commodities as quickly as possible.
- Rural tribal towns need more media coverage; otherwise, their plight would go unnoticed since they are not receiving the aid they need from cooperative societies or FPOs.

CONCLUSION:

There has been an increasing interest in agriculture marketing in recent years. Various research on the subject has been conducted across the country. During the course of writing this article, it became clear that the agricultural marketing sector is in desperate need of development. It is necessary to observe the farmers who are still being exploited. The Agri-marketing is such an important aspect of the agricultural industry that it is essential to the supply-demand equilibrium. The policies put in place by the administration are still not as effective as they should be. Without a doubt, Indian marketing is driven by profit maximization, yet some guidelines must be established for the farmers' advantage.

There is no program in place to inform farmers about current market pricing. This paper demonstrated that cooperative markets, self-help groups, and FPOs, are not as effective as they should be. They should be acting as procurement agencies as well, but their number has increasingly dwindled. Using the activity-cluster methodologies, some of these agencies have done their work to the best of their abilities. They dealt with grain processing, organizing, and drying. The changing nature of linkages between agriculture and the market necessitates the strengthening of the regulated market system. With the support of these cooperative societies or FPOs, India may claim to have the world's largest Agri-marketing network. However, the reality is that each state's marketing system, methods, and handling are highly diverse. Agriculture is primarily carried out by small and marginal farmers in West Bengal. Though the cooperatives are doing a good job, they need to broaden their responsibilities to ensure that the rural tribal farmers who are not receiving these benefits receive them. Because there are so few storage houses, post-harvest losses are substantial every year. The MSP does not apply to perishable commodities. The state and central governments should investigate the measures' benefits & drawbacks. The price policy continues to be centered on States with low production input costs. Because of the poor road connectivity, transportation expenses are a significant problem. These issues continue to be a nightmare for producers. We need to establish a strong

connections between producers, traders, consumers, and agencies to create a successful

agricultural marketing system. Now is the time to use current technology. In our country, there are so few e-NAM platforms that the traditional technique is still in use. The e-tendering processes are not as complicated as the farmers believe; they are not properly trained, and local intermediaries dealers mislead them about them. Despite initial difficulties in implementing e-NAM and a lower density of e-NAM throughout existing wholesale regulated markets, there is significant room for additional expansion and modernization. The increased volume of trade on the e-NAM platform will be accompanied by improved back-end infrastructure for the whole value chain of produce. As a result, efforts should be directed toward the development and upgrading of scientific warehouses, as well as high-speed connectivity to marketplaces among various market components. Another significant issue identified in this article is that the migrant laborers in West Bengal are essentially farmers, but due to their low income, they opt to work outside of their own state. Farmers require prompt delivery of high-quality seed and other inputs, especially before the second cropping season. Support is needed from professionals who can act as major service providers by supplying inputs and facilitating loan applications, insurance purchases, and produce sales through a single-window system. We might easily make agriculture marketing success by employing these suggestions.

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DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
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	Bipalab Barman
Prabhat Chandra Sarkar	Rajan Kumar
Rahul Paul	Harshita Sah
Lisa Srakar	Uddyog Chowdhury


28/08/23
DTC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4


DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

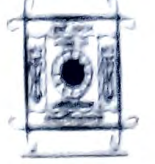
Surya Sen Colony, Block-B, Siliguri - 734004, Dist. Jalpaiguri, West Bengal

Ph: 0353-2691488(0) E-mail: economics@suryasencollege.org.in, Website: www.suryasencollege.org.in

Surya Sen Mahavidyalaya

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A Multi Stream Govt. Aided College &
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Bengal)



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Dissertation for 6th Semester (honours) 2022-23:

Name of the Students	Roll Number	Name of the Topic
Tithi Barman	20EC0002	A Overview of Indian Textile Industry
Uddyog Chowdhury	20EC0004	Review of Rural Tourism in India.
Harshita Sah	20EC0012	Impact of Urbanization on Migration in India
Biplab Barman	20EC0005	Agricultural Marketing
Rajan Kumar	20EC0015	Privatisation of Banking Sector


DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Surya Sen Colony, Block-B, Siliguri - 734004, Dist. Jalpaiguri, West
Bengal

Ph.:0353-2691488(0) E-mail:economics@suryasencollege.org.in, Website:www.suryasencollege.org.in



DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

SURYA SEN MAHAVIDYALAYA

Dissertation Paper On

Review of Rural Tourism in India


Prepared Under the Guidance of: Lisa Sarkar

Prepared By: Uddyog Chowdhury

Course: B.A Economics Hons(6th sem)

Reg No: 0522005010162

Roll No: 236052336328


20/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4


DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

Review of Rural Tourism in India

Abstract

This paper focus to probe the rural tourism in India, how rural tourism can help rural society. It can have both positive and negative impacts on rural as well as urban communities. Rural tourism means any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural Tourism is essentially an activity which takes place in the countryside.

Introduction

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. Tourism is currently the world's largest industry and the fastest growing sector of the market. Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. "Definitions of tourism share a range of common elements" (Dowling 2001, p24). Mathieson and Wall (1982) that tourism is the temporary movement of people to destinations out of their normal home and workplace, the activities undertaken during the stay, and the facilities created to cater for their needs.

Tourism is the fastest growing industry in the world. According to the World Travel and Tourism Council (WTTC) tourism is the world's largest industry generating 12% of the global gross national product. Worldwide tourism is ranked second highest revenue-generating industry next to the oil industry. Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO). The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments.

Rural tourism (RT) is not a new concept in the literature with case studies dating from the late nineteenth century (Gao & Wu, 2017; Perales, 2002). Often described as a means to regenerate socio-economic development (Oppermann, 1996; UNWTO, 2017; Quaranta et al., 2016) or to revitalise declining rural productivity (Ghaderi & Henderson, 2012; Kortoci & Kortoci, 2017; Su, 2011), RT retains its relevance, with tourists' increasingly seeking authentic experiences (Guan et al., 2019; Kastenholz et al., 2012). Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems. Rural tourism is diverse and fragmented in terms of operational structures, activities, markets

DR. P. K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri

and operating environments. Rural tourism is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism. According to a Ministry of Tourism policy paper, "Any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience, can be termed as rural tourism." Various estimates suggest that tourism in rural areas makes up 10 to 20% of all tourism activity, and a Euro barometer survey reported that 23% of European holidaymakers choose the countryside or rural areas as a destination every year.

Rural-Tourism worldwide has started growing at a considerable pace. Every country has something special to offer in terms of its scenic beauty, beaches, exotic hills, old civilizations and culture, and traditions. Consumers are now demanding something new to experience. There is a paradigm shift in consumer behavior. Tourists are now traveling countryside to experience the rural culture and lifestyle. They are no more going in for urban holidays but instead exploring these rural areas. From the tourism's perspective, many schemes and plans have been initiated to supplement the growth of the rural people. Thomas Cook, the pioneer of tour packages conducted its first excursions to country areas. The motivation for these early tourists was either the experience the popular images that they had been subjected to or visiting their rural roots in the countryside.

Review of Some Selected Literatures

Rural tourism emphasizes on actively contributing to the rural lifestyle. It can be a variant of ecotourism. Many rural villages can enable tourism because many villagers are hospitable and eager to welcome visitors. There is a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle. This segment in the tourism industry has been rapidly growing in the past decade, leading to rural tourism becoming not just a good business prospect, but a genuine vacation trend. Even though a vast array of scholars and industry experts from the world over have researched on tourism and specifically rural tourism, it is not possible to study and include all, but some of the major ones are notably mentioned.

Mihailović, Božo & Moric, Ilija(1998) mentioned that the need for a marketing implementation in the field of rural tourism is encouraged by increasing complexity of market and market relations on a very dynamic tourism market. Some of the factors that define a new way of keeping the rural tourism business in profit include the expansion of information technology; opposition and development in its global character, the fresh buyer and the need for viable development. Today, the marketing concept and philosophy of doing business are becoming essential to all policymakers and implementers of rural development. Specifics of the implementation of the marketing concept in rural tourism development arise from the very specific characteristics of rural tourism supply and demand.

Braun & Mc. Less (2011) say that a close cooperation between all actors should be actively involved in the activities pertaining to rural tourism in order to achieve sustainable development through the rural tourism and agro-tourism in any rural area of Romania. They all must have responsibilities in the understanding of sustainable rural tourism and to safe-guard the environment...

Sillgnakis, KE (2007) says that rural tourism could be a plan for sustainable development for rural areas. According to the model of Butler (1980), rural tourism can be a tool for product diversity for an area where there has been an Inertia stage of the Destination Life Cycle. The plans and objectives for the expansion of rural tourism require adequate caution since rural tourism is a good opportunity for agricultural-based communities. In order to attain better results, the active participation of the whole range of stakeholders is mandatory. With a view to avoiding conflicts and blunders, the steps taken should be slow yet stable.

Mill, Nitashree (2012) says that activities taking place in non-urban areas which cover a wide range of temptations and deliver a country understanding are known as rural tourism. Development of the social and economic background is a vital factor for the development of rural areas and also serves as an important purpose of rural tourism.

Okech, Roselyne et al (2012), say that, the features that signify a rural area counting traditional civilizations, masses, agriculture-based economies, minor settlements and squat population should be imitated exactly the same to be described as rural tourism. In order to map the potential of tourism in the rural areas, it cannot be done so because the image of the study is not well commoditized, packaged and shown. To relate rural tourism with the social, cultural, and economic elements of rural areas and to illuminate answers for the reimagining of rural activities and characteristics, plans had to be made to make the destination more tourists enticing.

Das, Dr. Dilip Kumar & Ray, Nilanjan (2012), say that one of the important factors of benefitting the economy and the society is the emergence of the concept of rural tourism. The main purposes of this study include the expansion, growth, and appearance of rural tourism in the state of West Bengal. With the correct utilization of the structural facilities in the area to promote rural tourism and elevation with the help of the host community has been specified in their research. In the near future, for the development of the economy, to generate income, to assuage women, to regenerate the atmosphere, rural tourism is expected to appear as an important factor for supportable human progress. India is capable of ensuring sustainable economic growth and positive social change in this particular destination

Objectives

The main aim of study is to measure the potential of rural tourism in India. The specific objectives of the study are-

- To clearly identify the concept and role of rural tourism
- To find out the impact of rural tourism in our society
- To identify the challenges and opportunities in rural tourism
- To identify the essential for rural development in rural tourism.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Methodology

This research is a descriptive and is based on majorly secondary data collected from different Published research articles, book chapters, websites, reports, tourism policies, articles, journals and magazines. The researcher also used the information and facts already available as base in order to analyze, explore and evaluate the problem at hand critically to figure out conclusion.

Tourism in India

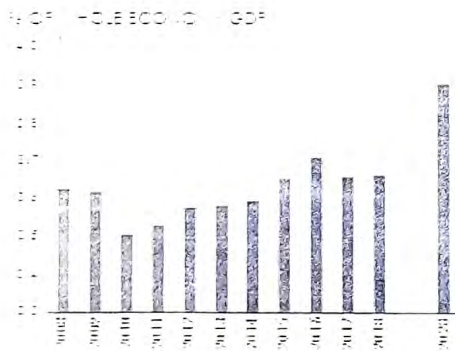
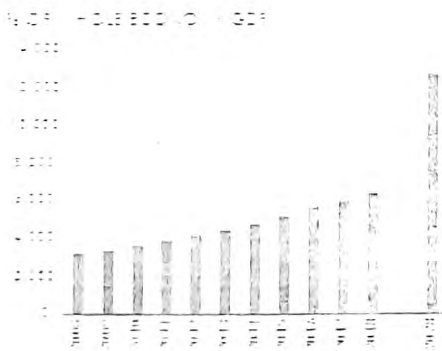
One of the oldest civilizations in the world, having a rich history worthy of its tale, a kaleidoscope of traditions, culture and vibrant geographies, India speaks for itself as a soul stirring journey. From its dusty snow trenches, frolic coasts, gripping natural green to the mystic ravines of spiritually and clusters of shades defining the raw beauty. India captures the heart of every tourist, from the innumerable palaces to its infinite places of worship, to the snow peaked mountains that can give a tough competition to the Swiss Alps, to having one of the seven wonders of the world amidst its terrain, India can truly delight every type of tourist in the world. Tourism has evolved as one of the key enablers of a nation's socio-economic growth. With its spillover effect over all segments of economy, tourism offers enormous growth prospect for India. Tourism fosters engagement and collaboration of different communities across the value chain including tourists, locals, government and businesses. Given its diverse socio-cultural precincts and rich heritage, India offers wide ranging options to inbound tourists and is thus, well positioned to harness its tourism growth potential.

Travel & Tourism's Contribution to GDP

The direct contribution of Travel & Tourism to GDP in 2017 was INR5, 943.3bn (3.7% of GDP). This is forecast to rise by 7.6% to INR6, 392.7bn in 2018. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 7.1% pa to INR12, 677.9bn (3.9% of GDP) by 2028

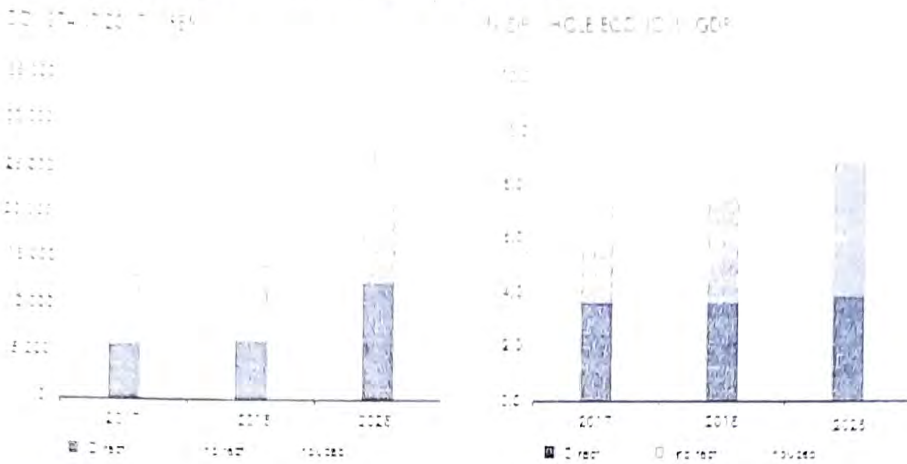
India: Direct contribution of Travel & Tourism to GDP



The direct contribution of Travel & Tourism to GDP including wider effects from investment, the supply and demand multiplier effects, see page 21. **DR. P.K. MISHRA** Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

Signature
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

India: Total contribution of Travel & Tourism to GDP

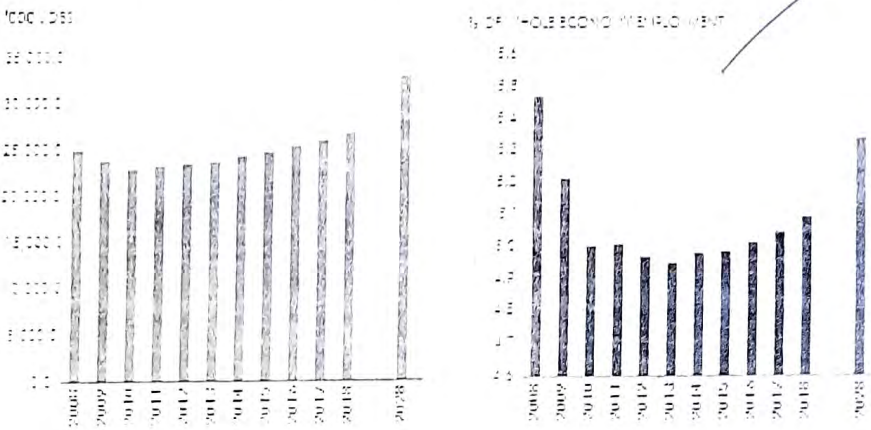


Jobs Created By Travel & Tourism in India

Travel & Tourism generated 26,148,000 jobs directly in 2017 (5.0% of total employment) and this is forecasted to grow by 2.8% in 2018 to 26,883,000 (5.1% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2028, Travel & Tourism will account for 33,195,000 jobs directly, an increase of 2.1% pa over the next ten years.

India: Direct contribution of Travel & Tourism to GDP Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts) was 41,622,500 jobs in 2017 (8.0% of total employment). This is forecasted to raise by 3.1% in 2018 to 42,898,000 jobs (8.1% of total employment).

By 2028, Travel & Tourism is forecasted to support 52,279,000 jobs (8.4% of total employment), an increase of 2.1% pa over the period.

DR. P. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

57/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

What Is Rural Tourism

UNWTO understands Rural Tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing.

Rural Tourism activities take place in non-urban (rural) areas with the following characteristics: i) low population density, ii) landscape and land-use dominated by agriculture and forestry and iii) traditional social structure and lifestyle".

In developing countries, rural tourism has a great importance. It brings profit directly to families living in rural, otherwise non touristic, distant locations. It also brings opportunities for development. In developed countries it allows for relaxation and rest from otherwise busy lives. In any country, it helps to reduce bad effects of over tourism.

Types of Rural Tourism

Any forms of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.

A variety of terms are employed to describe tourism activity in rural areas: agritourism, farm tourism, rural tourism, soft tourism, alternative tourism, eco-tourism, and several others, which have a different meaning from one country to another and indeed from one country to another. Followings are the most important types of rural tourism:

1. **Eco-tourism:** A major type of rural tourism activity is nature-based tourism/ecotourism (sometimes called recreation-based tourism), which refers to the process of visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Nature-based tourism may be either passive, in which observers tend to be strictly observers of nature, or active (increasingly popular in recent years), where participants take part in outdoor recreation or adventure travel activities.
2. **Agritourism:** Although often used to describe all tourism activities in rural areas, more frequently either term relates to tourism products which are 'directly connected with the agrarian environment, agrarian products or agrarian stays': staying at farm, whether in rooms or camping, educational visits, meals, recreational activities, and the sale of farm product or handicrafts.
3. **Farm Tourism:** explicitly farm-related and most usually associated with tourism involving staying in farm accommodation and seeking experiences from farm operations and attractions.
4. **Wilderness and Forest Tourism:** tourist explores the wilderness and natural beauty of the rural area. It may be implicitly included within notions of rural tourism, or they may be regarded as separate. In wilderness and forest tourism, tourists travel to the natural habitat of plants and animals. It mostly encompasses non-consumptive interactions with wildlife and observing and photographing animals in their natural habitats.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

57/68/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

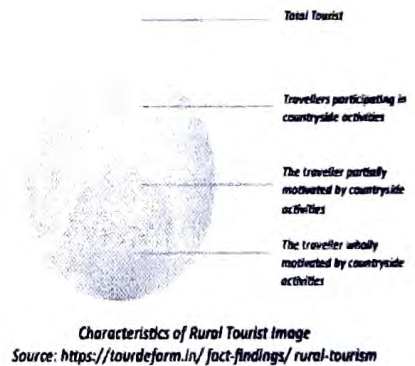
Wilderness and forest tourism includes various tourism activities such as wild photography, safari, bird watching, trekking, and hiking etc.

5. **Green Tourism:** green tourism refers to tourism in the countryside or green areas. It is more commonly used to describe forms of tourism that are considered to be more environmentally friendly than traditional, mass tourism. In rural areas, green tourism is an important form of rural tourism. Green tourism is portrayed as an approach to tourism development which seeks to develop a symbiotic relationship with the physical and social environment on which it depends and implicitly seeks to attain sustainability ideals.

Driving Forces in Rural Tourism

These forces have been identified by many authors and can be summarized as

- Tourism generating regions for rural tourism are highly developed and urbanized – the stresses of urban living and the remoteness from the natural environment has created a desire for escape from the monoculture of city living. Rural locations offer an idealized release from stress and the opportunity to re-engage with a simpler, quieter way of life that offers rest and relaxation.
- Demand fuelled by media, over-familiarity and congestion with traditional tourist resorts and increased interest in alternative attractions – with its voracious appetite for content and the resultant over-exposure of many traditional tourist destinations, the media have sought out new and interesting tourism experiences for their lifestyle productions.
- Increasing environmental awareness and interest in the relationship between humans and the environment. Green issues have raised the attractiveness of rural experiences as ecologically sustainable tourism.
- Transport, communications, and the removal of political and economic barriers to travel have facilitated accessibility of rural areas.
- Increasing numbers of Free Independent Travelers and world-wide long-haul travel – many more travelers are FIT than in the past due to the increased capacity, especially in long-haul transport modes. When combined with increasing discretionary incomes, greater awareness of the range of experiences on offer, and greater mobility through private transport, the accessibility and attractiveness of rural destinations has been dramatically improved.
- A move toward short-break holidays - income and leisure time have changed so that shorter breaks with greater choice of leisure activities are sought. Changing work patterns have increased the popularity of shorter breaks that minimize the absence from work and the effect of absences on work flow and involvement.
- Better-educated travelers have increased interest in outdoor recreation, eco-tourism and special interest tourism - individualism drives a need for unique experiences and rural tourism, because of its fragmented nature and diversity of offerings, can satisfy this need.



DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

- An increased interest in heritage can be satisfied through rural tourism as rural areas are often the repositories of remnant heritage.
- Rural areas are perceived as healthier, offering fresher air, cleaner water and the opportunity for outdoor recreation. Rural areas offer fresh, and sometimes, specialty foods.
- An increasing desire for authentic experiences including interaction with local people - Rural tourism is REAL (Rewarding, Enriches the spirit, provides Adventure and Learning); authenticity is believed to be found in genuine country experiences and lifestyles.

Rural Tourism in India

In India, rural tourism in its true form is relatively new. The potential for rural tourism to be a major force in rural economic development resulting in poverty alleviation is yet to be realized to the fullest extent. Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle.

Rural Tourism Sites in India

Rural tourism is a great way to learn about Indian culture, meet new people, and experience the beauty of the Indian countryside. India is a vast country with a rich diversity of cultures and landscapes. From the bustling cities to the tranquil countryside, there is something for everyone to experience in India. Rural tourism is a great way to get off the beaten path and experience the real India. The Union ministry of tourism in collaboration with UNDP has launched the Endogenous Tourism Project in the year 2004, linked to the existing rural tourism scheme of the government. The UNDP has committed \$ 2.5 million for the project. UNDP will help in areas of capacity building, involvement of NGOs, local communities and artisans forge strong community-private and public sector partnerships. The government has decided to develop necessary infrastructure for facilitating rural tourism.


DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


 D.C. Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

Table 1

LIST OF COMMISSIONED RURAL TOURISM SITES OF MINISTRY OF TOURISM (As on 30.6.11)

Sr No	Name of Rural Site	District	State	USP of site
1	Puchampalli	Nalgonda	Andhra Pradesh	Cotton & Silk Sarees
2	Konaseema	East Godavari	Andhra Pradesh	Eco-tourism (Coastal Development)
3	Puttaparthi	Ananthpur	Andhra Pradesh	Culture (Spiritual life)
4	Chinchinada	East Godavari	Andhra Pradesh	Eco-tourism (Coast development)
5	Rengo	East Siang	Arunachal Pradesh	Culture and Bamboo Cane handicraft
6	Ligu	Upper Subansiri	Arunachal Pradesh	Culture
7	Ego-Nikte	West Siang	Arunachal Pradesh	Culture
8	Dehing-Patakai Kshetra	Tinsukia	Assam	Culture and Eco-tourism
9	Heritage village at Tera	Kachch	Gujarat	Heritage
10	Hodka	Kachchh	Gujarat	Mirror work/ Embroidery
11	Navegaon and Malegaon	Dang	Gujarat	Culture & Eco-tourism
12	Nagar	Kullu	Himachal Pradesh	Topi and Shawl weaving
13	Paragpur	Kangra Valley	Himachal Pradesh	Himachal Heritage
14	Baroh	Kangra	Himachal Pradesh	Gurukul Culture
15	Akingaam	Anantnag	Jammu & Kashmir	Culture (Folk Dance :Bhand Pathar)
16	Kokkare Bellur	Bellur	Karnataka	Eco-tourism
17	Attiveri Bird Sanctuary	Uttar Kannada	Karnataka	Eco-tourism
18	Banavasi	Uttar Kannada	Karnataka	Stone machinery, Wood Carving and Musical Instruments
19	Anegundi	Koppal	Karnataka	Banana Fibre Craft
20	Chaugan	Mandla	Madhya Pradesh	Lantana Craft
21	Pranpur	Ashoknagar	Madhya Pradesh	Chanderi Sarees
22	Orchha	Tikamgarh	Madhya Pradesh	Historical and Adventure (River rafting)
23	Seondha	Datia	Madhya Pradesh	Wood and stone craft
24	Budhni	Sehore	Madhya Pradesh	Historical, Spiritual and Wood craft
25	Morachi Chincholi	Pune	Maharastra	Sufi tradition and Culture
26	Mopunchuket	Mokokchung	Nagaland	Shawl weaving
27	Avachehka	Zunheboto	Nagaland	Tribal Culture

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

D/C & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya

28	Changtongia	Mokokchung	Nagaland	Tribal Culture
29	Leshumi	Phek	Nagaland	Tribal Culture and Adventure
30	Thetsumi	Phek	Nagaland	Tribal Culture
31	Longsa	Mokokchung	Nagaland	Tribal Culture
32	Mitikhru	Phek	Nagaland	Art & Craft (Woodcraft), Handloom
33	Chungli Yimti	Tuensang	Nagaland	Historical & Tribal Culture
34	Raghurajpur	Puri	Orissa	Stone Craft and Pattachitra
35	Samode	Jaipur	Rajasthan	Lac Work, Paper painting, Gems stone painting
36	Lachen	North Sikkim	Sikkim	Rugs and Carpet
37	Tingchim	West Sikkim	Sikkim	Trekking and bird watching
38	Kazhugumalai	Thoothukudi	Tamil Nadu	Spiritual and Pottery making
39	Theerthamalai	Dharmapuri	Tamil Nadu	Historical
40	Devipattinam Navbhashnam	Ramnathpuram	Tamil Nadu	Stone Carving
41	Thirukurungudi	Tirunelveli	Tamil Nadu	Historical
42	Kombai (Kurangani)	Theni	Tamil Nadu	Spice
43	Kamalasagar	West Tripura	Tripura	Historical
44	Jageshwar	Almora	Uttarakhand	Spiritual
45	Mana	Chamoli	Uttarakhand	Trekking Adventure
46	Adi Kailash	Nainital	Uttarakhand	Adventure
47	Padmapuri	Nainital	Uttarakhand	Adventure
48	Nanakmatta	Udham Singh Nagar	Uttarakhand	Spiritual
49	Mukhrai	Mathura	Uttar Pradesh	Folk Dance
50	Ballabhpur Danga	Birbhum	West Bengal	Folk Dance
51	Mukutmonipur	Bankura	West Bengal	Sari weaving
52	Kamarpukur	Hooghly	West Bengal	Spiritual & Craft

Source:-Ministry of Tourism Annual Reports 2011-12

➤ Rural Tourism In West Bengal:

In West Bengal, the concept of rural tourism is associated with rich variety and diversity in terms of customs and traditions, cultures, heritages, commemorations, arts and handicrafts as well as executing art make numerous rural areas in West Bengal as potential rural tourism locations. The diverse panorama offers the perceptive traveler a very widespread choice and caters to the necessities of varied travel sections. More explicitly, the white snow-capped peaks of the Himalayas, Darjeeling, mentioned by many as the 'Queen of the Hill Stations' and the Himalayan Railway in Darjeeling acknowledged as a 'World Heritage Site' by the UNESCO, the enormous tea estates in Dooars, the well-known Royal Bengal Tiger of Sundarban, the numerous historical landscapes of India and as well as of Bengal glorious and enriched history are all wonders for the prospective domestic as well as international tourists.

DR. P. K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

26/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Ballavpur Danga in Birbhum district for folk dance, Sonada village in Darjeeling district for heritage, Antpur village in Hooghly district for Sari weaving, Kamarpukur village in Hooghly district for spiritual greatness and crafts and Mukutmonipur in Bankura district for Sari weaving, have been encompassed as potential rural tourism spots in the Endogenous Tourism Project occupied by the Ministry of Tourism, Government of India, UNDP and the Women's InterLink Foundation. Tourism festivals like Vishnupur Festival, the Dooars Utsav and Poush Mela have been intended for showcasing the rural legacy of the state. Some heritage of the state including Hindu and Islamic shrines, folk music like Baul (of Birbhum district), Vhawiya (of Coochbehar district), Bhaitali (of Murshidabad district), classical music such as Bishnupur Gharana, certain folklores and legends, dance like Chau (of Purulia district) and a variety of attractive arts and handicrafts items like the brass works, cane and bamboo works, silk and cotton textiles, hand embroidery (kantha stitch), terracotta etc. Rural fairs and festivals also play an important role of rural cultures of Bengal like Joydev Kenduli Mela, Jagatdhatri Puja (of Kagram, Murshidabad district). South-Western region of West Bengal like West Midnapore, Purulia, Bankura and Birbhum districts are covered with Sal, Mahua, Mahogany forest. These forestlands are occupied by the tribal communities like Santals, Kols, Vil, Mundas etc. This region has already been recognized as centres of ecotourism in West Bengal. Destinations like Sutan, Kakrojore, Ayodha hills, Jhillimilli, Duarsinl, Susunia hill, Maithan, Amarkanan, Joypur forest etc. are all ecotourism hotspots.

Table 2

West Bengal	Ballabhpur Danga, Distt. Birbhum	Folk Dance
	Sonada Village, Distt. Darjeeling	Heritage
	Mukutmonipur, Distt. Bankura	Sari weaving
	Village Antpur, Distt. Honnlv	Sari weaving
	Village Kamarpukur, Distt. Hooqly	Spiritual & Craft

Source: Annual Report 2015-16 Ministry of Tourism, Govt. of India

Impact of Rural Tourism in Our Society

Rural tourism, while still only a minority tourism market, is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement to the adoption of new working practices, and the injection of a new vitality into sometimes weakened economies. Rural tourism can bring various benefits such as foreign exchange, employment, higher government revenues and the transformation of agriculture into a modern service industry; it can also damage many indigenous societies.

Economic Impact: _____

Positive Economic Impact: It will create employment for the rural people and generate income for them. The villagers will be able to provide better food and education for their children.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

- **Job Retention:** Rural tourism cash flows can assist job retention in services such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and in some cases, for foresters and fisherman. Job retention is not as politically glamorous as job creation, but, by helping the viability of small communities, it is critical to the survival of marginal areas.
- **Job Creation:** Job creation typically occurs in the hotel and catering trades, but can also take place in transport, retailing, and in information/heritage interpretation. Studies in Britain suggest that job creation varies by enterprise type. Farmhouse accommodation and bed-and-breakfast can create up to 23 jobs.
- **Opportunities For Youth:** The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people. Career options are enhanced with the opportunities for training and direct involvement in running tourism businesses, especially those within small communities.
- **Service Retention:** Visitor information services can be provided by existing outlets, such as shops, thus increasing income flows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide. Finally, tourism's importance to national economies can strengthen the political case for subsidies to help retain services.
- **Increase Arts And Crafts Sale:** Arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognizing their importance, and by purchasing craft products. Income flows from these activities are well documented. Support between the arts and tourism can be a two-way process. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

Negative Economic Impact: The facilities provider and investors such as resorts, hotels and tour operators will be mainly from cities; who will take away most of the profits. Most of the products consumed will be imported from outside, not produced locally. The economic benefits may go to urban communities and entrepreneurs. There is a chance that limited employment will be generated for the rural people due to their limited knowledge and exposure.

- The rural people can be exploited.
- The rural people have to depend on the urban entrepreneur, so the benefit may not reach them.
- The urban investor will take away most of the profit.
- Food, drink and necessary products will be imported from outside and not produced locally.
- Rural people may be under paid.
- Local artisan may not get benefited.
- Due to competition the local handicraft and farm produce products will be sold at lower price.
- Increase in the price of local agro products.


DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


 DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4

• Impact on India's economy

Rural tourism in India has emerged as a potent force, breathing new life into the country's economy. The impact of rural tourism extends far beyond just economic gains, embracing social, cultural, and environmental dimensions, creating a delicate yet powerful interplay that fuels India's journey toward sustainable development. To delve into the multifaceted influence of rural tourism on India's economy and explore how it has catalyzed growth, preserved heritage, and fostered inclusive prosperity, one must look into various dimensions of rural tourism. Now the major problem of finding the exact effect of rural tourism on India's economy is the insufficient data from India's Government. Every Single Year India's Government publishes "India Tourism Statistics". It is PDF of collection data related to previous year's Tourism. This document is available for every citizen of India. This initiative was taken to maintain a transparency in between government and citizens of India. This is also the most important available data, for any researcher who are willing to work regarding Tourism in India. Here one could find majority of the well documented data that is needed for any research. IT looks into the various dimensions of tourism such as, FTA(Foreign Tourist Arrival), FTA is further categorised based on season, month, nationality, purposes etc, Government's earning, various ports and air-ports, hotel and restaurant, duration of travel and other various dimensions.

Besides, all the different types of dimensions, this statistical data does not give any insight of rural tourism. It also does not take into the consideration the other sub- categories of rural tourism such as, agro-tourism, farm-tourism, forest-tourism, eco-Tourism etc. So, there isn't any official data given by government of India regarding the topic Rural Tourism.

Figure 1

TABLE 2.6.1
DISTRIBUTION OF NATIONALITY-WISE FTA IN INDIA ACCORDING TO PURPOSE, 2021
(in percentage)

Country of Nationality	Arrivals (in numbers)	Business and Professional	Indian Diaspora	Leisure Holiday and Recreation	Medical	Student	Others
North America							
Canada	80437	1.1	72.6	2.5	0.3	0.1	23.4
United States of America	429860	3.3	69.1	7.5	0.5	0.1	23.5
Others	2	100.0	0.0	0.0	0.0	0.0	0.0
Total	510299	3.0	82.0	6.7	0.4	0.1	27.8
Central and South America							
Argentina	530	63.1	21.2	8.3	1.4	1.6	4.5
Brazil	2055	95.9	11.3	7.9	0.4	2.3	9.1
Mexico	859	47.2	25.6	15.3	0.4	2.9	7.6
Others	3354	30.0	31.0	12.3	3.4	2.5	20.9
Total	6798	46.6	23.7	11.1	1.9	2.4	14.3
Western Europe							
Austria	4411	25.5	48.1	3.8	0.7	0.4	21.4
Belgium	7302	14.0	49.2	3.8	0.5	0.1	32.4
Denmark	2025	45.6	32.1	7.0	1.4	1.4	12.5
Finland	1329	23.3	30.0	6.1	1.7	0.8	22.2
France	30374	32.2	39.6	7.9	0.6	1.2	12.4
Germany	33772	24.5	49.7	7.5	0.9	0.5	16.9
Greece	1144	61.2	15.0	6.8	0.4	0.4	16.2
Ireland	7600	5.5	70.7	3.5	0.5	0.1	19.6
Italy	13659	21.6	61.8	3.3	0.5	0.4	12.5
Netherlands	15631	17.6	49.7	7.9	1.2	0.2	23.4
Norway	2790	11.6	57.0	7.3	1.4	1.5	21.2
Portugal	8964	15.6	35.4	3.2	0.1	0.0	40.7
Spain	8902	40.3	36.8	5.7	0.4	1.1	15.9

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

Source: India Tourism Statistics

DIC & Assistant Prof
Dept. of Economics
Surya Sen Mahavidy
Siliguri

Now, we could try to figure out the amount of tourist visiting the rural areas in India based on their purposes. But there is also another problem. The Above Figure is directly taken from the "India Tourism Statistics". So, In that figure it can be seen that the official of Indian government divided the purposes of Tourism only in five categories.

Figure 2

Purpose	Visa Type
Business and Professional	Business, Conference, Employment and Official
Leisure Holiday and Recreation	Pilgrimage and Tourist
Medical	Medical, Medical Attendant and Medical X
Indian Diaspora	OCI, PIO, Entry and Universal
Others	Art Surrogacy, Diplomatic, Journalist, Long Term, Meeting Friends Relatives, Missionary, Mountaineering, Research, SAARC, Sports, Student, Transfer of visa, Transit, UN, Visit/ Visitor and Others/ Miscellaneous

Source: India Tourism Statistics, P70

If we see from this view we can't not comprehend the exact number of people actually visiting the rural areas in India, because, If we try to look from this view, there will be a numbers of variables. People who are traveling for leisure and recreation, they could go urban areas and as well as rural. Ayurveda, is very popular across the world, so the people who are visiting India for medical purposes, an amount of people from that group could be interested in trying the ancient medical techniques for different experience. This could lead them to rural as well as urban areas. Same thing goes for business and other purposes as well. So it is almost impossible to tell how many people are actually visiting rural areas in India and what its significance on India's economy.

Despite this, there is one very simple way, using which we can get a really rough estimate of rural tourism's share on FEE (Foreign Exchange Earning). We cannot use this measure as an absolute result but this will give us a slight idea on how much rural tourism is effecting the India's economy. As per the monthly estimates prepared by Ministry of Tourism, FEEs from tourism in India in 2021 in terms were 65070 crore as compared to 50136 crore in 2020 registering a growth of 29.8% in 2021 over 2020. In US \$ terms, FEEs from tourism in 2021 were US \$8.7970 billion as compared to US \$6.9580billion in 2020 with a growth rate of 26.4%.

Figure 3

Year	FEE In ₹ terms		FEE In US\$ terms	
	₹ Crore	% Change over previous year	US \$ Million	% Change over previous year
1991	4318	-	1861	-
2001	15083	-3.5	3198	-7.6
2011	83036	25.5	17707	22.2
2012	95607	15.1	17971	1.5
2013	107563	12.5	18397	2.4
2014	120367	11.9	19700	7.1
2015	134644	12.0	21013	6.7
2016	154146	14.3	22923	9.1
2017	177874	15.4	27310	19.1
2018	194881	9.6	28586	4.7
2019	204716	8.6	30058	5.1
2020	50136	-76.3	6958	-76.9
2021	65070	29.8	8797	26.4

Source: India Tourism Statistics, P70

Dr. P.K. Mishra
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

Asst. Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

The above figure is directly taken from the "India Tourism Statistics" which is showing the FEE of last 10 years and FEE of 1991 and 2001. This is according to this data in 2021 India's FEE is 65070 crore which is 29.8% higher than previous years 50136 crore. This data is based on FTA in all over the India. Now, rural areas are also known as the 'countryside' or a 'village' in India. It has a very low population density. In rural areas, agriculture is the chief life source of livelihood along the fishing, pottery, cottage industry etc. Almost every Indian economic agency today has its own definition of rural India, some of which follow: According to the Planning Commission, a town with a maximum population of 15,000 is considered rural in nature. In these areas the Panchayat makes all the decisions. There are five people in the panchayat. The National Sample Survey Organization (NSSO) defines 'rural' as follows:

- An area with a population density of up to 400 per square kilometer,
- Villages with clear surveyed boundaries but no municipal board,
- A minimum of 75% of male working population involved in agriculture and allied activities

Figure 4

RBI defines rural areas as those areas with a population of less than 49,000. Based on the above definitions, we can assume that at around 65% India falls under rural area. There is no official record given by government about what exact number of area fall under urban or rural category but based on population of people living in rural area we can assume there is near 65% of India falls under rural category (RBI defines rural areas as those areas with a population of less than 49,000; now in India there are more almost 4000 cities and in that only 8 cities falls under tier 1 category and only 97 cities fall under tier 2 category). So now, under the assumption that FTA happened totally symmetrically, it can be said that around 65% of total FEE actually comes from the rural areas or it was earned because of rural

Year	Population	% of Total	Change
2021	909,384,771	64.61	0.08%
2020	908,694,959	65.07	0.26%
2019	906,825,664	65.53	0.35%
2018	903,131,481	65.97	0.44%
2017	899,185,932	66.40	0.53%
2016	894,450,030	66.82	0.50%
2015	889,270,551	67.22	0.60%
2014	883,907,800	67.62	0.68%
2013	877,931,060	68.00	0.76%
2012	871,315,929	68.37	0.81%
2011	864,287,587	68.72	0.86%

area. Then an estimate of $(65070 * 65\% = 42295.5)$ 42295.5 crore comes because of rural area. Now, this

www.macrotrends.net/countries/IND/india/rural-population

obviously cannot be taken as an absolute result, the numbers could fluctuate based on more accurate data but this gives a very good and rough idea that how much of the tourism sector actually depends on rural area. The impact of rural tourism on India's economy is undoubtedly impactful. In 2021 India's GDP was 3.18 lakh crore USD, in it travel and tourism industry's share was 17,800 crore, at around 5.6%. Using the same method as above we can get an estimate of 11,570 crore, which is earned from rural tourism. Which means its share on GDP was near 3.7%, which is actually higher than many other conventional industries. Now this numbers can't be treated as absolute facts but it gives a spot idea that how much rural tourism is impotent for India's economy in current state.

DR. P. K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

Environment Impact: _____

The rural people can learn to develop the healthy environment with proper sanitation, roads, electricity, telecommunication etc for better living on one side on other side the tourist can exploit natural resources and have a heavy impact on the environment.

Positive Environmental Impact: The rural people can learn to develop the healthy environment with proper sanitation, roads, electricity, telecommunication etc for better living on one side on other side the tourist can exploit natural resources and have a heavy impact on the environment.

- **Landscape Conservation:** Landscape conservation has become an increasingly important form of heritage protection. Landscape is of crucial importance to rural tourism but, equally, visitor use is vital to the landscape conservation industry. Visitor use brings political benefits, can bring economic gains, and can provide jobs in maintaining and repairing traditional landscapes worn by recreational activities.
- **Environmental Improvements:** Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.
- **Other Positive Environmental Impacts:** The rural people learn from the visitors how to lead a healthy and hygienic life.
 - (i) Help in create and maintain the natural park.
 - (ii) Learn the importance of preservation of natural resources.
 - (iii) They will learn to use modern tools and technology.
 - (iv) They will learn to preserve the natural habitats, bio-diversity historical monuments.

Negative Environmental Impacts: The visitors may overexploit natural resources and it can have a heavy impact on the environment. In addition, rural tourism will require infrastructure, transportation and other facilities which can cause environmental distortion.

- Development of infrastructure may distort the natural beauty.
- Huge number of visitors may exploit the natural resources.
- Hunting can affect the wild life population.
- Natural ecology will be disturbed.

Socio-Cultural Impact: _____

Since the income from tourism is much higher than what rural people can earn from agriculture, tourism has been accepted willingly in many rural areas in spite of its negative effects. It is widely recognized that such negative impacts on rural communities have become stronger, and that rural tourism must be modified to give rural people its benefits. Poorly planned tourism can mean that villages are invaded by foreign visitors with different values, disrupting rural culture. The higher standards of living in urban tourist destinations have caused emigration from nearby rural neighbors, resulting in changes in the demographic structure and possible culture shock. Furthermore,

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

16/07/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri - 4

employment and education can have a negative social impact. The younger generation may gain better prestige than their elders as they gain experience, jobs and money from tourism.

Positive Socio-Cultural Impact: The rural people will learn the modern culture. They will learn to come out of their traditional values and beliefs. They will adopt different practice of modern society.

- **Community Diversification:** Community diversification is an important activity in many upland and climatically marginal regions. Forest regions have suffered serious socio-economic problems in recent years, partly because of the mechanization of tree felling and processing, and partly because of falling prices following reduced timber demand. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed.
- **Rural Tourism Enhances And Revitalizes Community Pride:** Tourism encourages conformity to an ideal image of community which can result in growth of personal ties and community solidarity. Thus the basis for community solidarity shifts from shared cultural background to shared image. Amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture.
- **Preservation Of Rural Culture And Heritage:** In rural tourism the sense of place" is a fundamental element in both the tourists "and host community's feelings of what makes the area attractive to visit and live in. This sense of place is maintained partly through rural museums which play a vital role in preserving heritage.
- **Other Positive Socio-Cultural Impacts:**
 - (i) Education and health of the rural community will improve.
 - (ii) Provide higher standard of living or the rural people.
 - (iii) Cultural understanding through fairs and festivals.
 - (iv) Exchange of cultural beneficial for both.
 - (v) Foreign tourist will bring cultural change faster.
 - (vi) Reduce migration of rural people to urban areas.

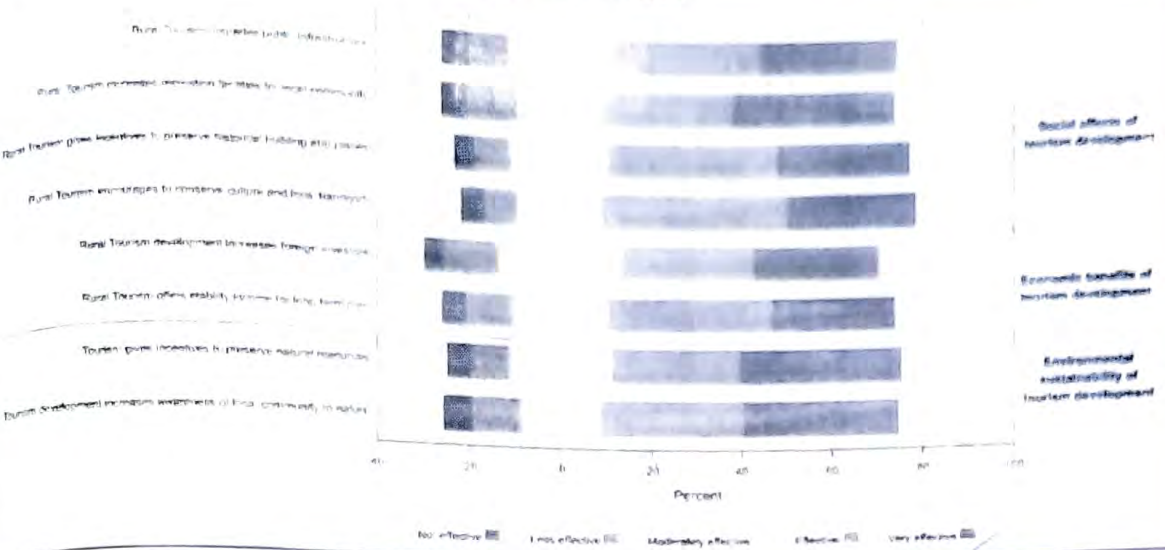
Negative Socio-Cultural Impacts: Poorly planned tourism can affect the villagers. It may affect the traditional and cultural practices, agriculture and other allied activities.

- Can create disharmony in development.
- Modernization can affect their traditional values and cultural practices.
- Traditional products will be replaced by modern products.
- Rural people may shift from traditional business to tourism activities.
- Decline in participation in rural traditional and cultural practices follows.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri

Impact of tourism development



Challenges in Rural Tourism

The growth of rural tourism could lead to a lot of new economic activities, increased demands, market competition and more crime at times. With the arrival of rural tourism, areas will not be the same as local communities 'problems and benefits, when creating a rural tourism strategy. Rural tourism growth could at times lead to a great deal of new economic development, higher demands, volatile competition and more crime. When rural tourism comes, the areas will not be the same as the challenges and benefits of local communities until a rural tourism strategy is established. It doesn't respect other conventional work. The biggest challenge in the rural areas is that the majority are interested in agriculture, while some of them are craftsmen, but not one of their traditional enterprises is the remunerative ones. The bulk of these are not done due to some taboos and literacy. In rural areas, large families have low incomes and deprivation. As the revenue in the village is very low, where they have any hope of earning. Rural migration in India is now a big problem.

Rural tourism development can give rise to many new economic activities, more demands, competition for services and sometimes more crime. With the arrival of rural tourism, regions will not be the same place as the challenges and opportunities for local communities are to be anticipated while developing a plan to enhance rural tourism.

The major challenges needed to protect the environment and natural resources, the need for education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people in all levels participate in tourism development.

Some Of The Major Problems Identified Are:-

- Lack of basic education: Lack of literacy is a major problem in rural tourism. The rural literacy is 59% as per the Census report 2001 while the literacy rate was 45% in 1991 in rural India. Only 2.7% of the rural population is graduate and above.
- Language problems: Language can be one of the hindrances in rural tourism. Although Hindi is an official language, but in many parts of India people do not understand it. Either

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri

the rural people have upgrade them to communicate with the urbanites otherwise they will not going to get much benefit from the rural tourism.

- **Legislation problems:** There can be legal problems. All hotels, motels and cottage having license are paying taxes to the government. According some respondent, the rural tourism should have a tax holiday or it should be tax free. There could be law and order problem.
- **Insufficient financial support:** To start a rural tourism, sufficient fund is required to promote this business. Central government and State government should encourage rural tourism by providing financial support to start the project. Because It will create employment in rural areas and it will also help in flow of fund from urban to rural. It can help in preventing the migration of people from rural area to urban areas.
- **Lack of trained manpower:** There is a problem of trained manpower from hospitality industry. The trained people in hotel management may not be interested to go to rural area to work. The rural people who will be appointed are required to be trained for discharging their duties. Decorating the cottages or suites and maintain them. The success of rural tourism totally depends on the quality of service provided to the tourist.
- **Underdeveloped people:** A vast majority of the rural populations are uneducated and literate; they are bounded by the traditional values and customs. Their culture, religion, superstition have a strong influence on their attitudes and behaviors. But it has been observed that after globalization the rural economy started showing the aspiration to grow, the media is playing an important role in changing the mindset of the rural consumer. They are exposed to different technology by provided through government or non-government initiatives.
- **Lack of proper physical communications:** Physical communication will be a big problem. Nearly half of the villages in the country do not have all-weather roads. For developing in tourism in any rural area we not only need all-weather roads but we also have arrange safe drinking water, electricity, telephone, safety and security, etc.
- **Lack of research:** There is a lack of research on the impact of tourism in rural areas, which makes it difficult to assess the benefits and drawbacks of tourism.
- **Exploitation of local communities:** Local communities may be exploited by tourism businesses, which can lead to social problems such as poverty and inequality.
- **Cultural insensitivity:** Some tourists may be culturally insensitive, which can lead to conflict with local communities.
- **Environmental degradation:** Tourism can lead to environmental degradation, such as pollution and deforestation.
- **Political instability:** Political instability can deter tourists from visiting rural areas.
- **Changes in government policies:** Changes in government policies can have a negative impact on rural tourism, such as changes to visa requirements or taxes.
- **Business planning skills:** The rural people generally lack in the business acumen. To do any business, they require technical knowledge and skill to organize and maintain it. With the help of government or non-government organization they can prepare business plan. If some outside is preparing a project for rural tourism, the villagers should participate in developing and implementing the project, otherwise it will not going to give much benefit to

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

the rural people. Advertisement and sales promotion will play a very important role in creating awareness and attracting the customers.

- **Trained tourist guide:** Availability of trained guide will be a problem. The guide plays a very important role in attracting tourists. Some of the respondents pointed out that the guide should have thorough knowledge about the place and he or she should be able to generate interest in the mind of tourist to visit the site. The guide can show the album, video film, brochure to give knowledge about the places. The guide should give what he promise during booking.
- **Communication skills:** the communication is a major problem. Language and education is the basic hindrance in communication. The ability to communicate effectively is essential. Much of success will depend on your ability to give warm welcome to tourists. They have to understand the tourist wants and needs.

Government Measures to Promote Rural Tourism

Encouraged by the success of 'Incredible India' campaign in attracting foreign tourists, the tourism ministry is focusing on promoting tourism in rural India. India's 'explore rural India' campaign, specifically designed to attract foreign tourists for a longer stay in the country and enhancing earnings of the local population, has identified more than 167 rural tourism projects. Besides improving infrastructure such as roads and street lights at the sites, the tourism ministry is stressing on imparting tourism-related skills to villagers. It has tied up with the United Nations Development Programme (UNDP) to provide vocational training to locals. The ministry allocates Rs. 50 lakh for infrastructure development at the rural sites while UNDP provides Rs 20 lakh for each site through the ministry for skills development. The project involves developing two important components namely Hardware and Software. Hardware activities aim to develop infrastructure for receiving the Tourists and Software projects for improving capacity building, tourism promotion and market linkage support for the host communities. Indian government had recognized the challenges and opportunities for local communities to enhance rural tourism. The Ministry of tourism allocated funds for promoting rural tourism. The government encouraged every state to involve the local people in the rural areas to participate in tourism related projects, which were formulated by the tourism department officials in consultation with local people and NGOs. These projects were in the nature of providing glimpse of the village ambience to the tourists with local cuisine, art and culture. The essential elements identified for development of tourism rural tourism were creation of infrastructure, Restructuring and liberalization of policies, Encouragement for investment, protection of Law and Order, appointment of Tourist Police, creating Complaints Handling mechanism and Standardization of goods and services.

Rural Tourism scheme: The scheme of Rural Tourism was started by the Ministry of Tourism in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourists' visitations, thereby stopping the exodus from rural to urban areas. While in the initial two years of the scheme, only physical infrastructure (Hardware or HW) development activities were taken up under the scheme, from the year 2004-05 capacity building (Software or SW) activities too were taken up. The HW components of the rural tourism projects

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

6910822
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri 4

(RTPs) have been provided funds from the plan scheme "Product/ Infrastructure development for destinations and circuits (PIDDC). Rural projects sanctioned, financial assistance granted The Ministry of Tourism has sanctioned Rural Tourism projects at 185 sites to various States/Union Territory Administrations upto 31st March 2012. For the year 2012-13, rural tourism projects at 13 sites were identified for development, based on prioritization meetings held by the Ministry of Tourism with State Governments/UT Administrations. Some other Initiatives are as following:

- Central Financial Assistance (CFA) upto Rs.50.00 lakh for infrastructure development and upto Rs.20.00 lakh for capacity building is provided to State Governments/Union Territory
- The PRASHAD Scheme: This scheme provides financial assistance to non-governmental organizations (NGOs) to develop and promote rural tourism destinations.
- The Swadesh Darshan Scheme: This scheme provides financial assistance to states and union territories to develop and promote rural tourism destinations.
- The CBSP Scheme: This scheme provides financial assistance to community-based organizations (CBOs) to develop and promote rural tourism destinations.
- The National Strategy and Roadmap for Development of Rural Tourism in India: This document provides a framework for the development of rural tourism in India.
- The National Strategy and Roadmap for Development of Rural Tourism in India: This document provides a framework for the development of rural tourism in India.
- The Best Tourism Village Competition: This competition is held every year to recognize and reward villages that have made significant progress in developing rural tourism.

Table 3

State/UT	2009-10		2010-11		2011-12		2012-13 30.09.2012 (Till 30.9.2012)	
	Project no	Amt sanctioned	No of projects	Amt sanctioned	No of projects	Amt sanctioned	No of projects	Amt sanctioned
Andhra Pradesh	7	220.37	3	109.8	2	62.54	0	0
Arunachal Pradesh	2	64.66	1	17.0	2	85.88	1	20.00
Jammu & Kashmir	12	374.82	4	136.74	6	266.19	3	51.00
Kerala	1	18	0	0	0	0	0	0
Maharashtra	0	0	0	0	1	17.29	1	49.08
Manipur	1	16.33	0	0	0	0	0	0
Meghalaya	1	20	0	0	0	0	1	50.00
Mizoram	0	0	1	20	1	50	2	62.7
Nagaland	0	0	0	0	8	268.44	0	0
Odisha	6	205.1	0	0	1	20	0	0
Punjab	0	0	0	0	1	15.93	0	0
Sikkim	0	0	1	15.5	1	15.93	0	0
Tamil Nadu	0	0	0	0	0	0	0	0
Tripura	5	146.76	5	181.27	0	0	0	0
Uttarakhand	3	86.45	0	0	0	0	0	0
	6	103.22	4	164.9	0	0	0	0
	0	0	0	0	1	17	0	0

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri

Uttar Pradesh	0	0	1	40.51	0	0	0	0
West Bengal	0	0	0	0	2	70	0	0
Puducherry	1	50	1	15.17	0	0	0	0
TOTAL	45	1365.71	21	700.89	25	873.27	8	232.78

IMPACT ANALYSIS OF RURAL TOURISM PROJECTS IN KEY STATES IN INDIA Source: Ministry Of Tourism, Neilsen

Table 4


State	No of projects	Successful projects	Reasons of Success
Assam	4	3	Tourists inflow increased
Chhattisgarh	5	0	
Gujarat	4	2	
Himachal Pradesh	3	3	Most of the projects have been completed
Madhya Pradesh	4	1	Few components have been properly implemented and maintained
Orissa	7	2	
Rajasthan	3	1	Hardware components were developed and maintained
Uttarakhand	11	8	Selected destination have been managed to attract Tourists. Most of the hardware and software's implementation have been completed.

Source: Ministry of Tourism, Neilsen

Table 5

Non-Successful projects	Reasons for non successful projects	Learning
1	Basic amenities are not present at tourist rest house.	Training, skill development and marketing is required. Maintenance should be handled directly by the State tourism.


DR. P.K. MISHRA
 Principal
 Surya Sen Mahavidyalaya
 Siliguri - 734004


DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri - 4

3	Cultural handicrafts of the region have been ignored.	Accessibility is a prime concern. Advertising the destinations will help Artisans in selling their products better.
3	Incomplete work of software components due to lack of funds	Implementation of software as well as hardware components need to be Revamped and re-structured.
3		Tourist rest houses or centers should be made. Proper advertising of the project is required to generate interest.
3	Incomplete implementation Of hardware components.	Proper marketing of the project is required to increase tourists.
3	Tourists flow non-existent. At many destinations component work has not even started.	Projects should be re-strategized in terms of proximity to popular sightseeing destinations.
2	Incomplete implementations. Poor standard of infrastructure. Inadequacy of funds.	Development of Infrastructure required. Find dispersal should be smooth.
3	No involvement of local people. Partial completion of components. Lack of awareness among people about resorts	Scope of work should be broadened. Introduction of projects to public is required.

Case studies of successful tourism strategies

Amenity based rural development is an approach to rural development. ABRD is a new paradigm for rural development. It creates an umbrella, and a unified approach to enhance the quality of life in rural areas by utilizing the amenities available. As a tool, it can bring rural audiences together, support grassroots efforts, and align resources to address issues of depopulation, loss of service provision and erosion of well-being.

DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

One of India Rural Tourism project's success stories is **Hodka village in Gujarat that won PATA Gold award 2010**. A village tourism committee owns and operates the Shaam-e-Sarhad ("Sunset at the border") Village Resort. The accommodations are simple. Tourists can stay in tents or traditional mudhuts, known as bhungas with attached bathrooms. The resort can accommodate up to 30 people. The cost of staying in tents is US\$40 a night, while at the bhungas it is around US\$60 a night. The popular attractions are specially organized workshops in embroidery and leather work, interactions with artisan communities, the visit in wildlife including flamingos, pelicans, foxes and leopards and visit to nearby archaeological sites of the Indus Valley Civilization and pashu mela, a cattle fair. All these activities are successfully organized, packaged and sold by village community.



Sargaalaya Kerala Arts & Crafts Village is a successful example of rural tourism in Kerala. It was established in 1987 by a group of artists and craftsmen with the aim of preserving and promoting traditional Kerala arts and crafts. The village is located in Payyoli, Kozhikode district, and is home to over 100 artisans who produce a wide variety of handicrafts, including wood carving, metalwork, pottery, and textiles. Sargaalaya has been a major success in promoting rural tourism in Kerala. It attracts thousands of visitors each year, who come to learn about traditional Kerala arts and crafts, and to purchase handmade souvenirs. The village also provides employment opportunities for local people, and has helped to revitalize the local economy.



A best example for **Community Based Tourism initiative** undertaken without any government support is the village tourism at Mawlynnong, in the northeastern state of Meghalaya. In 2003, Discover India (a magazine published by Media Transasia along with the Union Ministry of Tourism) anointed it the cleanest village in Asia. Mawlynnong's reputation for cleanliness earned it a place on the state's tourism map. According to a report by the BBC, "Hundreds of visitors from all over India now visit the village throughout the year."



DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri - 734004

Successful agro-tourism experience of **Malegaon village**, Malegaon is a town in Nashik district of Maharashtra, India. It is known for its temples, historical sites, and natural beauty. In recent years, Malegaon has also become a popular destination for rural tourism. The main attractions: are the Agro Tourism activities that include farm tours; tractor and bullock cart rides; grapes, mangoes, and other horticulture farms and by-product farms; Visit to birds and animal farms, Jaggery making unit; Emu bird Farm; Sugar factory; Taluka Milk Collection Centres, a village temple and Museum. The overnight stay arrangement is at the farm itself, there are 12 rooms and 1 big hall. The accommodation facilities are basic but very hygienic neat and clean. The lives of the farmers changed considerably with the agri-tourism destination venture, they have developed themselves into entrepreneurs, learned soft skills to handle customer service and to market their product. The annual income of the village has increased to 25%.



Bortir Bil is a vast wetland in West Bengal that once was a battered village and now has been converted into a stunning tourist destination. The place looks like a dive into paradise and is simply more than just beautiful. This lovely place lies between the cities of Barasat and Barrackpore in the North 24 Parganas district. The last two years have seen a good inflow of tourists which has helped farmers earn by offering boat rides for ₹100. The life of these farmers of West Bengal two years back was not the same. Their jute cultivation and other farming activities were severely hampered by calamities brought on by climate change, such as cyclones, heavy rainfall, or, on the other hand, low and late rainfall. The farmers did not lose hope and converted the place into a beautiful destination. Tourism has acted as a boon to the place and the farmers of West Bengal. This story is nothing less than a success story where the farmers fought the calamities and now are a part of this blissful place. Bortir Bil is simply beautiful and you must visit at least once in your lifetime and witness the beauty.



Lepchajagat Ecotourism Project. This project is located in the Darjeeling Hills and is home to the Lepcha tribe. The project offers tourists a chance to experience the traditional Lepcha way of life, including their culture, food, and handicrafts. Visitors can also go on treks, hike to waterfalls, and visit the Lepchajagat Monastery. The Lepchajagat Ecotourism Project is a community-based initiative that aims to promote responsible tourism in the Lepchajagat area of West Bengal, India. The project provides **homestays** for visitors, who can learn about the Lepcha culture and environment. The project also supports sustainable development initiatives in the region.



DR. P.K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/10/23
DIC & Assistant Prof.
Dept. of Economics
Mahavidyalaya

- Government should pay concentration on making guest house, rest house, hotel, local health centres at the rural tourist areas.
- Government should emphasis on Public Private Partnership (PPP) model for Infrastructural development in the rural areas.
- Tour operators should make logical rural tourism circuits.
- Proper cooperation and coordination should be maintained between departments of tourism and other departments, between businesspersons and leadership and between local government and business community.

Conclusion

Tourism is an activity that has had a growth rate of about 25% in the last 10 years. It is now one of the most revenue and employment generating industries. It is forecasted that in the year 2020 the predicted growth in tourism sector would be highest among Europe, America, East Asia, and Pacific in terms of volume. With the growth of tourism, the question arises of maintaining sustainability and creating responsibility. These days the consumer trend is also changing. They are now not only looking at having fun but also focusing on mitigating the harmful effects that tourism has. They are now demanding a memorable experience that they can cherish throughout. According to them, this comes from doing something good which results in a feeling of satisfaction. By being responsible they are ensuring that they give back something to the society and environment which has helped them develop. With the consumer activity directed to such varied degree of contentment, the travel and tourism trends are changing. More and more people are engaging themselves in community based tourism, agro-tourism, wellness tourism, pro-poor tourism, adventure tourism and rural tourism on a larger scale.

The stress of urban lifestyle has led to a counter-urbanization syndrome. This has led to growing interest in rural areas. There are other factors like rising levels of awareness, growing interest in heritage and culture and advanced accessibility and environmental consciousness which motivate the tourist to undertake this activity. Rural tourism has started and implemented in many parts of the world. Along with rural tourism, cultural heritage can also be achieved

Rural tourism concept has been very famous in the west. It really has much to offer to the tourists. It is sparsely populated, more outdoor activities, local involvement and mainly in a natural environment. To start a project in these areas, many challenges are faced by the committee. The major challenge is financial support, local participation, language barriers and trained manpower. To conquer these challenges, there are available opportunities which when chosen at the right time can be beneficial for the product.

Rural tourism is emerging as one of the best options to promote India through the Incredible India campaign to both domestic and international travelers. Places which are famous for rich traditions, heritage and values should be marketed well in order to let the people know about the old cultures. The approximate market for rural tourism is around Rs.4300 Crores per annum. The tourists visiting these areas rent out cottages, home stays, indulge in a farm, camping movements, etc. The main aim of promoting the region is to sustain the traditions and values native to it. Through this scheme, tourists are familiar with the lifestyles

DR. P. K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

Assistant Prof.
DIC &
Dept. of Economics
Surya Sen Mahavidyalaya
Siliguri-4

authenticity, and customs. With the interactions between them, locals are motivated to safeguard to their culture in order to secure it for future generations. Seeing it from a different angle, it is beneficial for the community as well. Public areas are maintained, beautification of the area takes place and steps are taken to preserve the environment. Locals are employed in the scheme as guides; attend seminars conducted by industry professionals to encourage participation of the community members. There is overall prosperity. The loc also perceive the plan to be favorable for them and that is the reason they support it. They comprehend the schemes and plans well into the development of their area and livelihoods. Rural India is one of the potential sectors of development and revenue generating scheme. Along with revenue generation, there is prosperity among the members. They are growing with the outside world. They are benefitting from these schemes. They are themselves aware of the potential benefits from this program and are endorsing it personally. They are now able to understand the need for safeguarding and the essence of reviving the values among their children who will lead it ahead.

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DR. P. K. MISHRA
Principal
Surya Sen Mahavidyalaya
Siliguri - 734004

09/08/23
DIC & Assistant Prof.
Dept. of Economics
Surya Sen Mahavidyalaya,
Siliguri-4

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DR. P.K. MISHRA

Surya Sen Mahavidyalaya

Siliguri, 734001

www.suryasenmahavidyalaya.org

www.tourismindiaonline.com

www.indiabusiness.nic.in

https://www.unwto.org/rural-tourism

08/08/23
 DIC & Assistant Prof.
 Dept. of Economics
 Surya Sen Mahavidyalaya
 Siliguri-4