

FARM TOURISM SCHEME

VAL AND ENROLMENT OF FARM HOUSES

1. THE CONCEPT AND INTRODUCTION

The concept of farm tourism envisages private sector farmers / farm house owners providing a rural tourism experience to visitors. As farm tourism operations are small businesses with limited promotional resources the public sector assists with operational guidelines and publicity in partnership with them.

The farm house owners act as both hosts and guides to the visiting tourist. The farm houses provide a clean, hygienic environment with modern facilities for the comfort of visitors, which meet the standards defined by Punjab Tourism (aka the Punjab Heritage and Tourism Promotion Board). Preference is given to farms which have agricultural land attached. The farm house owner should provide home cooked food, comfortable accommodation and show the visitor the local agricultural practices such as floriculture, harvesting, bee keeping, dairying etc. and introduce the rural way of life to him through various participatory activities. The visitors must be able to enjoy the natural surroundings in fresh air.

Apart from the farm experience the visitor should get exposure to local community life, which may mean attending a panchayat meeting, exposure to local songs, food, dances, art and craft, etc.

A village tour should be included visiting the local artisans like the carpenter, blacksmith, etc. The visitors may also experience festival occasions such as marriages and local melas.

They can also participate or witness village games such as wrestling, gulidanda, kite flying and have rides on bullock carts, tractors, etc. Experiences such as jumping on the hay and taking a bath in the tubewell could be unique feature for both adults and children from urban areas.

They can also see the important fairs and festivals being organised in the area along with important monuments, havelis, historical sites, etc. Each farm can aim at developing a unique selling point; some specialising in organic farming, others in floriculture, natural health management, horse breeding, etc.

2. ROLE OF PUNJAB TOURISM

In addition to each farm's own promotional activity Punjab Tourism will act as a promoter of farm tourism as a major attraction of India's main agricultural state. It will promote farm accommodation and activities in partnership with the private sector providers. The quality of services offered by farm houses is to be verified by Punjab Tourism. It then enrolls them in the scheme and provides mandatory training, as well as development and operational advice, and undertakes promotional activity for farm tourism via the Internet, publications and media relations. Punjab Tourism selects the farms according to clear guidelines on the required facilities, and also benchmarks the farms and monitors the delivery of services rendered by them. Priority selection will be given to farms providing a wide range of activities and excursion possibilities.

Punjab Tourism will provide a well qualified Farm Tourist Product Executive responsible for :

- Verification of applications for enrolment made by farm owners and recommendation of suitable applications for approval;
- Inclusion of all enrolled farm houses in promotional activity;
- Advice on farm tourism operations and promotion;
- Monitoring of the development and economic impact of farm tourism;
- Coordination of training provision for farm tourism operators and their staff

4. BENEFITS TO FARM ACCOMMODATION OPERATORS

It is well known that tourism activity has a multiplier effect. It can be expected that tourists stays and associated spending will make a significant contribution to the rural economy and improve the quality of life of the farmers and communities involved. Farm Tourism provides farm owners with a source of additional income on their existing assets. It provides them also with an opportunity to interact socially with various kinds of visitors, elevating their social status and enriching their lives and those of their community in general.

5. COMMUNITY PARTICIPATION

Community participation is a very important part of this concept as the scheme envisages visits to the local village, interaction with panchayat members and attendance at village functions, etc. Experience has shown that tourists cannot be looked after by the farm owners alone. The farmer will be expected to solicit and engage community involvement with his guests. The spill over effect is thereby witnessed by the whole of the village community. In many instances a number of activities are undertaken such as camel cart rides, bullock rides, artisans display, mehndi, folk music and dance, village safaris, etc. This results in community participation, generation of employment and additional income for the villagers.

Applications should be submitted to :
Chief Executive Officer,
Punjab Tourism,
Plot 3 Sector 38A
Chandigarh

2. The enrolment of farm houses will only be done in those cases where the farm houses are fully developed and worth visiting from the tourism point of view.

3. It is mandatory to have a minimum of two rooms with toilet for let and to provide full meal service for registration of the farm house to be granted.

4. The enrolment shall be valid initially for two years from the date of issue of the registration, which could be further extended depending on the recommendation of the Inspecting / Reviewing Committee of Punjab Tourism taking into consideration the quantum of business generated, number of visitors, visitor comments, maintenance of farm house etc.

5. It is mandatory to maintain a visitors book and remarks obtained from the guests to be available for inspection by Punjab Tourism. Additionally details of any foreigner staying in a farm house must be advised within 24 hours to the Foreigner's Registration Officer on the form prescribed. It is mandatory that statistical data on guests shall be forwarded every month in the prescribed format to Punjab Tourism.

6. The farm houses applying for enrolment will have to provide all the information supported by required documents as per the following formats :-

- a) Application Form as at Annexure-I.
- b) Checklist of facilities at Annexure-II.
- c) Declaration at Annexure-III
- d) Undertaking at Annexure-IV.
- e) Police verification at Annexure-V.

7. The application fee shall be payable to the Punjab Heritage and Tourism Promotion Board, Chandigarh through Demand Draft.

8. The owner of the Farm House is responsible for any casualty, which may occur during the stay of the visitors and is liable to provide immediate medical and transportation assistance. Any loss sustained during the casualty will be compensated to the victim by the farm owners. The farm owner will be required to give an affidavit to this effect at the time of registration and to take out Public Liability Insurance.

enrolment, if any serious and justified complaint of standards of service, cleanliness and food, is received

10. The availability of facilities and services will be evaluated as per the enclosed checklist (checklist will have to be duly filled in and signed on all pages and submitted to Punjab Tourism).
11. An inspection committee of Punjab Tourism will inspect the farm house and recommend its registration and thereafter inspection shall be carried out at regular intervals to monitor the progress.
12. All the liabilities such as rates and taxes on electricity, water, property and entertainment etc. will be borne by the farm owner. Punjab Tourism does not assure any relaxation / exemption on the liabilities specified above.
13. No sign boards or logo or name of Punjab Tourism, except as stated below, will be displayed in any form including printed publicity material, cash receipts, letter heads, rubber stamps etc. by the farm owners. Violation of this condition will attract cancellation of registration.
14. A registration certificate shall be issued by Punjab Tourism which shall be displayed at the entrance area of the farmhouse. Approved farm owners may use the term **Member Punjab Farm Tourism Scheme** on their sign boards or their other printed materials together with the scheme logo.
15. Any change in tariff, discontinuation of activity or inclusion of new activity from the tourism point of view implemented by the farm owner should be conveyed to Punjab Tourism.
16. A police verification report is required to be submitted by the farm owner before registration of the farm house on the prescribed proforma (Annexure-V).
17. The Rules and Regulations of the concerned departments/agencies of the Government shall be strictly adhered to by the farm owners. They should ensure that no rules or norms are violated in any manner. It will be the sole responsibility of the farm owner to face the consequences if any action is initiated by these departments.
18. Any illegal activity carried out on the farm premises in violation of the provisions of any law will entail exclusion from the Punjab Farm Tourism Scheme as well as liability to prosecution under the statute concerned.
19. Punjab Tourism reserves the right to modify these guidelines / terms and conditions from time to time.

...r travel time of the farm:

	Description

6) Details of the Farm House and farm activities.

(a) Status of ownership of the Farm House		
(b) Whether clearance obtained from the Police Authorities regarding the antecedents of the owner /owners and the proposed activity, as per proforma at Annexure-V.		
(c) Number of rooms and area of each type	Number	Square feet (each)
Singles		
Doubles		
Suites		
Rooms with multiple beds		
Total rooms		
Total beds		
(d) Number of attached baths		n/a
(e) Details of public areas for the following facilities		
(i) Lobby/lounge		
(ii) Dining space		
(iii) Parking facilities		n/a
(f) Additional facilities available if any (not mandatory)		
(g) Details of Fire Fighting equipment/hydrants etc.		



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able by Demand Draft only, of:

- Category II Rs 2,500
- Category III Rs 5,000

* See Facility Checklist for Category descriptions.

Demand Draft in favour of Punjab Heritage and Tourism Promotion Board+payable at Chandigarh

Demand Draft No.	
Bank Details	

8) Check list details as per Annexure II (enclose a copy of the checklist duly certified that the facilities are available in the Farm House).

9) Consent of acceptance of the regulatory conditions (please enclose a copy of the prescribed undertaking as per Annexure IV duly signed by the owner of the Farm House).

Checklist of facilities for approval and registration of Farm House

Farm House Name and Location :

For each facility circle the category you offer.

Sl. No	Facilities Requirement M = Mandatory D = Desirable	Category		
		I	II	III
General				
1.	Signposting from road	D	M	M
2.	One parking space per bedroom	D	M	M
3.	Register for guest check-in and check-out records including passport details in case of foreign tourists.	M	M	M
4.	Public Liability Insurance	M	M	M
5.	First aid box	M	M	M
6.	Generator / inverter	-	D	M
7.	Notice displayed with telephone numbers and locations of local police, fire, hospital and other useful contacts	M	M	M
8.	Drinking water facility . R.O. / water filter	D	M	M
Guest Rooms				
9.	Minimum size of each bedroom Single excluding bathroom Double excluding bathroom	80 sq ft 120 sq ft	100 sq ft 150 sq ft	120 sq ft 180 sq ft
10.	Fan Air conditioning	D -	M D	M M
11.	A clean change of bed and bath linen between check-ins and at least every -	3 days	2 days	1 day
12.	Minimum bed width for single Minimum bed width for double	90cm 120 cm	90cm 120 cm	90cm 150cm
13.	Mattress minimum 10 cm thick - Coir, cotton, foam or spring.	M	M	M
14.	Minimum bedding 2 sheets, pillow & case, mattress protector/bedcover In air-conditioned rooms . blanket or duvet	M	M	M
15.	Sufficient lighting, 1 per bed	M	M	M
16.	A bedside table	D	M	M
17.	Chairs - one per bed space Armchairs	M -	M D	M M
18.	Wardrobe or clothes hanging space with minimum 4 clothes hangers per bed space	D	M	M
19.	A wastepaper basket	D	M	M
20.	Opaque curtains or screening at all windows	M	M	M
21.	Drinking water + 1 glass tumbler per guest	M	M	M
22.	A mirror, at least half length (3 feet)	D	D	M
Bathrooms				
23.	Minimum Size of Bathroom . for guest use only	30 sq.ft	50 sq ft	60 sq ft

		M D	M D	M M
25.	Bathroom en suite	-	D	M
26.	WC . Western style WC . plus toilet paper and toilet brush	D	M	M
27.	1 bath towel and 1 hand towel per guest	M	M	M
28.	Guest toiletries - minimum 1 new soap / guest	M	M	M
29.	Floors and walls to have non-porous surfaces Tiled walls	M D	M D	M M
30.	Cold running water Hot running water	M D	M M	M M
	Dining and Public Areas			
31.	Communal lounge or sitting area with comfortable furniture	M	M	M
32.	Telephone for guest use	D	M	M
33.	Dining Room with quality furniture	-	D	M
34.	Dining area serving fresh traditional Indian food	M	M	M
35.	Non-plastic Crockery and Glassware	D	M	M
36.	Cutlery to be at least stainless steel	M	M	M
	Kitchens			
37.	Well maintained smoke free, clean, hygienic, odour free, pest free kitchen.	M	M	M
38.	Refrigerator	M	M	M
39.	Daily germicidal cleaning of floors	D	M	M
40.	Ventilation system	M	M	M
41.	Purified drinking water	M	M	M
42.	Clean utensils and equipment	M	M	M
43.	Segregated garbage disposal . wet and dry	M	M	M
44.	Fire extinguisher	M	M	M
	Staff and Services			
45.	English speaking staff	D	D	M
46.	Kitchen personnel trained in food hygiene	M	M	M



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DECLARATION

To
Chief Executive Officer,
Punjab Tourism
Plot 3 Sector 38A
Chandigarh

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and enrolment of my Farm House under the Farm Tourism scheme and hereby agree to abide by them. I also agree that my Farm House will be open any time for inspection by officials of the Punjab Heritage and Tourism Board and any other persons authorised by the Board.

The information and documents provided are correct and authentic to the best of my knowledge. I hereby agree to sign a detailed undertaking on the requisite stamp paper at the time of registration of my farm as per the undertaking at Annexure-IV and an affidavit as per clause-8 of the guidelines.

Place:

Signature_____

Date:

Name _____

Address _____

UNDERTAKING

I _____ owner / resident manager of the _____ farm located at Village _____ have understood the concept of the Farm Tourism Scheme initiated by Punjab Tourism and agree to adopt the scheme on the following terms and conditions :

1. That Punjab Tourism will act as facilitator and promoter of the concept of Farm Tourism in Punjab and publicise my above mentioned farm to potential guests.
2. That the marketing and publicity of the concept of Farm Tourism will be done by the Punjab Tourism.
3. The rates of the packages (inclusive of home cooked food) are hereby communicated to Punjab Tourism for marketing purposes. Any changes in prices will be communicated without delay :

A) Day Package : (includes lunch, refreshments, farm tour and use of facilities)

Rs _____

B) Day and Night package : (includes dinner, breakfast, lunch, refreshments, farm tour and daily programme of activities).

Single room (per person): Rs _____

Double room (per person): Rs _____

Suite (per person): Rs _____

C) Overnight package (includes dinner, Bed and breakfast)

Single room (per person): Rs _____

Double Room (per person) : Rs _____

Suite (per person) : Rs _____

D) Group Packages

The above mentioned rates can be revised from time to time with mutual consultation.

4. That I (or a senior person designated by me) will be acting as host and guide for the guests once they arrive at my farm.

5. That I will be making appropriate arrangements for safety and security of the guests during their visit/stay.



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standards of hospitality, hygiene, and integrity which
out Punjab.

7. That I will render immediate assistance such as medical, transport and security to the guest in case of any casualty which takes place during their stay.

8. That I will make monthly returns of data to Punjab Tourism on guests accommodated in the required format.

9. That I will advise Punjab Tourism of any changes to my offer which may affect their publicity of my farm house.

10. That I will abide by the rules and regulations of the concerned departments / agencies of the Government. I shall be responsible if any violation is committed by me which attracts initiating of action against me by the concerned department.

Signature _____

Name _____

Address _____

Date of execution of agreement.

FOR POLICE VERIFICATION

(To be completed and stamped by a senior officer of the local police)

1.	Name and Address of the Farm House Owner (Contact Number)	
2.	Father's Name	
3.	Nationality	
4.	Date of birth	
5.	Occupation	
6.	Address of the Farm House (Contact Number)	
7.	Name of Sarpanch Gram Panchayat where farm house located	
8.	Nearest Police Post	
9.	General reputation of farm owner in the area	
10.	Proposed activities in the farm	
11.	Comments / recommendations of the Police Department	

Signed _____

On behalf of Punjab Police

Rank _____

Date _____

Endorsed by Deputy Commissioner

Signed _____

Date _____