



# Economic Development of Shree kshetra Ghorwad through sustainable agriculture and tourism

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**Abstract :** Generally, an area with abundant landscape, forests, low population density, and small settlements relying on agricultural pursuits is termed a rural or countryside area. Keeping rural areas underdeveloped hinders a nation's development. The rural sector provides food, dairy products, raw materials, and other necessities to the urban sectors. Therefore, the underdevelopment of the rural sector would significantly impede the growth of the economy as a whole. Many urban problems leading to destitution may be mitigated with enhanced education, healthcare, and hygiene in the countryside. If rural areas are revitalized, the negative effects of underemployment and rural-urban migration can be lessened. Integrated village development planning is the procedure through which all facets of local life, including their links and overlaps, are handled methodically. Integrated planning typically entails initiatives for affordable housing, drinking water and sanitation, health, education, infrastructure like electricity supply and road systems, links for transportation and communication, improvements to living standards, land and watershed treatment, and other relevant factors that collectively would lead to an improved quality of life for all village residents. This study aims to emphasize the significance of fostering entrepreneurialism and community programs in the creation and expansion of local economies. This needs to be accomplished by fostering an atmosphere of entrepreneurship in small towns that is flexible enough to shift with the times.

**Keywords –** rural, agricultural pursuit, entrepreneurialism, local economies.

## I. INTRODUCTION

India's rural population nonetheless makes up a significant part of the country's overall population, and critically, it is wracked by tremendous poverty and a lack of even the most necessities. Well over 50% of our population is predicted to reside in rural regions even in 2050, even though this percentage is anticipated to decline in the next years. The primary problems that Indian rural areas currently face, tend to promote urban agglomeration including significant ignorance of some rural areas, continuation and perhaps the growth of migration to urban areas, a lack of employment opportunities, and a subpar living environment.

Presently, a significant portion of the research on the tourist industry is concerned with economic results and the beneficial effects of tourism on the creation of employment and new possibilities. Although the employment associated with this business may still not pay much, the villages profit greatly from them. Further beneficial consequences of tourism include the selling of agricultural goods, the establishment of fair job possibilities, the generation, and circulation of reasonably balanced public finances in rural regions, and enhance rural development. Its growth may boost economic activity and generate a range of employment in rural regions, the majority of which lie in the service industry of the economy. Rising handicraft production and sales, the growth of hospitality and transportation services, the launching of new marketplaces, etc. all contribute to the creation of employment opportunities, which significantly lowers joblessness and population movement from villages to urban areas. As a result, developing the countryside is among the most significant aims and problems that India has today.

## II. OBJECTIVES OF STUDY

1. To study literature, research articles, and various schemes by central and state governments based on rural development.
2. To collect primary and secondary data about existing infrastructure and economic condition of the village.
3. To analyze the economic condition of the village.
4. To propose a strategy for the economic development of the village through Agriculture, Tourism, and rural industrialization.

## III. LITERATURE RESEARCH

The literature surveys include some previous research papers regarding the study of economic development of rural areas through various factors like agriculture, industrialization, and tourism also, their conclusion is given. These papers help in considering varying parameters which affect the study of this project and the results. This report also guides the research procedure

and helps in adopting a suitable methodology concerning the earlier-mentioned variable factors. The literature available on the effects of agriculture, industrialization, and tourism on the economic development of rural settlements is discussed below:

Manana Vasadze researched Georgia's rural development and the role of agritourism. Countryside advancement has a variety of facets. It develops into a diverse range of various but occasionally linked behaviors. The degraded economic foundation for both the village economic sector and the agricultural sector is being rebuilt through rural development. Agro-tourism, organic agriculture, ecosystem management, the preservation of naturally available resources, and the creation of high-quality, locally unique goods are a few of them (Van der Ploeg et al., 2000).

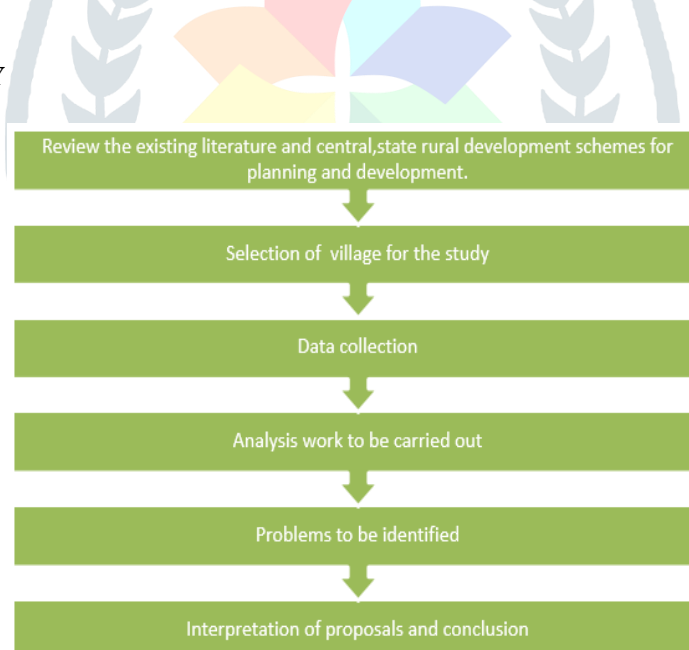
According to Dr. Tulika Sharma, India has fostered a wide variety and rich cultural and religious tourism. The economic growth of a State is greatly influenced by religious tourism, which stimulates spirituality and cultural diversity. The Indian government has introduced several programs to support, enhance, and expand tourism. It is anticipated that placing further focus on this industry through sensible legislative changes would be essential for inclusive social and economic growth.

Mehdi Pourtaheri, Khalil Rahmani, and Hassan Ahmadi provided a study on the socioeconomic and structural effects of the Tourism Model Villages (TMVs) initiative for the grassroots area progression of religious tourism and countryside pilgrims throughout Iran. In addition to giving rural populations more money and job possibilities, the growth of countryside tourism in the prototype rural areas also offers chances to: Upgrade the countryside transit system; Enhance the variety and effectiveness of healthcare; Rejuvenate traditional arts; Establish advertising as well as general merchandise hubs, reducing displacement, especially among youth, etc. The study conducted in this seems to reinforce previous results on the value of religious tourism and pilgrimage in countryside growth that have been made in the research world, but it also offers insight into how these activities affect rural families.

Researchers Francesca Pollice, Daniele Greci, Patrizia Gazzola, and Mauro Romanelli looked at sustainable religious tourism. The establishment of ecotourism and the socioeconomic expansion of tourism hotspots in holy places are both driven by religious tourism and holy sites. By empowering rural regions and economies to build mutual mechanisms and partnerships for environmental growth, religious tourism is increasingly becoming a major contributor to economic growth mechanisms. out cultural and civil values among localities. To help residents of the community, Camino de Santiago and Via Francigena encourage redefining sustainable organizational and operational perspectives for territorial expansion. As global and national landmarks, Via Francigena and Camino de Santiago extend to other countries. Via Francigena's tourism capacity seems to be essential for providing affordable welcome, and hospitality as well as for promoting tourism that is successful, efficient, and socially responsible.

Dr.D.Ravinder conducted a study on the Impact of Digital Marketing on Indian Rural Marketing where he says that, with 50% of the population highly reliant on farming, over 70% of Indians yet live in the 6.5 lakh villages that make up the country. It is impossible to deny that the rural market offers prospects and is very appealing to service providers, but it is not as simple as it first appears. Numerous difficulties are presented by this rural marketing, therefore the service providers must strive harder to address these difficulties diplomatically. Consequently, to some point, technology brought rural areas in India closer to the metropolitan population.

#### IV. METHODOLOGY



#### V. ANALYSIS

The information obtained through census of India, Ghorwad gram panchayat and various offices of Government of India formed base of Secondary data collection.

For Primary data collection, we conducted three focus group discussions with the locals. One was with village residents, and the other was with women of self-help groups that were established in the village following the third one with residents of the village after a month of second group discussion. The first two focused group discussions have been utilized to learn about participants' present day-to-day issues and attitudes regarding entrepreneurial endeavors. In these sessions, common issues were discussed which included:

- Fewer tourist visitors (approx. 100/year) due to enlightenment of the significance of Prayag tirth temple.
- Unavailability of the local market and employment opportunities.
- Improper waste management practices.
- Lack of digital literacy.
- Unavailability of secondary school services, training centers, etc.

Need training in various fields like artistry work, use of technology in farming, etc. The third group discussion revolved around the sources of income of people and the perception they had related to other businesses and rural industries. It came out during this discussion that women's self-help groups are formed but aren't employed with any business or project due to a lack of awareness. Also, people are more interested in non-farming businesses and works but haven't started any due to a lack of knowledge, motivation, and support which are mostly because of the Low literacy rate and absence of information about digital marketing and appropriate use of technology.

#### Survey analysis result charts:

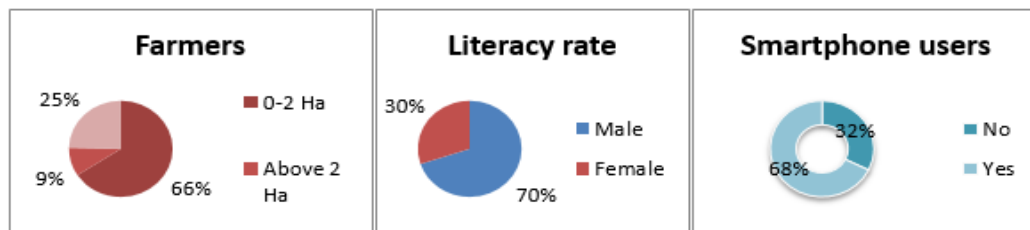


Fig 1: Landhold by farmers.

Fig 2: Literacy of village.

Fig 3: Smart phone users.

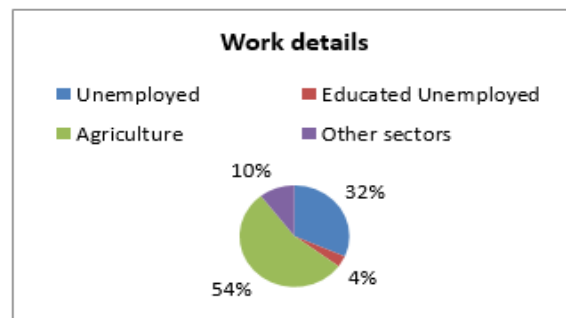


Fig 4: Employment details

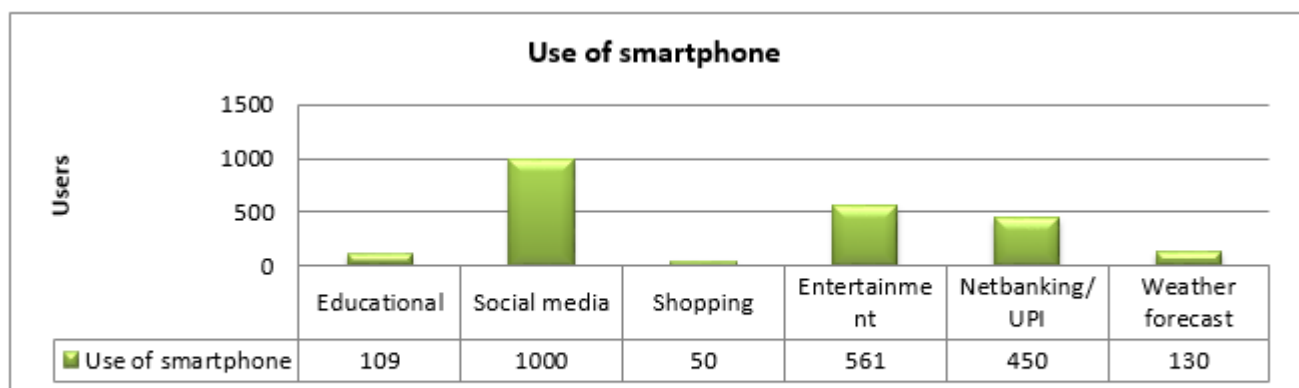


Fig 5: Purpose of using a smartphone.

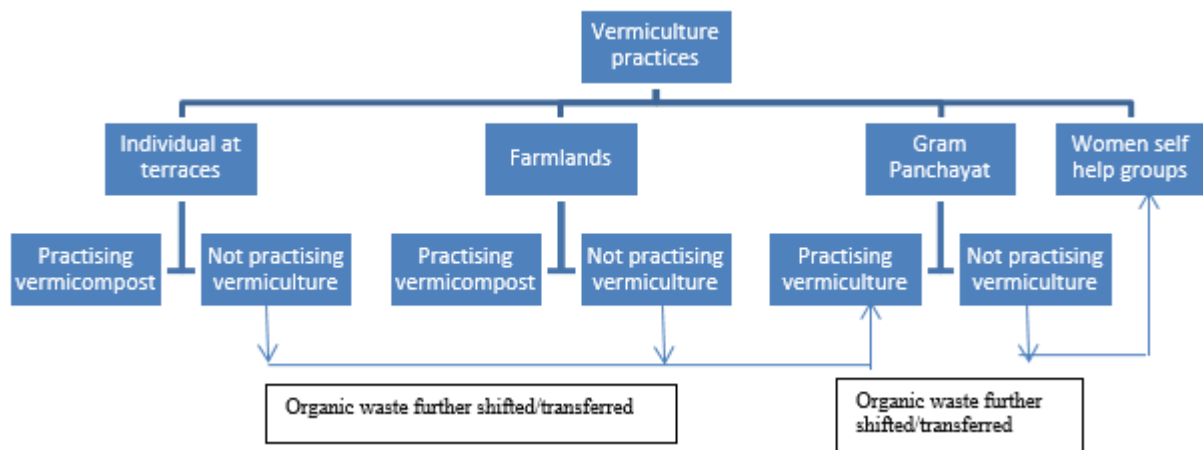
According to primary and secondary data collected and these three group discussions, we've prioritized the work to be done:

1. Increasing tourist inflow.
2. Training the artisans and helping them start rural industries/businesses.
3. Encouraging organic farming practices and use of technology in agriculture.
4. Encouraging digital literacy.

## VI. PROPOSALS FOR ECONOMIC DEVELOPMENT

STAGE 1: (first 5 years)

1. Promoting vermiculture



Active segregation and minimal waste generation reduce the area of land used for dump yards making more land available for other purposes. At-home/ terrace/ at-home vermiculture reduces environmental pollution and the burden on government entities for waste disposal. Revenue generation to Gram Panchayat, SHG, and people through the selling of vermicompost.

2. Promoting Organic farming
3. Post-harvesting technology
4. Use of Technology

Compared to human spraying, using drones allows for significantly less water to be utilized to dilute the chemicals needed for crop spraying. It may end up saving producers money and preserving water at the same time. Downward spraying reduces chemical waste and also safeguards crops from chemical overexposure. The use of this unmanned aerial vehicle through clusters/community practices leads to efficiency in farming and an increase in the economy with less time. Using the applications for weather forecasts gives incorrect information about environmental actions and hence the efficiency can be increased by taking preventive measures as required.

5. Digital marketing for Tourism and Agriculture
6. Infrastructural development
  - Provision of walkways of a minimum of 1.5 meters on both.
  - Promoting rainwater harvesting practices at homes for individual use can be utilized for the trees planted beside the pathway.
  - To prevent pollution and promote sustainable practices, tourists should be mandated to park vehicles at the proposed parking and explore the village by walking. For old people or people with disabilities for whom it is not possible to walk, the provision of Electric tourist car is to be provided charging some fare. Segregated dustbins are to be provided beside the walkways to prevent littering.
  - The color saffron is closely related to Ramayana and spirituality. Coloring all the homes in this village will contribute to attracting tourists to the village.
  - Expression of contexts of Ramayana, awareness about environmental issues and practices, etc should be actively encouraged through voluntary contribution practice by warli painting.
  - Proposing a walkthrough of zero waste and organic businesses (eco-bazaar)

In today's world where the pollution due to the use of plastic in even the minutest of our daily activities is increasing day by day, the establishment and promotion of recycling, upcycling and zero waste-producing industries and businesses is essential.

#### STAGE 2: (after 5 years)

1. Proposal for solar photovoltaic system
2. Infrastructure Development
  - Provision of Training center/E-learning center
  - Provision of yojana center.
  - Provision of the school, bank, registered co-operative credit society, ATM, E-healthcare center and public healthcare center, Bus stand, etc.
  - Sensor-based water ATM to prevent loss of water.
  - Proposal of Solar Electric vehicle charging stations.
  - Provision of infiltration basins at artificial groundwater recharge points identified through secondary data.
  - Aawas Yojana houses to be built in mahasalwadi area.
  - Proposing Eco-resorts.
3. Use of Technology
  - Promoting vertical farming.
  - Proposing IOT-based street light system.
  - On the increase of tourism, the proposal of an IoT-based vehicle parking system.
  - Proposing an Animated Ramayana show to spread the word about the significance of this place.
  - Proposing Wifi services in the whole village.
4. Rural Industrialization

## VII. CONCLUSION

Ghorwad is a village in sinner taluka of Nashik district which has the benefits of having a large widespread area compared to less population. Rural tourism appears to be simple to define, yet it's actually complicated in nature, with varied forms and meanings in different nations. Rural tourism is a new idea in India, with plenty of room for expansion. It is also recognized that the future of such niche tourism is quite promising, given rural India's rich culture and legacy. Furthermore, its greeneries, spectacular visual beauty, and diverse biodiversity may readily capture the attention of city inhabitants. Considering the rising awareness among the people on this earth regarding Environment conservation due to various causes like Global warming, soil, water, and air pollution, Melting of glaciers, rising earth's temperature, etc; a village with sustainable industries and promoting sustainable practices is definitely a place for environment lovers and educationalists.

When talking about Maharashtra, Nashik being a holy land of saints and temples demonstrating the facts of the ancient epic Ramayana is mostly loved due to its heritage and rich cultural history. Prayagirth temple of Ghorwad is also evidence of the same but not known by the people. Implementation and promotion of the proposals suggested in this report will definitely help in fetching tourists for pilgrim as well as eco-bazaar visits thus generating economy and providing employment opportunities to villagers reducing the migration from rural to urban areas.

The proposals include various unique concepts like the unicolor village, Eco-Bazaar, and sustainable practices in day-to-day life fetching a significant population.

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