

## ACTIVITY REPORT

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