Aum Hospitality Consultants

Cultivating Tomorrow's Harvest, Discover the Potential of Our Agriculture Startup Concept, Embrace Sustainability

Exploring Farm Tourism: A Consultant's Perspective

Unlocking the potential of Agriculture Experiences

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www.aumconsultants.net

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About Aum Hospitality Consultants

Aum Hospitality Consultants, under the leadership of Mr. Subodh Gupte, is a versatile and results-oriented consultancy firm in the hospitality sector. Here are some key highlights:

Comprehensive Services: Aum Hospitality Consultants offers a broad spectrum of services, covering various segments within the hospitality industry, such as Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls. This indicates a wide-ranging expertise that can cater to different client needs.

Result-Driven Approach: The company emphasizes delivering result-driven Hospitality Management Services, indicating a commitment to achieving tangible outcomes for clients. This includes a focus on optimizing hotel assets, increasing occupancy rates, and enhancing service quality and operational performance.

Technical Planning Expertise: Aum Hospitality Consultants provides detailed consultancy in Hotel Project Technical Planning, ensuring that projects are well-planned and executed. This expertise contributes to the overall success of hotel and resort projects by optimizing returns on investment.

Proven Leadership: Mr. Subodh Gupte, the Principal Consultant, is highlighted as a dynamic business leader with a proven track record. His success in replicating achievements in both domestic and international markets, across various hospitality settings, showcases his adaptability and strategic leadership skills.



Subodh Gupte | Principal Consultant

About Aum Hospitality Consultants

Importance of Agriculture Startups in the Modern World



Financial Acumen: The mention of Mr. Gupte's ability to deliver profits and good returns on investment reflects a strong financial acumen. The execution of strategies for a robust bottom line and quality delivery suggests a focus on sustainable and profitable business operations.

People Management: Mr. Gupte's emphasis on strong leadership, effective communication skills, and a knack for recruiting the right candidates demonstrates a commitment to people management. The promotion of camaraderie among candidates and providing steppingstones for promotions indicate a positive and nurturing work environment

Educational Background: Mr. Gupte's diploma in Hotel Management Catering Technology & Applied Nutrition from IHMCTAN, Dadar, Mumbai, in 1982, adds academic credibility to his extensive practical experience in the industry.

Overall, Aum Hospitality Consultants, led by Mr. Subodh Gupte, is a well-rounded consultancy firm with a focus on delivering tangible results, effective project planning, and fostering a positive work culture within the hospitality sector.

Why Choose Us?

Aum Hospitality Consultants was founded in the year April 2014 on the principle that consultants should deliver sustainable and measurable results—not just reports & lots of paperwork to our clients. We believe a consulting firm should be more than an advisor. Our approach to consulting is to deliver enduring results for our clients and build lasting relationships with them. We look at each organization from the Chief Executive's perspective and care for our clients' businesses as our own. We align our incentives with their objectives, meaning that we prosper only if our clients prosper. Our recommendations are individually tailored for each client's situation.





Concept of Farm Tourism

A term ‘agro-tourism’ is a new face of tourism. An agro-tourism is farm based business that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public. Agri tourism is defined as “travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience”.

Agro-tourism is that agri-business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as coconuts, pineapple, sugar cane, corn, or any agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home-stay opportunity and education”. Agro- tourism and eco-tourism are closely related to each other. Eco-tourism provides by the tour companies but, in the agro-tourism farmers offer tours to their agriculture farm and providing entertainment, education and fun-filled experiences for the urban peoples.

Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor could get aware with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

Introduction to Farm Tourism or Agro Tourism

Tourism is now well recognized as an engine of growth in the various economies in the world. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like agro-tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers. Maharashtra is one of the major tourist centers in the india and there is large scope and great potential to develop agro-tourism.



Introduction to Farm Tourism or Agro Tourism

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Importance of Agriculture Startups in the Modern World

Who Can Start Fam Tourism Centre?



The individual farmer can start agro-tourism who have minimum two hector land, farmhouse, water resource and is interested to entertain the tourists. Apart from the individual farmer, agricultural co-operatives institute, non-government organizations, agricultural universities, and agricultural colleges may start their centers. Even *grampanchayats* can start such centers in their operational areas with the help of villagers and farmers.

Tourism Potential in Maharashtra



Maharashtra, a diverse and culturally rich state in India, boasts significant tourism potential. Let's explore some of the attractions that draw visitors to this vibrant region:

1. **Ancient Cave Temples:** Maharashtra is home to remarkable cave temples, including the Ajanta and Ellora Caves. These UNESCO World Heritage Sites showcase intricate rock-cut architecture, ancient sculptures, and Buddhist, Hindu, and Jain art.
2. Unspoiled Beaches: The state's long coastline offers pristine beaches like Ganpatipule, Tarkarli, and Alibaug. Visitors can relax, enjoy water sports, and savor local seafood.

3. **Historical Forts and Monuments:** Maharashtra's forts, such as Raigad, Sinhagad, and Shaniwar Wada, narrate tales of valor, dynasties, and architectural brillianceShaniwar Wada in Pune is a must-visit historical fortification1.

4. **Hill Stations:** Escape to the cool hill stations like Mahabaleshwar, Lonavala, and Matheran. These lush green retreats offer scenic views, pleasant weather, and charming colonial-era architecture.

Tourism Potential in Maharashtra



5. **Wildlife Sanctuaries**: Explore the Tadoba Andhari Tiger Reserve, Pench National Park, and Bor Wildlife Sanctuary. These protected areas are havens for wildlife enthusiasts and birdwatchers.

6. **Pilgrimage Centers:** Maharashtra hosts revered pilgrimage sites such as Shirdi (Sai Baba Temple), Pandharpur (Vitthal Rukmini Temple), and Nashik (Kumbh Mela).

7. **Festivals, Art, and Culture:** The state celebrates diverse festivals like Ganesh Chaturthi, Gudi Padwa, and Lavani Dance Festival. Its cultural heritage includes classical music, dance forms, and vibrant street art.

Remember, this is just a glimpse of Maharashtra's tourism potential. Whether you're an adventure seeker, history buff, or nature lover, Maharashtra has something to offer for everyone!

Basic Requirements for a Agro Tourism Centre

Establishing an agro-tourism center involves creating a space where visitors can engage with rural life, agriculture, and local culture. Here are the basic requirements for setting up such a center:

1. **Land Area:** You'll need 2 to 5 acres of land to accommodate various activities and facilities1. This land should ideally showcase a variety of crops and provide a picturesque setting.
2. **Accommodation Facilities:** Ensure that your agro-tourism center has suitable accommodation options for guests. This could include cottages, farm stays, or eco-friendly lodges.
3. **Village Infrastructure:** The village where your center is located should have basic amenities such as transportation facilities (roads, access to public transport), clean water supply, and electricity.
4. **Agricultural Showcase:** The heart of agro-tourism lies in connecting visitors with agriculture. Showcase different aspects of farming, including crop cultivation, livestock management, and traditional practices.
5. **Educational Experiences:** Design programs that educate visitors about agriculture, local flora and fauna, and sustainable practices. Workshops, demonstrations, and guided tours can enhance the educational aspect.
6. **Interaction with Locals:** Encourage interaction between tourists and local residents. This enriches the experience and allows visitors to learn from the community.
7. **Compliance with Regulations:** Ensure that your center complies with building codes and regulations. Noise levels should be kept minimal to maintain a peaceful environment2.

Remember, agro-tourism centers not only provide economic benefits but also contribute to rural development and cultural exchange. By offering an authentic rural experience, you can create a memorable and enriching visit for your guests!

What is the difference between Agro Tourism & Commercial Tourism?

Commercial Resorts:

1. **Definition**: Commercial resorts are established for leisure and relaxation. They focus on providing amenities, entertainment, and comfort to guests.
2. **Activities:**
   Swimming pools: Guests can take a refreshing dip.
3. **Spa services:** Relax with massages, facials, and wellness treatments.
   Fine dining: Enjoy gourmet meals at on-site restaurants.
4. **Entertainment:** Resorts often organize events, shows, and recreational activities.
5. **Luxury accommodations:** Comfortable rooms, suites, or villas.

Differences:

1. **Purpose:**
- Agro-tourism emphasizes education and rural experiences.
- Commercial resorts prioritize leisure, entertainment, and relaxation.
2. **Setting:** Agro-tourism centers are typically located on working farms or rural areas.
- Commercial resorts can be situated near beaches, mountains, or other scenic spots.
3. **Experience:**
- Agro-tourism activities are hands-on and educational.
- Resorts offer luxurious amenities and entertainment.

In summary, agro-tourism immerses visitors in agricultural life, while commercial resorts provide a pampered escape. Choose based on your preference—whether you seek knowledge or relaxation!

Let's explore the distinctions between agro-tourism and commercial resorts:

1. **Agro-Tourism:**
2. Definition: Agro-tourism involves visiting farms, ranches, or other agricultural sites with the primary purpose of providing visitors an educational experience about agriculture and rural life.
3. **Activities:**
4. **Farm tours:** Visitors explore the farm, learn about crops, and witness agricultural practices.
5. **Animal feeding:** Interact with farm animals and understand their role in agriculture.
6. Fruit or vegetable picking: Hands-on experience of harvesting fresh produce.
7. Nature walks: Explore the natural surroundings.
8. **Cooking classes:** Learn about local cuisine using farm-fresh ingredients.





Implementing Sustainable Farming Practices

Implementing sustainable farming practices involves a combination of traditional knowledge and modern technology. Here are some key practices:

Permaculture: This is a design system for sustainable living and farming.

Biodynamic Farming: This method uses organic farming methods and considers the farm as a living system.

Hydroponics and Aquaponics: These soil-less farming methods can save water and space, making them suitable for urban environments1.

Urban Agriculture: This practice involves growing food in urban areas, which can reduce the carbon footprint associated with transporting food.

Implementing Sustainable Farming Practices



Agroforestry and Food Forests: These systems integrate trees and shrubs with crops and livestock to create a productive and sustainable ecosystem1.

Polycultures and Crop Rotation: Growing multiple crops in the same space can increase biodiversity and soil fertility1.

Heirloom and Older Varieties: These plant varieties are often more resistant to pests and diseases.

Natural Animal Raising: This practice respects the natural behavior of animals, leading to better animal welfare and product quality1.

Natural Pest Management: This involves using natural predators and plant extracts to control pests.

Mulching and Manual Weed Control: Mulching can conserve soil moisture and suppress weeds.

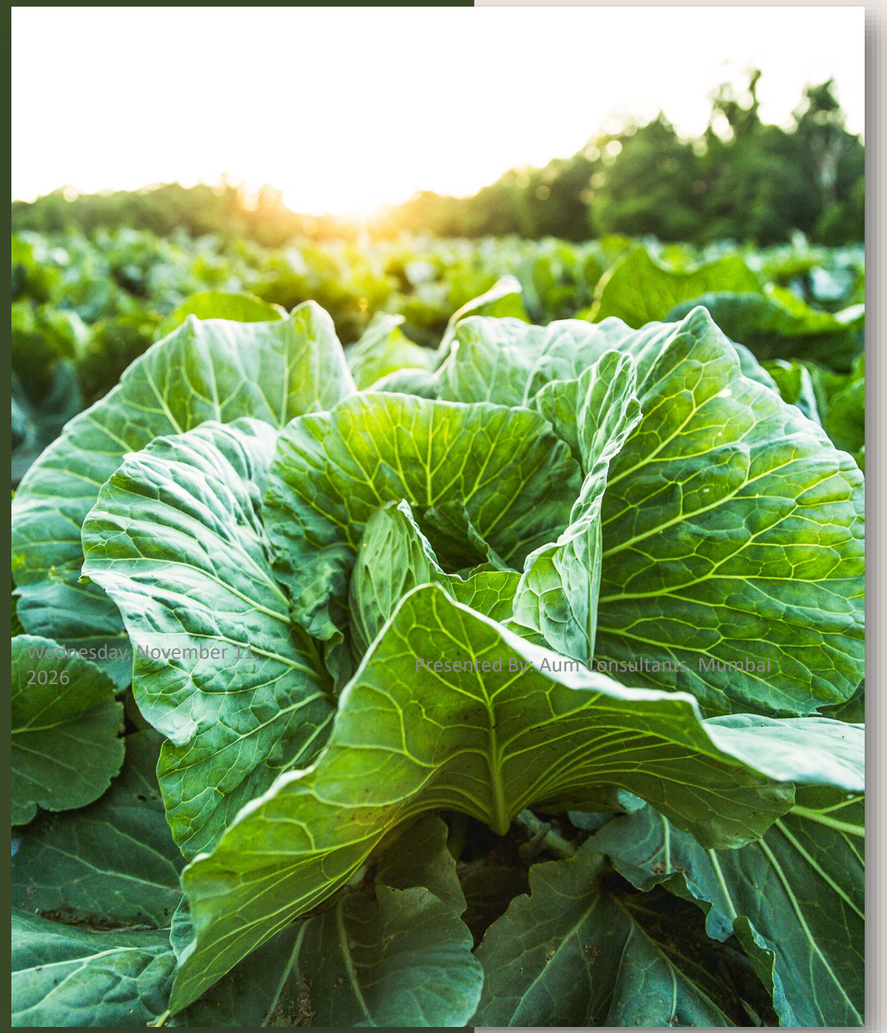
In addition to these practices, farmers can use digital agriculture solutions and innovative agri-technologies to ensure efficient and sustainable farming2. It's also important to consider local circumstances and resource limitations to ensure the long-term sustainability of these practices



Leveraging Technology for Agricultural

Agricultural technology, or agtech, plays a crucial role in maximizing crop yield in India. Here are some ways to leverage it:

1. **Digital Agriculture:** This involves the use of advanced sensors, data analytics, and automation to optimize agricultural processes and improve yields1.
2. **Precision Agriculture:** Innovative farming techniques like precision agriculture can increase crop yields by optimizing crop growth, soil health, water use, pest and disease management, and reducing crop losses.
3. **Protected Cultivation:** This technology covers everything from powered machinery that does work formerly performed by people and animals to enhanced seed technologies that support crop growth and protect plants from insects.



Leveraging Technology for Agricultural

4. **Crop Management Practices:** Effective crop management practices such as crop rotation and intercropping can also help increase yield4. Crop rotation ensures soil health, reducing the risk of pests and diseases, particularly for crops like groundnuts and chickpeas. Intercropping, growing two or more crops simultaneously, optimizes resources, benefiting crops like soybean and millet.
5. **Agtech Startups:** The agtech landscape in India has grown significantly, with startups introducing innovative solutions to boost agricultural productivity.

By leveraging these technologies and practices, India's agriculture sector could significantly increase its productivity and contribute more to the country's GDP

Importance of Hospitality in Agro Tourism

Tourism in agriculture, often referred to as agritourism, plays a significant role in the agricultural sector for several reasons:

1. **Economic Benefits:** Agritourism can provide an additional revenue stream for farmers, which can be crucial for the survival of small and mid-scale farms.
2. **Education and Awareness:** Agritourism fosters a greater appreciation and awareness between travelers, the land visited, and the people who live on it1. It provides an opportunity for urban dwellers to learn about farming processes and rural life.
3. **Promotion of Local Produce:** Agritourism promotes the consumption of locally grown fresh produce, which can boost local economies.
4. **Preservation of Rural Communities:** Agritourism can help preserve rural communities by providing them with a sustainable source of income4.
5. **Cultural Exchange:** Agritourism allows for cultural exchange between tourists and local communities, promoting understanding and appreciation of local traditions and lifestyles1.
6. **Sustainable Development:** Agritourism can contribute to sustainable development by promoting environmentally friendly farming practices and reducing the carbon footprint associated with transporting food.

In summary, agritourism is a growing trend that benefits farmers, tourists, and local communities alike



Type of food served in Agro Tourism Resort

When it comes to agro-tourism resorts, the focus is often on providing an authentic rural experience, connecting visitors with nature, and showcasing sustainable practices. Here's what you can typically expect in terms of food at such resorts:

1. **Farm-Fresh Meals**:
- Agro-tourism resorts emphasize using locally sourced ingredients. Meals are often prepared using produce directly harvested from the resort's own farm. Expect fresh fruits, vegetables, and herbs that are in season. These meals are not only delicious but also provide a glimpse into traditional and regional flavors.

2. **Vegetarian Cuisine:** Many agro-tourism resorts serve vegetarian food. This aligns with the sustainable ethos of these places, as it reduces the environmental impact associated with meat production. You'll find a variety of vegetarian dishes, often inspired by local recipes.

3. **Organic and Chemical-Free:**
- The emphasis is on organic farming. The vegetables and grains used in the meals are grown without synthetic pesticides or fertilizers. This ensures that the food is not only healthy but also environmentally friendly.



Type of food served in Agro Tourism Resort

4. **Traditional Regional Dishes:**
- Agro-tourism resorts take pride in showcasing the culinary heritage of the region. You'll get to taste authentic local dishes that have been passed down through generations. These might include specialties unique to the area.

5. **Cooking Workshops:**
- Some resorts offer cooking workshops where guests can learn how to prepare traditional dishes. It's a hands-on experience that allows you to appreciate the effort that goes into creating these flavorful meals.

6. **Farm-to-Table Experience:** Imagine sitting in an open-air dining area surrounded by lush greenery, with the aroma of freshly cooked food wafting through the air. That's the kind of farm-to-table experience you can expect at agro-tourism resorts.

- Remember that each resort may have its own unique offerings, so it's a good idea to check their specific details. Whether it's a hearty breakfast, a wholesome lunch, or a cozy dinner, agro-tourism resorts aim to provide a memorable culinary journey that celebrates nature and sustainability.

- Enjoy your time at the resort, savor the flavors, and connect
- with the land!



Farm to Table Concept

- The “Farm-to-Table” concept, also known as “Farm-to-Fork”, is a social movement that promotes serving local food at restaurants and school cafeterias, preferably through direct acquisition from the producer. Here are some key points:
- **Direct Sourcing:** Farm-to-table emphasizes the direct sourcing of food from local farms. It aims to reduce the distance between food producers and consumers, ensuring transparent and sustainable practices.
- **Fresh and Healthy:** The concept connects consumers with fresh, healthy produce and proteins. It’s often thought of as a direct link between local farms and consumers.
- **Local and Seasonal:** Farm-to-table is all about celebrating seasonal produce, supporting local farmers, and reducing our carbon footprint4. It promotes the idea of serving fresh, seasonal, and locally grown produce.
- **Transparency**: The aim is for consumers to know who grew their food, and the journey that it’s gone on. This transparency can be confirmed by asking straightforward questions to vendors or restaurant staff.
- In essence, farm-to-table means that the food on your plate was purchased directly from the grower5. It’s a food system that values proximity, freshness, and transparency



Farm to Table Concept







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Guest Entertainment & participation

Agro-tourism is an exciting blend of agriculture and tourism, offering visitors a unique experience in rural settings. Let's explore how guests can be entertained and actively participate in an agro-tourism resort:

1. **Farm Tours and Activities**:
- **Guided Farm Tours**: Guests can explore the working farm, learn about agricultural practices, and witness the daily routines of farmers.
- **Crop Harvesting**: Depending on the season, guests can participate in harvesting crops like fruits, vegetables, or grains.
- **Animal Interaction**: Interact with farm animals, feed them, and learn about their care.
- **Milking Sessions**: Experience milking cows or goats under expert supervision.
- **Tractor Rides**: Take a fun tractor ride around the farm.

2. **Cultural Immersion**:
- **Local Festivals**: Organize cultural festivals showcasing traditional music, dance,
- and art forms.
- **Cooking Workshops**: Teach guests how to prepare local dishes using farm-fresh
- ingredients.
- **Traditional Games**: Arrange rural games like bullock cart races, sack races, or kite
- flying.
- **Craft Workshops**: Offer workshops on pottery, weaving, or other local crafts.

3. **Nature and Environment**:
- **Nature Walks**: Explore the scenic beauty of the countryside, observe birds,
- butterflies, and native flora.
- **Stargazing**: Conduct night sky observation sessions away from city lights.
- **Planting Trees**: Encourage guests to participate in tree-planting drives for
- environmental conservation



Guest Entertainment & participation

4. **Hands-On Farm Activities:**
- Weeding and Planting: Involve guests in planting seeds, weeding, or tending
- to crops.
- Composting: Teach composting techniques and involve guests in creating
- organic compost.
5. **Farm-to-Table Experience:** Guests can pick their own produce and enjoy farm-fresh meals.
6. **Educational Sessions:**
- Lectures and Workshops: Host talks on sustainable farming practices, organic
- farming, and biodiversity.
- Wildlife Conservation: Educate guests about local wildlife and conservation
- efforts.
6. **Recreational Activities:**
- Outdoor Games: Set up spaces for cricket, volleyball, or badminton.
- Bonfires: Arrange cozy bonfire evenings with storytelling and music.
- Yoga and Meditation: Offer serene spots for relaxation and wellness.

Remember, agro-tourism not only entertains guests but also supports local communities economically and socially. It's a wonderful way to bridge the gap between urban and rural lifestyles, fostering mutual understanding and appreciation













Entertainment & Participation

Suggested Structurers







Suggested Structurers





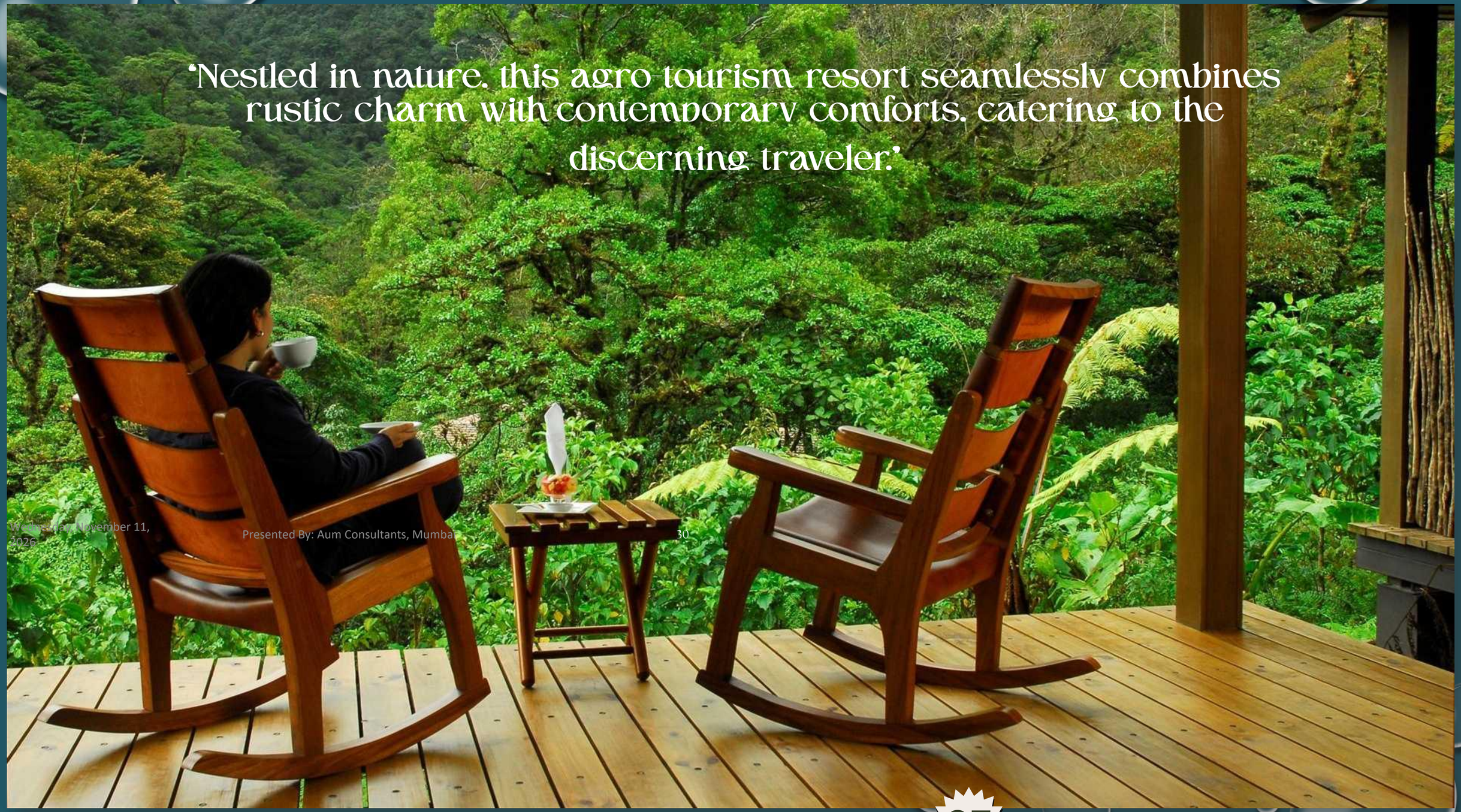
Thatched Roof



Mud Houses





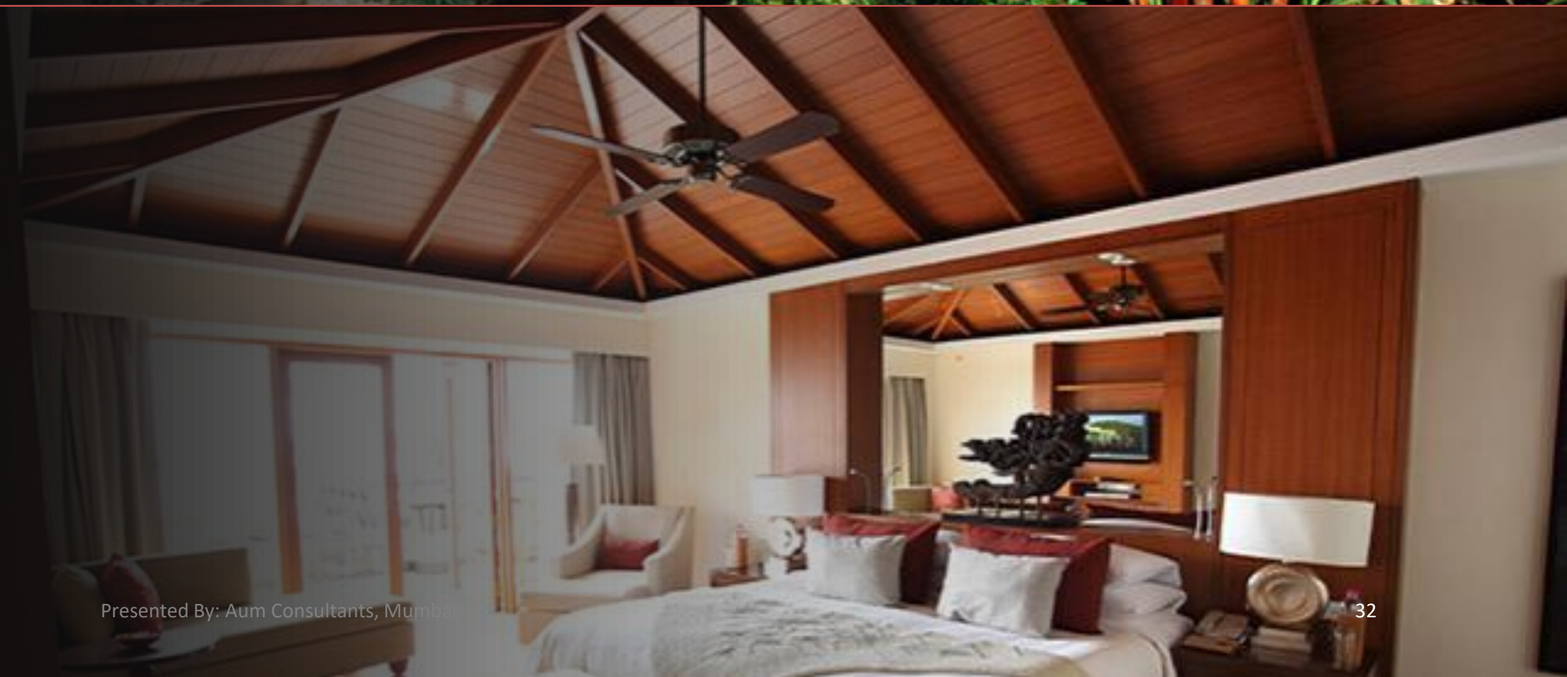

‘Nestled in nature, this agro-tourism resort seamlessly combines rustic charm with contemporary comforts, catering to the discerning traveler.’


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Agri tourism resort with a modern look



Wednesday, November 11, 2026



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Financial Planning and Management

Financial planning and management are crucial for the success of your agro-tourism resort. Let's identify some key aspects:

1. Budget & Financial Forecasting
2. Revenue Streams
3. Marketing & Promotions
4. Cost Control and Efficiency
5. Financial Reporting and Analysis
6. Risk Management
7. Investment Decisions
8. Financial Literacy and Training

Remember, financial stability ensures the sustainability of your agro-tourism venture. Seek professional advice if needed and adapt your financial plan as your business grows! 🌿 💰

SCOPE OF SERVICES

PHASE I

1. To help promoter in identifying correct location along with site visit
2. Brief promoter about MTDC policy for agrotourism
3. Interaction with architect & MEP agencies & calculate BOQ & capex
4. Planning resort layout with architect along with entertainment activities.
5. Complete facility planning note to architect for planning of front of the house & back of the house areas as per guidelines given by mtdc
6. Assistance in planning major infrastructure & interior plan

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PHASE II

1. Planning & setting up of resort operations – day to day working, systems & procedures
2. Planning of staff strength
3. Planning of kitchen, dining area & menu
4. Assistance in marketing activities & guidance in business generation.
5. Assistance in getting mtdc accreditation
6. Support services in operations for 3 months after date of inauguration

SCOPE OF SERVICES

1. First time visit fee charges – Rs 10,000 – Rs 20,000 + car fuel @ Rs 15 per km Or air fare/ac ii fare to& fro from Nagpur to location

2. UP TO 2 ACRES - 4 ROOMS/TENTS
3. Ph I – 2 lacs, ph 2 – 2 lac = total Rs 4 lacs

4. BETWEEN 2 ACRES – 5 ACRES – 6 ROOMS/TENTS
5. Ph 1 – 2.5 lacs, ph 2 – 2.5 lac = total Rs 5 lacs

6. 5 ACRES & ABOVE – 8 ROOMS/TENTS + 2 DORMITORIES
7. Ph 1 – 3 lacs, ph 2 – 3.5 lacs = total Rs 6.5 lacs

Payment terms

1. Full advance to be paid against each service indicated in this contract
2. Listed services shall only begin in phases after payment of full advance
3. Taxes extra as applicable on invoice value
4. Promoter to reimburse out of pocket expenses on actual for Mr Subodh Gupte such as Car fuel @ Rs 15 per km, Local Conveyance, travelling by II AC in train or Airfare where applicable, Food expenses on actual while official travelling or in transit, free lodging and boarding, printing of presentations, drawings on auto cad with print out etc
5. Subject to NAGPUR jurisdiction

THANK YOU

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