

# Cow Tourism in India: An Exploratory Study

## 1. Dr. Kushal Singh

Associate Professor, SOHMAT, C.T. University, Ludhiana

## 2. Dr. Alka Parmar

Ph.D. in Dairy Chemistry (National Dairy Research Institute NDRI)

**Abstract:** After the formation of RKA-Rastriya kamdhenu ayog this year n Rashtriya Gokul mission - RGM last year by the incredible visionary PM of India, and keeping Dr. Ballavbhai katheria as director of RKA ,the new idea of startup named COW The travel industry has come up in existence with inventive idea. As our nation is becoming monetary power with developing buying power ,the everyday citizens of India has begun understanding the significance of hygienic milk creation especially milk of our native cow which is in any case otherwise called A2 milk because of its amino corrosive combination. Now it has become clear on the logical line that A2 milk which comes from our native cows are more useful than A1 milk which comes from outlandish CB cow like HF modern. Dairy business people having a place with neighboring city, town or metropolitan region has previously begun saving Gir cows getting superior costs for milk , in excess of 100 rupees a lift from tip top consumers. They are empowering this start up by requesting that their first class client visit there natural dairy ranch on the weekend. Also the idea of cow treatment is becoming popular now a days. The significance of natural milk liberated from anti-micro based is likewise an issue of extraordinary worry in our new India cow tourism is the most recent idea in the Indian travel industry which regularly happens on ranches. It offers a chance to the travelers to encounter the genuine charming and valid contact with the provincial life, taste the neighborhood real food and get to know the different cultivating assignments during the visit. Sightseers can unwind and renew in the unadulterated common habitat. The metropolitan life is turning out to be more rushed and complex. The corporate world has furnished great business roads however alongside this it has expanded the anxiety and the intricacy. With the experience of Agri the travel industry individuals can get unwinding. In view of the urbanization, numerous kids as well as the grown-ups don't have a thought regarding the country life and the farming and animal cultivation. Agri the travel industry gives them an opportunity to encounter rustic life and see the horticultural and creature cultivation exercises. Cow the travel industry incorporates opening up homesteads to vacationers from metropolitan regions and from abroad, and letting them to take insight of provincial life. Aside from educating them concerning the different native cow breeds and how they are kept and made due, cow the travel industry opens vacationers to customary food, workmanship, culture, music and language. Sightseers can get an encounter of provincial exercises, for example, bullock truck rides, draining cows and goats and picking ranch new products of the soil and so forth. Agri-the travel industry includes any horticulturally based action that carries guests to a homestead or farm and that incorporates a wide assortment of exercises like picking natural product, taking care of animals, or remaining on a ranch, caring cows, preparing cows, feeding green grain to cows and so forth. For some rancher's agri – the travel industry is the extra kind of revenue and method of advancement.

*Keywords: cow tourism, Dairy, Agriculture.*

### Introduction of Cow Tourism:

Inspite of accomplishing fast development in modern and administration areas during the most recent couple of many years, agribusiness n creature cultivation actually stays the backbone for Indian economy, contributing 17% of the Total national output and representing 13% of India's commodity. Infact, farming is the overwhelming side interest, where around 70% of the populace relies up upon straightforwardly or in a roundabout way on horticulture for their job. It is beneficial to specify that 110 million ranchers are staying in 6.25 lakh towns delivering in excess of 200 million tons of food grains, M MT of dairy milk, taking care of the entire country. In any case, presently a days, the Indian horticulture is presenting with various issues.

Such issues essentially comprise of progress of environment i.e; event of dry seasons and floods inferable from low and high precipitation conditions, dissolving of ice sheets, coming about into expansion in ocean water level, impractical rural terrains because of sub-division and fracture of the land possessions, significant expense of information sources, unfortunate returns and so on. This multitude of issues are compelling the ranchers to sell their properties, domesticated animals n look for wage livelihoods and other elective roads to enhance family pay. In addition, a few ranchers are experiencing seriously in obligations and as such a considerable lot of them are committing suicides. Over every one of the new ages are not intrigued to embrace horticulture n creature farming as calling. In any case, the ranchers who are keeping down the little homesteads are perceiving the need and want to expand their homestead items and take on Cow-The travel industry or Ranch The travel industry to enhance their agrarian income. This idea has huge extension in India especially states like Jharkhand, Odissa, WB and Chhatisgarh which are God gifted with regular excellence and topography.

Since, presently a days the significant advancement in Agritourism is occurring from one side of the planet to the other, various types of Agritourism are seen. Agritourism allows individuals the opportunity to inhale natural air, find out about provincial climate, ride ponies, pick organic products, feed animals, milk cows and partake in real work of ranch and purchase produce straightforwardly from a homestead. Agritourism is a type of specialty the travel industry wherein ranches are utilized as visit objections for instructive and additionally sporting purposes.

### **Cow Tourism?**

The life-giving force of earth is an entryway school without block facades, notice cautiously, investigate the secret fortunes and learn something or the other, besides India is farming nation, thus it is required from us to be all around informed about it. Metropolitan populace is expanding step by step, today metropolitan kids' reality is limited in the shut entryway school, classes, animation programs on the TV, computer games, chocolates, sodas, fiery inexpensive food, PC, web, etc., and they see The life-giving force of earth just on TV screen. In addition out of individuals living in the urban areas 35 % don't have family members in towns and 43% never visited or remained in town. Agribusiness n animal cultivation as business is turning out to be an ever increasing number of costly and numerous ranchers can't manage the cost of it. To add to this the continuous loss of ripeness of the land that is giving decreasing yields and termination of local indian dairy breeds. Except if and until the ranchers start business of any structure to praise and support to their pay from land, they will be ill-fated to figure out exposed presence beneath neediness line.

### **Benefits of Cow - Tourism are: -**

1. It carries significant essential area horticulture nearer to significant help area the travel industry. This intermingling is supposed to make shared benefit circumstance for both the areas.
2. The travel industry area can possibly grow.
3. Horticulture area has the ability to retain extension in the travel industry Area.

### **Scope of COW – Tourism:**

COW/Agri- Tourism has incredible breadth in the current setting for the accompanying reasons:

1. A reasonable door - The expense of food, convenience, amusement and travel is least in Agri-The travel industry. This broadens the traveler base. Present idea of movement and the travel industry is restricted to metropolitan and rich class which comprises just a little part of the populace. In any case, the idea of Agri-The travel industry takes travel and the travel industry to the bigger populace, enlarging the extent of the travel industry because of its expense adequacy.
2. Interest in the cultivating business and way of life - The metropolitan populace having establishes in towns generally have had the interest to find out about wellsprings of food, plants, creatures, unrefined components like wood, handiworks, dialects, culture, custom, dresses and rustic way of life. Agri-The travel industry which spins around ranchers, towns and farming has the ability to fulfill the interest of this fragment of populace.
3. Solid interest for healthy family arranged sporting exercises - Towns give sporting chances to all progress in years bunches for example kids youthful, center and advanced age, male, female, altogether to the entire family at a less expensive expense. Rustic games, celebrations, food, dress and the nature gives assortment of diversion to the whole family.
4. Wellbeing cognizance of metropolitan populace and finding comfort with nature agreeable means - Present day way of life has made life unpleasant and normal life expectancy has descended. Henceforth, individuals are in consistent inquiry of favorable to nature means to make life more quiet. Ayurveda which is a supportive of nature clinical methodology has establishes in towns. Native clinical information on locals is regarded. Natural food sources are in more noteworthy interest in metropolitan regions and unfamiliar nations. Altogether, wellbeing cognizant metropolitan populace is looking towards pronature towns for arrangements.
5. Longing for harmony and quietness - Current life is a result of expanded thinking and broadened exercises. Each individual endeavors to work more, this way and that to bring in more cash to appreciate current solaces. Subsequently, harmony is generally out of his framework. The travel industry is a method for looking through tranquil area. Harmony and serenity are inbuilt in Agri-The travel industry as it is away from metropolitan regions and near nature.
6. Interest in common habitat - Occupied metropolitan populace is inclining towards nature. Since, common habitat is generally away from occupied life. Birds, creatures, crops, mountains, water bodies, towns give entirely unexpected environment to metropolitan populace in which they can fail to remember their bustling metropolitan life.
7. Bafflement with packed retreats and urban communities - In hotels and urban areas, stuffed harmony searchers upset each other's

tranquility. Subsequently, harmony is past urban areas and resorts. Despite the fact that endeavors are made to make town environment in the sub metropolitan regions through retreats, ranch houses, it seems to be a far off imitation of the first.

8. Wistfulness for their underlying foundations on the ranch - Cities are developing at the expense of towns. Townspeople are relocating to urban communities looking for occupations and to look for the solaces of current life. Consequently, the previous locals are the present urbanites. Somewhere down in the core of urbanites lies the adoration and regard for their predecessors and towns. Subsequently, visit to towns fulfills their longing. This is likewise communicated through the disdain of urbanites to level culture and love for farmhouses situated in the edges of urban areas. Any chance to visit towns and invest energy with family is dream of any urbanite. Yet, least respectable offices are consistently issue. Agri-Tourism endeavors to conquer this issue.

9. Provincial entertainment - Villages give assortment of diversion to urbanites through celebrations and crafted works. Townspeople (ranchers) way of life, dress, dialects, culture/customs which generally increase the value of the diversion. Rural climate around ranchers and the whole presentation interaction could make interest among metropolitan instructed. Spots of rural significance like most elevated crop yielding homestead, most noteworthy animal yielding ranch, handling units, ranches where advancements attempted add fascination with the travelers. Rural items like ranch door new market, handled food varieties, natural food could draw the metropolitan sightseers. As consequence of this agri - environment in the towns, there is extension to foster Agri - Tourism items like agrishopping, culinary the travel industry, pick and own your tree/plot, overnight boardinghouse, pick and pay, bullock truck riding, camel riding, drifting, fishing, natural walk, provincial games and wellbeing (ayurvedic) the travel industry.

10. Instructive worth of Cow/Agri-Tourism - Agri-Tourism could make mindfulness about country life and information about agribusiness science among metropolitan younger students. It gives a best choice to school picnics which are metropolitan based. It gives a valuable open door to hands on experience for metropolitan undergrads in farming. It is a method for giving preparation to future ranchers. It would be actually utilized as instructive and preparing apparatus to prepare agribusiness and line division officials. This gives extraordinary open door to instruction through amusement where learning is fun compelling and simple. Truth can be stranger than fiction, doing is learning. This experience based idea is the USP of Agri-Tourism.

#### **Fundamental Principles of cow/agri – tourism:**

Agri - Tourism ought to guarantee the accompanying three essential standards.

1. Have something so that guests might see - Animals, birds, ranches and nature are not many things which Agri-Tourism could propose to the vacationer. Aside from these, culture, dress, celebrations and rustic games could make sufficient interest among guests in Agri-Tourism.
2. Have something for guests to do - Participating in farming tasks, swimming, bullock truck riding, camel riding, bison riding, cooking and partaking in the rustic games are not many exercises to statement in which sightseers can partake and appreciate.
3. Have something for guests to purchase - Rural artworks, dress materials, ranch door new farming items, handled food sources are the couple of things which vacationer can purchase as token for recognition.

#### **Cow/Agro Tourism Opportunities in India:**

1. Indian the travel industry is developing @10.1%. The World Tourism association has assessed that the travel industry is developing at the pace of 4% every year and that continuously 2019 there will be multiple billions vacationers visit different regions of the planet. Yet, Indian the travel industry is developing at the pace of 10% which is 2½ times more than the development rate at worldwide level. By presenting Agro-the travel industry idea, present development rate is supported as well as this worth expansion adds to additional development.
2. India has entered among the main 10 traveler objections list (Conde Nast Travelled "A main European Travel Magazine). India is as of now settled as one of the top traveler objective on the planet. Esteem expansion by presenting novel items like Agro tourism would just fortify the intensity of Indian the travel industry in worldwide market.
3. India has different culture and topography which give more than adequate and limitless extension to the development of this business. India has different agro-climatic circumstances, various harvests, individuals, culture, deserts, mountains, seaside frameworks and islands which provide scope for advancement, everything being equal, multi-area the travel industry items.
4. Expanding number of sightseers inclining toward non-metropolitan places of interest. Henceforth, there is degree for advancement of non-metropolitan places of interest in inside towns by laying out Agro-the travel industry focuses. However, satisfactory offices and exposure are must to advance such some effective diversion cultivating ventures and procedures in agri - the travel industry:

## Global Encounters.

Cow/Agri-the travel industry is a feasible pay producing exercises in many created areas which would furnish lead to advance something very similar with adjustments fitting to our circumstances.

Well you should now be exhausted of visiting the slope stations and remaining in the top of the line Ac lodging. Also, you may be searching for the change this time. Also, to offer you special times of year with the distinction agritourist is most certainly a decent choice.

To get that exceptionally unique experience of the rustic climate and to partake in the country life, Indian the travel industry gives you the valuable chance to remain immediately in the ranches houses alongside different locals and experience the distinction. Witness the extraordinary way of life of the locals. Find out about the deep rooted customs and culture, which they continue till date. Talk with them and feel how caring and basic they are. Alongside them invest energy playing the satisfying rustic games, for example, trash (cards) and Kho. Then there are intriguing bull battle and wrestling matches hung on different events in the town. On the visit to the town what draws in you the most is the beautiful outfits of the towns. Women's are seen wearing the ghagra choli (Skirt and top) or the saris. While are men are wore up in the conventional kurtas and turbans. All kinds of people are normally seen wearing the different jeweler things.

## Wandering into the rural ranches:

Meander into the huge speeded sections of land of horticultural terrains alongside the gathering of locals who can give you the better knowledge of the town. As you meander into the fields, feel the smell of the India soil, which provides you with the genuine kind of India. Captivate with the ranchers buckling down in the fields. Take the perspective on the bulls furrowing the fields. The wells, other water bodies, mountains and woodlands are the additional fascination for the sightseers.

## Creature Rides:

Aside from this, occasions on ranches gives you the total amusement. Ride on the bullock trucks alongside the resident's into the horticultural fields. See them conveying feed for creatures into the carriages. You could take the camel ride to investigate the town and the encompassing regions.

## Cow Milking:

Cow draining is truly thrilling movement, which can't be gotten away. Practice the craft of cow draining from the locals. Feed the cows with the grain and chapattis. Perceive how the provincial women's cook food on the chulas made of mud. Taste the bona fide rustic cooking and drink new milk of cow.

## Provincial craftsmanship and specialty:

Towns are master in making the painstaking work, it is something which is given from their one age to the next. You can convey a portion of the things back to the home as the energy.

## Town fairs and celebrations:

You can likewise partake in the town occasional gather fair and celebrations. Sarhul, Onam, Baishaki and Pongal are a portion of the town most popular reap celebrations. Than you can partake in the conventional dance and music performed by the locals on such events. You are encouraged to regard the nearby custom and kindly don't take out the photos without authorization as the residents are very ration and conventional.

## Arts & Crafts Demonstrations.

- Farm Store: Exhibition of farm equipment's
- Roadside Stand selling fresh farm products and craft items
- Processing of farm products and sale
- Demonstration of Agri-activities
- Sheep Shearing.
- \*Dairy farming
- \*Poultry farming- (Backyard poultry, Boiler, & Layer poultry)
- \*Goat farming
- Wool Processing.
- Fee fishing / hunting.
- Farm Vacations.
- Bed and Breakfast
- Farm Tours.
- Horseback Riding.

- Cross-country skiing.
- Bad weather – like desert, snow fields, heavy rainfall also attract Agri-tourists
- Picnic Grounds.
- A shady spot for visitors to rest – like a big banyan tree
- Educational Tours for school children, officers and progressive farmers
- Farm Schools to teach a particular skill
- Outdoor Schools which are mobile in nature teaching agriculture
- Herb Walks.
- Workshops on interesting, emerging agriculture topics
- Festivals with wide publicity and sponsorship Cooking Demos to satisfy housewives.
- Pick-Your-own Pumpkin Patch.
- Rent –an – apple tree.
- Moonlight activities.
- Pageants.
- Speakers who can attract Agro-tourist narrating Agricultural experiences.
- Regional Themes like tribal coffee of Kerala, Andaman spices etc
- Crop Art.
- Pizza Farm.
- Historical Recreations like highlighting a oldest farm etc.
- Log Buildings.
- Antique Villages.
- Collection of old farm Machinery.
- Miniature Village.
- Farm Theme Playground for Children.
- Fantasyland.
- Gift Shop.
- Antiques.
- Crafts.
- Crafts Demonstrations.
- Food Sales.
- Lunch Counter.
- Cold Drinks.
- Restaurant.
- Theme (apple town, etc.)

Arrangement of Agri-Tourism Development Corporation. (ATDC's) central goal is :- "To elevate agribusiness the travel industry to accomplish pay, business and financial soundness in provincial networks in India. To help supporting a scope of exercises, administrations and conveniences by ranchers and provincial individuals to draw in metropolitan vacationers to their area. Consequently giving an open door to metropolitan individuals to return to the country roots".

#### **ATDC's Role in Cow/Agri-Tourism:-**

- Get ready Agri Tourism project report and marketable strategy for every candidate horticulture ranch.
- Help to work with the monetary help from Nationalize banks, organizations and government offices to constructed agri and rustic the travel industry offices and foundation like convenience, sterilization, move toward street and so forth
- Conduct Agri Tourism Business Training Program.
- Conduct Seminars and gatherings on agri-the travel industry business.
- Provide deals and promoting support.
- Co-ordinate visits from metropolitan regions to the homesteads. The trust chose to analyze Agri-Tourism idea on a pilot scale on its own 110 sections of land model ranch, Malegaon, Baramati.

#### **Technique for the advancement of Cow/Agri-the travel industry idea is as per the following:-**

1. Item - The item in Agri-the travel industry is seeing, accepting and at last encountering. This experience is exceptional and unparalleled. The experience of climbing a tree, bison riding in the lake and partaking in the sugarcane juice in the actual field are exceptional and none of the million dollar places of interest can make and offer such encounters.

2. Value a. Client section valuing - Domestic and unfamiliar traveler could be estimated diversely as the ability to pay is unique. For a bullock truck riding, an unfamiliar vacationer can pay one dollar where as a homegrown traveler can pay just a single fourth.  
b. Area evaluating - Pricing in Agri-the travel industry relies on the spot and significance. Agritourism which simply offers

horticulture and provincial life as a fascination can charge ordinary valuing. Whereas Agri-the travel industry spots which are extremely near laid out the travel industry focuses like sanctuary towns, slope stations, around large urban communities can go far tad higher charging because of added esteem. As the evaluating in laid out the travel industry places are high, it works out to be less expensive for traveler to remain and appreciate in Agri-the travel industry spots. c. Time estimating - Agri-the travel industry units can charge higher in top season for example November to January and change less during rest of the period. During country celebrations or at the hour of significant occasions Agri-the travel industry units can charge more, despite the fact that it is during slow time of year.

3. Place - where sightseers are obliged likewise impacts the valuing. Assuming the vacationers are obliged in towns itself with the rancher, the charging can be less though convenience in ranches cost high. Since, solely for vacationer reason foundation is made in ranch while existing offices are utilized in ranchers' home in town.

4. Advancement - Promotion of Agri-the travel industry and vital union can happens at three levels:

a. Coalition with carriers, visit administrators and unfamiliar government offices - This collusion brings unfamiliar vacationers and upper working class metropolitan sightseers into Agri-the travel industry overlay. It may not be feasible for individual ranchers to take up this assignment. Government can help the Agri-the travel industry units through advancement and co-appointment exercises through local and state the travel industry offices.

b. Union with inn industry - Large number of homegrown vacationers can be drawn in through coalition with lodging industry. The lodging business can be utilized to advance the Agri-the travel industry idea.

c. Advancement by Agri-the travel industry units - Basically the advancement happens through mouth to mouth and nearby exposure given by Agri-the travel industry units. As the retention limit of every unit is exceptionally less, direct advertising with minimal forceful mode is enough for an Agri-the travel industry unit to make due. They can go for consolidated exposure on cost sharing premise and furthermore public the Agritourism potential in other piece of the country. In any case, advancement of this gathering approach needs introductory government mediations. Situating - Ultimately Agri-the travel industry idea must be situated in the personalities of vacationers as "Come, pluck a natural product, smell a bloom, run in the fields, lie on the feed and be lost in rustic India".

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#### **Issues requiring consideration for the advancement of agri-the travel industry:**

1. Exposure - It is challenging to give exposure to a distant Agri-the travel industry unit. Henceforth, both aggregately such Agri-the travel industry administrators can give exposure or associations like ITDC, State the travel industry advancement companies, NGOs, press and visit administrators can assume up this liability. Data innovation can assume vital part in advancement of Agritourism. An intuitive site containing all insights regarding Agri-the travel industry areas and a complementary 24 hours assist line with canning give important data to Agri-sightseers.
2. Transport - Reaching the far off Agri-the travel industry units is the best test because of absence of approach streets and unfortunate transportation offices in provincial regions. Tele network is must which is yet to arrive at towns. Government ought to assume significant part in making these offices specifically streets, transport and telecom to country regions particularly where Agri-the travel industry units are laid out on need premise. These endeavors could be successful with private investment in association mode.
3. Convenience - Safe and clean convenience is must in Agri-the travel industry. Metropolitan and unfamiliar travelers search for these base offices. Situating Agri visit administrators on one hand and giving motivation to such endeavors on other hand is essential. Standard clean water supply and flawless latrines are significant. Simultaneously, it is important to restrict present day offices in which Agri-traveler isn't intrigued.
4. Organizing - Networking public and private partners at public and state level to help the Agri-the travel industry administrator at remote spot is fundamental. This organization can get strategy backing, framework and exposure to Agritourism units.
5. Limit working of ranchers - Farmer should be situated on upkeep of offices, neighborliness and public connection which he doesn't know
6. Security of vacationers - Agri-the travel industry units are situated in distant regions which needs streets, clinical offices, media transmission and in some cases danger from burglary and wild creatures. Subsequently, backing of neighborhood populace is should other than offices for crisis clinical consideration.
7. Public - Private association - Agripreneurs, ranchers' associations, cooperatives, NGOs and agribusiness organizations can take up these endeavors with the assistance of ranchers and government offices visit administrators. Carriers and accommodation industry would likewise benefit all the while.

#### **Conclusion:**

#### **Strengths:-**

- A strong supplementary source of income for farmers.
- Employment generation
- Rural development

#### **Opportunities:-**

- Immense scope of growth
- More farmers can be the beneficiaries
- Government support can increase the outreach
- Government lands can be converted as ATC's

#### **Threats:-**

Climatic conditions

- Less competition, so no threats
- Rampant migration from farming to other sectors

#### **Weakness:-**

Low growth comparatively

- Less educated farmers, so need varied training
- Lack of govt support.

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