

ACTIVITY REPORT

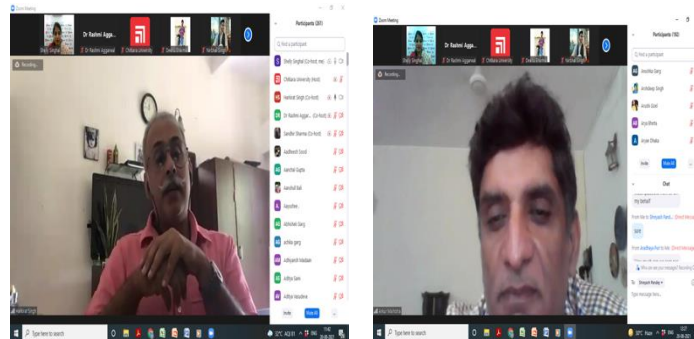
Name of the activity	Rural and Farm Tourism: Inspiration for innovative minds	Date	20 th Aug,2021
Name of the Coordinator(s)	Dr Shelly Singhal	Time	11:30 am (IST)
Name of the Resource Person	Mr. Harkirat Singh Ahluwalia	Mode	Virtual through ZOOM
Nature of the activity	Counselling Session	Program & Batch	MBA, B. Com, BBA, BA Economics
Number of students participated	351	Academic Session	2021-22

About the Activity

It was a guest/interaction session on Rural and Farm Tourism. Mr. Ahluwalia started his venture of Citrus County in 2008 with a vision to provide farm stays and exposure to rural and cultural heritage of Punjab to the visitors of India and abroad. He aims to provide luxurious stays alongside immersion to rural activities for the tourists. With just one venture in 2008, he has expanded his business to three locations in Punjab and Himachal. His venture basically provides customized and personalized experience to handful of tourist rather than a large pool of visitors. Guests and their children are given the experience of being a farmer over the weekend or during holidays. They can sow, pluck fruits, plough the fields, milk cows, drive a tractor and take a ride to a nearby forest and rivulet in a tractor-trolley. They can experience Fresh, home-cooked food, which is prepared on earthen stoves, home-grown organic vegetables, warm hospitality along with "Glamping", or luxury tenting. So the basic objective was to sensitize the students about rural tourism and farm stays as an entrepreneurial venture. It was an open platform and students were encouraged to ask him questions related to entrepreneurship and rural tourism.

Activity objectives and Outcome achieved

S.No	Objectives	Outcomes
1.	To sensitize the students about rural tourism and farm stays as an entrepreneurial venture.	Students get to know about entrepreneurial aspect of rural tourism and farm stays.
2.	To understand the various aspects related to management and day to day operations of farm stays management.	Students learn how to run and manage a farm stay business.
3.	To know about the support provided by government for rural tourism ventures.	Students get to know about the various support services provided by the government.
4.	To understand various challenges of rural and farm tourism.	Students get to know the various challenges like marketing of farm stays, language barrier, waste management etc. of rural tourism.



Mr. Harkirat Singh Ahluwalia interacting with students about Rural and Farm Tourism during the session