

इस हाशिप में केवल प्रश्न संख्या लिखें।  
Only write question number in this margin

Specimen Booklet

# UPSC

For Practice Purpose Only

उम्मीदवारों को इस हाशिप में नहीं लिखना चाहिए।  
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Candidate must adhere to the word limit specified in the question.  
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✓ 1. In what ways, state government can give boost to agri-tourism in the country? Discuss.

Agri-tourism is a variety of activities and services with low investment and risk, which fuels the growth rural agriculture and workforce.

Market for Agri-tourism

contributed  $\Rightarrow$  \$42 billion in 2019 and is expected to contribute \$62 billion between 2021 and 2027, with CAGR of  $\approx 14\%$ .

India's current status:

The sector growth rate is 20% per annum.

State initiatives

1. Maharashtra - 1st state to recognise agri-tourism

Aim: promote rural development

Objective: Loans, & tax benefits etc.

Effect  $\Rightarrow$  18L tourists with 56 cr \$ revenue to farmers and 1 Lakh jobs to rural women.

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2. Karnataka - aim to spread awareness & coordination between Departments, by providing subsidies

3. Kerala - Agri tourism networks by providing monetary benefits to farmers

Rationale for Agri tourism.

1. Draft national strategy for promotion of rural development : for Atmanirbhar bhagat by M/O Tourism - included Agri tourism as a sector.

2. For Doubling farmers - Agri tourism is emphasized as a potential sector

Measures to boost agri tourism

1. State government must form committee to provide guidelines on agri tourism

2. State tourism department - provide for platform for tax benefits to eligible ones. Cooperatives can be included for such services

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2. They also can promote festivals in the region  
for creating awareness and network.

3. Rural youth training on a tourism management  
with a certificate / degree

4. Awareness - can be created using social  
media, online network

eg: 'Incredible India' platform by M/o Tourism

5. Local administration - Inclusion of  
panchayats will enhance utilization of local  
knowledge expertise

Hospitality services and workshops  
enhancing skills and other measures will  
enhance boost to agri tourism