

*Historical Perspectives and Contemporary Solutions: Integrating Sustainable Farming and Agri-Tourism to Boost Farmers' Economic Status in Karnataka, India.*

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## **Abstract**

The integration of Agri-Tourism and Sustainable Farming to improve the economic and social well-being of farmers in Karnataka, India. The study identifies modern solutions through social entrepreneurship initiatives by looking at the historical and colonial effects on the agricultural sector in the region. By implementing sustainable farming methods and integrating tourism. Enhancing farmers' livelihoods and fostering socioeconomic growth in the area are the main goals. A genuine rural experience while encouraging farmers to practice sustainable agriculture. In addition to addressing environmental sustainability, this integrated method gives farmers an alternate source of revenue through tourism. The study explores the economic and social difficulties that farmers encounter and ties the suggested solutions to the ideas of social entrepreneurship. The aim is to build a resilient agricultural community by promoting a mutually beneficial interaction between tourism and agriculture. Combining these two industries has great revolutionary potential and provides a blueprint for rural development that is sustainable. The integrated strategy might support the expansion of Karnataka's rural economy as a whole. It emphasizes how crucial community-based tourism and environmental practices are to long-term economic stability. The results highlight the importance that novel agricultural techniques and experiencing tourism play in promoting regional development, and they also suggest new directions for future research and practical application.

Overall, this study demonstrates the feasibility of integrating agritourism and sustainable farming as a

comprehensive approach to solve the various issues that farmers confront, opening the door for all-encompassing rural development in Karnataka.

**Keywords:** Historical Impact, Sustainable Farming, Social Entrepreneurship, Karnataka, Economic Development, Farmers.

### **Introduction:**

Agriculture, the backbone of India's economy, has faced persistent challenges, particularly in regions like Karnataka, where the financial well-being of farmers remains a pressing concern. In response to these challenges, innovative approaches are being explored to not only sustain agricultural practices but also to enhance the economic prospects of farmers. One such approach gaining traction is the integration of agrotourism with sustainable agriculture. This study endeavors to meticulously evaluate and quantify the potential socio-economic effects arising from the amalgamation of agrotourism and sustainable agricultural methods, with a specific focus on improving the financial standing of farmers in Karnataka, India. Agriculture is the backbone of the Indian economy, and historically, agriculture played a pivotal role, (Sakhare, 2017). Agriculture constitutes the primary sector of the economy, (Gulati, 2009). Agriculture contributing ~ 16% to the national GDP (World Bank). About 65% of India's (1.4 billion) population is dependent on agricultural products & services (PIB). About 85% of farmland in India belongs to marginalized farmers (IDR). About 67% of Indian Population rely on Agriculture as their primary livelihood in India (Paudel et al., 2021). Karnataka, characterized by its diverse agro-climatic zones and agrarian communities, provides a compelling backdrop for examining the intersection of agrotourism and sustainable agriculture. The synergistic relationship between these two domains is envisioned as a multifaceted solution capable of addressing the intricate challenges faced by farmers. Agrotourism, involving the participation of tourists in agricultural activities, is not merely a recreational endeavour but a potential source of supplemental income for farmers.

Sustainable agriculture is an “integrated system of plant and animal production practices having a site specific application that will, over the long term: (a) satisfy human food and fiber needs; (b) enhance environmental quality; (c) make efficient use of non-renewable resources and on-farm resources and integrate appropriate natural biological cycles and controls; (d) sustain the economic viability of farm operations; and (e) enhance the quality of life for farmers and society as a whole.” Furthermore, the study recognizes the social and cultural dimensions embedded in agrotourism. Beyond economic considerations, agrotourism offers an avenue for farmers to showcase their traditional practices, fostering

a deeper understanding and appreciation among tourists. The immersive experiences provided to visitors have the potential not only to augment farmers' income but also to promote cultural exchange and rural development. Agritourism: “is a farm opened to the tourism public in search of entertainment and education, but a farm that can also generate a supplementary income through the promotion of agricultural produce specific to the farm.” Petroman and Petroman, (2010). Social Enterprise: “...is a non-loss, non-dividend, market-based company, designed to address a social objective” (Yunus 2010, cited in Defoumy and Nyssens (2017)). As we delve into the intricacies of this integration, we will explore the challenges and opportunities unique to Karnataka's agricultural landscape. Further the study embarks on an exploration of an integrated approach, merging agrotourism with sustainable agriculture, designed to address the pressing socio-economic challenges faced by farmers in Karnataka. The multifaceted nature of this initiative transcends the boundaries of traditional solutions, seeking to not only improve the financial well-being of farmers but also foster a symbiotic relationship between rural communities, tourists, and agricultural practices through a five-fold approach.

1. Evaluating Socio-Economic Effects: The first cornerstone of this exploration involves a meticulous evaluation and quantification of the potential socio-economic effects arising from the amalgamation of agrotourism and sustainable agriculture. Karnataka's farmers, facing a confluence of economic uncertainties and environmental challenges, are at the forefront of this transformative initiative. By synthesizing existing research and conducting on-the-ground assessments, this section aims to provide a nuanced understanding of how this integration can positively impact the financial standing of farmers.

2. Designing Immersive Experiences: Beyond economic considerations, the integrated approach places a premium on providing tourists with an authentic and immersive experience of rural life and sustainable agricultural practices. This second dimension explores the strategies designed and implemented to create an experiential nexus that is both educational and recreational. Through the lens of sustainable tourism, this section delves into the intricacies of design thinking and implementation strategies. It examines how these strategies contribute to the preservation of cultural heritage, the enhancement of environmental awareness, and the creation of a mutually enriching experience for both farmers and tourists.

3. Validating Social Entrepreneurship Principles: The third dimension scrutinizes the alignment of the integrated approach with the principles of social entrepreneurship, emphasizing its role in addressing the social and economic challenges faced by Karnataka's farmers. The validation process involves an in-depth examination of how the initiative adheres to the core tenets of social entrepreneurship: innovation, sustainability, and social impact.

4. Facilitating Collaborative Efforts: Recognizing the interconnectedness of stakeholders, the fourth dimension delves into the facilitation and enhancement of collaborative efforts between local communities, governmental organizations, and commercial enterprises. By building a network that actively supports the successful implementation and growth of the integrated approach, this section explores the dynamics of collaboration. Through real-world examples and best practices, it examines the role of each stakeholder in nurturing an environment conducive to sustainable rural development. Emphasis is placed on community empowerment, governmental support structures, and the synergy achieved through public-private partnerships.

5. Evaluating Transformative Potential: The final dimension of this introduction involves an in-depth evaluation of the transformative potential embedded in the integrated approach. Focusing on its ability to bring about substantial and revolutionary changes to the economic landscape of Karnataka's rural areas, this section places a particular emphasis on farmers' prosperity. By leveraging predictive analytics, economic modeling, and success stories, this dimension seeks to quantify the impact of the initiative on livelihoods, economic resilience, and community well-being and national development.

## **Objectives**

1. To investigate how Agri-Tourism can provide Economic and Social Well-being for farmers.
2. To assess the impact of integration of Sustainable Farming with Agri-Tourism within the Agricultural community.
3. To determine the potential of Agri-Tourism to alleviate the socio-economic distress contributing to the high rate of farmer suicides.
4. To identify how Agri-Tourism can foster community participation and create a symbiotic relationship between farmers and tourists.
5. To assess scope for successful implementation of Social Enterprise by integrating Sustainable Farming with Agri-Tourism in the Southern Karnataka.

## **Review of Literature**

### **Historical and Colonial Impacts on Agriculture**

International research (Flanigan et al., 2014) has made significant progress in the last few decades in understanding the practise of agritourism. The typology (Flanigan et al., 2014) serves as a basis for this

study, which integrates empirical understandings of agritourism with the original typology which was based on the literature in order to further deepen conceptual understanding of agritourism. The fieldwork on the social and economic effects (Hermans, 1981) of tourism on the local, indigenous inhabitants took place in a village on Spain's Costa Dorada. Agriculture has benefited (Hermans, 1981) both directly and indirectly from tourism. The success (Hermans, 1981) of the local farmers in Cambrils has also been largely attributed to the type and distribution of landed property, the prevalent inheritance practises, the availability of new land further inland, the presence of water, the quality of the soil, and the vital role played by the vibrant local agricultural cooperative. The economic situation is gradually getting worse (Das & Rainey, 2010) in many rural areas of the United States. Particularly, the number of small and medium-sized farms is declining (Das & Rainey, 2010), while their earnings are staying the same. In certain regions of the United States, agritourism is being viewed as a catalyst to boost economic growth and augment revenue in order to revitalise the rural agrarian economies. The agritourism promotion and actions cause the percentage of agritourism visitors to climb (Das & Rainey, 2010) from the baseline level to hypothetical higher levels. The urge for agricultural research and development (Conway, 1985) to have a more holistic and multidisciplinary focus has grown in recent years. Two responses to this requirement are integrated rural development and farming (Conway, 1985) systems research. In recent years, it has been developed and tested in Thailand (Conway, 1985).

### **Economic and Social Benefits**

In order to supplement agriculture in rural areas, rural tourism businesses (Fleischer & Tchetchik, 2005) have been established. Based on in-person interviews with 197 Israeli operators of rural lodging (Fleischer & Tchetchik, 2005), the analysis was conducted. It was discovered that guests receive no benefit (Fleischer & Tchetchik, 2005) from the farm activities on a working farm. On the other hand, farmers appear to gain from the existence of farm activities by making better use of labour in the production process. The economic advantages of agritourism development (Jęczmyk et al., 2015) are covered in the recent papers. However, more research is needed on this subject. It's crucial to comprehend the advantages of agritourism (Jęczmyk et al., 2015), but there hasn't been much empirical study done in this area. The food service gives farmers additional revenue (Jęczmyk et al., 2015), it plays a significant role in the success of agritourism (Jęczmyk et al., 2015). Additionally, this study found a significant correlation between the money made only from agritourism activities and the money made from feeding

agritourists (Jęczmyk et al., 2015). Approximately 15% (Choenkwan et al., 2014) of the region's land surface, or 25,000 km<sup>2</sup>, is made up of mountains in northeastern Thailand. Despite being the primary economic activity in the mountains, agriculture has not received much attention (Choenkwan et al., 2014) in the past. The primary source of revenue is still field crops (Choenkwan et al., 2014). The main obstacles to development are poor soil quality (Choenkwan et al., 2014), seasonality and variability of rainfall, scarcity of surface water, uneven terrain and steep slopes, insufficient land supply, insecure land tenure, limited opportunities for mechanisation, high transportation costs, and competition from foreign imports. The impact of social interactions (Choo & Petrick, 2014) on agritourists' pleasure and, consequently, their intentions to return. The social contacts with service providers, locals, other tourists, and other consumers influence satisfaction (Choo & Petrick, 2014), which in turn influences revisit intentions. It does this by utilising social exchange theory and resource theory (Choo & Petrick, 2014). In South Africa's example, the tourist industry (M & Rogerson, 2014) is a top focus for the country's economic growth. The importance of studying tourism and LEDs is highlighted by local governments' "developmental" mandate (M & Rogerson, 2014). Farm-based tourism (FBT) (Busby & Rendle, 2000) is one of seven potential paths for the development of farm businesses and is characterised as an alternative farm enterprise (AFE) (Busby & Rendle, 2000). The shift from farm tourism to tourism on farms (Busby & Rendle, 2000) is examined with reference to funding and guidance sources. Farm tourism must be viewed within the larger framework of rural tourism because it is essential to the supply of lodging (Busby & Rendle, 2000). Agrotourism is a practical tactic (Choenkwan et al., 2016) to advance mountain agriculture and raise the standard of living and income of farmers. Nonetheless, there are many moving parts in the interaction between agricultural and tourist, and it's still unclear how much tourism helps farmers (Choenkwan et al., 2016).

### **Long-term Socioeconomic Effects**

Only a select few places draw tourists (Choenkwan et al., 2016), and not all farmers have the money, know-how, or ability to fully capitalise on the opportunities presented by agrotourism. During his four years in colonial India, Thomas Babington Macaulay (1800–1859), the first Baron of Rothley, contributed to the creation of an education system and a universally applicable penal code. "An empire immune from all natural causes of disintegration" was what he wanted to build (Mishra, 2005). This empire is the unconquerable empire of our laws, literature, and morals. These triumphs are the pacific triumphs of reason over barbarism, the author stated. And according to Mishra (2005), there were three

ways to create this empire: (a) giving the colonists who carried Western culture the status of cognitive authorities (b) the colonial metropolis became the centre of the knowledge-production function, as opposed to the colony's schools and colleges, which performed limited knowledge-transmission functions; (c) the colony's native knowledge systems and educational institutions were marginalised, effectively delegitimizing. Character of Education in the British Raj: A Synopsis It goes without saying that science and its applications have the potential to be universal, but so do the arts, morals, literature, and laws. The commodification of labour and land during the colonial Bombay Presidency did not, however, lead to the development of capitalism and its related dynamic, which is modern economic growth through specialisation, innovation, and other means that increase labour productivity (Kaiwar, 1994). The colonial state ended the overlapping property rights of the pre-colonial regimes by reforming the property structure and introducing the idea of a single owner for each piece of land. If there are no profits from the enterprise, then capital was freely used to produce profits from alienation. Bombay agriculture remained to be based primarily on small-scale family labor farms (Kaiwar, 1994). The severe need of the peasants for loans and land was directly correlated with the dominance of capital (Kaiwar, 1994). Despite knowing full well that this type of connection was detrimental to development, the colonial administration did little to encourage capital to engage in a constructive relationship with landed property. Rather than becoming a capitalist state, the colonial state began to resemble an old-fashioned agrarian bureaucracy. It oversaw a destitute rural society in spite of certain modernizing pledges (Kaiwar, 1994). The primary topic in the Indian mode of production debate is whether there has been a significant shift in Indian agriculture over the past 15–20 years from a feudal to a capitalist mode of production (Alavi, 1975). The participants in the Indian discussion have examined historical similarities and theoretical arguments made in Europe (including Russia); surprisingly, however, no mention of the Chinese experience (Alavi, 1975) or theoretical contributions has been made. Perhaps a more grave critique would be that by emphasizing the rural economy (Alavi, 1975).

The Bhartiya Kisan Union is an example of traditional institutions and cultural practises in relation to agrarian mobilisation. The agricultural mobilisation movement and the relationship between traditional socio-cultural institutions and cultural practises were the two main topics of discussion in the farmer/peasant movements that took place in western Uttar Pradesh (UP) in 1987–1989 (Sahay, 2004). It is shown that, during 1987-89, when the BKU organised various successful agitations and movements against the state by mobilising the farmers/peasants of western UP on a large scale, its strategies of agrarian mobilisation were rooted in and modelled on the traditional sociocultural system of the local

agrarian society (Sahay, 2004). Changes in agriculture Farmers now have significantly lower levels of economic performance, and those who experienced egoism feel the greatest disparity between achievement and goal. This contends with the resultant anomie (Mohanty, 2013). The emergence of the former is contingent on the latter, which is a structural feature of the contemporary rural economy and society. The recent wave of farmer suicides in Indian states has dominated policy and scholarly discussions in the field of agricultural studies for the past fifteen years. Growing debt pressure, increased farming costs, and diminishing agricultural yields (Mohanty, 2013). The primary causes of this agrarian hardship are frequently attributed to the negative effects of economic liberalization, etc. However, it has rarely been examined why certain farmer groups take such a heavy toll on debt and lost agricultural income that it drives them to the brink of suicide (Mohanty, 2013). The sociological tradition places great emphasis on analysing the causes and forms of suicide. In the wake of Durkheim's seminal work *Suicide* (1897/1952), there is a plethora of discussion on conceptual, analytical, and methodological aspects of suicide (Mohanty, 2013). However, studies on farmer suicides in India rarely make reference to this body of information. The social origins and structure of the zamindari system illustrate how membership in upper castes and adherence to aristocratic claims were strongly linked to the institution's makeup. It also looks at how and why the system maintained robust customs derived from long-ago usages and behaviours (Shukla, 1996). How this system managed to endure and, in fact, was permitted to rule rural culture in the early years of the British (Shukla, 1996). Discussions on Bengal tend to include financial elements as in well as Bihar. The Suba of Bihar was recognized as a flourishing region with a distinct identity throughout the Mughal era. Subedars were appointed as princes or high-ranking individuals descended from royalty. The zamindars' strong ties to caste and clan revealed their historical origins (Shukla, 1996). The zamindars' strong ties to caste and clan revealed their historical origins (Shukla, 1996).

The IMF ruled India under Michel Chossudovsky, and the Rajputs and princely states enjoyed a reasonable amount of autonomy in relation to the British colonial authority during the lengthy period of indirect rule in India (Chossudovsky, 1993). However, the union minister of finance shuns the parliament and the democratic process in favour of reporting directly to 1818 H Street NW, Washington, DC, with oversight from the World Bank and IMF. The social impact of the IMF program in India, a country of over 870 million people, is catastrophic, even in light of recent events in Boris Yeltsin's Russia, which was also under IMF "guidance." The initiative has a direct impact on the lives of several hundred million individuals in India (Chossudovsky, 1993). There are signs of social destitution and widespread chronic



famine, which are directly related to the internal logic of macroeconomic policies. In the current discourse on the nature and future of "state capitalism," it is important to consider the key elements of the relationship between the state and industrialization in a capitalist economy. It is widely accepted that state intervention is a crucial component of the process of capitalist development in both metropolitan capitalist economies and post-colonial economies (Baru, 1988). Not only has state interference affected the rate of capitalist development, but it has also changed the character of that process (Baru, 1988). It goes without saying that there is no special bond between the state and capital or between the state and industrialization. An examination of the growth of irrigation between 1860 and 1900 in the British era (Reddy, 1990). The analysis is limited to the southern region, specifically Andhra Pradesh state (Reddy, 1990). The British colonial land tax institutions in India (Banerjee & Iyer, 2005) demonstrate how variations in past property rights institutions result in long-term variations in economic consequences. the knowledge of sociology. It attempts to show how development institutions, in terms of organizational imperatives, first construct rural society (Mosse, 1999); and second how these 'constructions' come to be supported by social theory. Policy makers in Pakistan and India have recently spent billions of dollars importing vegetable oil, a significant oiled by-product (Sims, 1993). The prohibitively high prices of imported vegetable oil brought to the notice of policymakers the unsolvable issues that a large portion of South Asian agriculture faced and which the remarkable Green Revolution of the 1960s failed to address (Sims, 1993). In both nations, substantial measures to increase domestic oilseed production were implemented in the 1980s (Sims, 1993). The future of rural capitalism in India worries us (Sau, 1976). First, a summary of the laws of Kautsky and Lenin as well as the boundaries of capitalism in agriculture (Sau, 1976). Recalling some of its inception, the Center of South Asian Studies at the University of Cambridge organized the research project on technology and agrarian development in two developing regions, one in Sri Lanka and the other in Tamil Nadu (Farmer, 1986). Conversely, the term "perspectives" will be employed to represent vastly disparate points of view held by individuals associated with or knowledgeable about the "Green Revolution" (Farmer, 1986). In print, the term "Green Revolution" initially surfaced in the late 1990s (Farmer, 1986). Novel, high-yielding cultivars, particularly dwarf wheats and races, combined with chemical fertilisers and agrochemicals, as well as regulated irrigation (typically in This is an updated transcript of the November 1984 Kingsley Martin Memorial Lecture. 0026-749X/86/ogo6-050o\$02.o00? 986 Cambridge University Press 75 Views on the 'Green Revolution' in South Asia (Farmer, 1986). Following India's independence in 1947, a number of significant concerns dominated national life (McDermott et al., 2014). The nation commemorated this

anniversary in 2007 by recognizing both the numerous impressive achievements and the dreams that remained unfulfilled. During these sixty years, there was a flurry of intellectual discussion regarding the policies that the federal and state governments would implement (McDermott et al., 2014).

The history of the Indian economy has often evolved into a collection of independent specializations. An area of specialization developed around the examination of the seventeenth-century Mughal empire's agricultural taxes (Bayly, 1985). It is mostly based on Persian texts and has been quite successful in India, especially at the Aligarh Muslim University. The pattern of India's external trade during the period of Portuguese, Dutch, and English expansion has also been extensively researched (Bayly, 1985). The files of the European trading companies that imported Indian textiles served as the basis for this work. The third widely discussed topic is the theory and implementation of the revenue systems that British colonial administrators brought about in the nineteenth century, when they converted Mughal taxes on agricultural products into a real tax on owned land (Bayly, 1985). However, the debates between supporters of the empire and nationalists at the close of the 20th century, as well as the latest efforts in development economics, have not succeeded in uniting these many fields of expertise into a cohesive and comparable field of research. Throughout the first half of the nineteenth century, there was an integrated space of discursive practises that included arguments over proprietary titles in obscure localities, discussions about the true "Indian" proprietary form in British India (Chakrabarti, 2018), and a conceptual recasting of political-economic categories in Britain. Peasants' attention is being drawn to the costs of agriculture inputs and products in India by the country's green revolution (Bentall & Corbridge, 1996). A group of "bullock capitalists," who have recently gained power in rural India, are rallying support for a new agrarian politics that puts rural India (Bharat) against an exploitative metropolitan India, according to the Rudolphs. The Bharatiya Kisan Union (BKU) in northwest India is investigated in relation to its organisation, strategies, and appeal. The evidence is derived from conversations with local political leaders and research conducted in two villages. The Rudolphs' contention that economic variables play a significant role in determining the degree of active support for the new agricultural politics is supported (Bentall & Corbridge, 1996).

### **Role of Community and Collaboration impact**

However, caste, community, and the BKU's leader, Mahendra Singh Tikait, are all significant factors that shape support patterns for the movement and its leader as a political figure in the Gandhian tradition.

The dynamics of South Asian peasant social movements are examined in the conclusion (Bentall & Corbridge, 1996). Berar, Central India: Land Survey and Settlement Activities, 1861–1877, Colonial Encroachment and Popular Resistance (Satya, 1998). In the latter part of the nineteenth century, the British colonial empire found the fertile agricultural province of Berar in central India to be unsuitable (Satya, 1998). Before the British took over, Berar was a subah (province) of the Mogul Empire (1526-1857). This territory was governed by the Princely State of the Nizam of Hyderabad in 1818. (Satya, 1998). Kurup (1993) For its 54th session at the University of Mysore, the Executive Committee of Indian History elected me sectional President of Modern India, for which I am incredibly appreciative. It is with great pleasure that I preside over this event, which takes place in the centuries-old, beautifully landscaped city of Mysore (Kurup, 1993). The precolonial agrarian society and its political climate changed throughout this time, making it extremely significant.

### **Gandhi perspective on Farm and Farming benefits.**

Gandhi on farming in India. To survive, farming needs self-sustainability in all areas and food is the most fundamental necessity (Slate, 2019). Self-sufficiency sometimes required adaptability. Gandhi remarked, "I would have tamarind fruits harvested from the trees and serve chutney prepared from their pulp crushed with salt when no vegetable could be served" (Slate, 2019). Growing a variety of fresh fruits and vegetables is a type of nutritional insurance, as the ashram garden showed (Slate, 2019). According to Slate (2019), a varied garden serves as an organic library, providing both sustenance and knowledge. Gandhi was able to learn more about his food through gardening, which also provided him with access to healing plants like neem and sago, a palm starch that is frequently used in ayurvedic remedies. Gandhi urged his friends and supporters to grow staple foods such as fruits and vegetables, as well as medicinal plants such as sago and neem (Slate, 2019). He told a co-worker to "intensify your interest in agriculture." Agriculture processes were just as important to human growth as their products for the advancement of civilization (Slate, 2019). Gandhi thought that growing food provided a chance to combine mental and physical exercise (Slate, 2019). He wrote in 1913, "Exercise is vital for both body and mind, just as food is necessary for the mind as much as for bones and flesh" (Slate, 2019). "True exercise is that that consistently trains the body and mind together." The best kind of such "actual exercise" was farming. Gandhi himself profited from farming's health benefits, but since he placed so much focus on these advantages, he ignored the struggles that many farmers encountered. He disregarded the potential that such obstacles might be burdensome in favour of praising the mental challenges of farming (Slate, 2019).

Farmers "must be able to examine the nature of their land, must notice changes in weather, must know how to manage his plow skillfully and be generally conversant with the motions of the stars, the sun, and the moon," according to Gandhi (Slate, 2019). He considered farming to be the perfect physical and mental workout due to its demanding nature. Gandhi's admiration for the rural way of life highlights the contrast between his idealised vision of village life and the reality of rural exploitation in his day (Slate, 2019). (Chandra, 1991), *India in the Colonies Indian and British Perspectives on Development*. Britishers and Indians developed different views of economic development throughout the last quarter of the nineteenth century, according to Bipan Chandra. Indians grew to believe that their country was underdeveloping economically, despite the British claim that it was experiencing fast economic development (Chandra, 1991). They contended that colonization of the Indian economy was the reason for India's economic backwardness rather than a remnant of its precolonial past (Chandra, 1991). (Washbrook, 1981). The most stubborn issue facing modern civilization is still having a sufficient grasp of the changes brought about by colonisation. Sociological notions such as Marxism, the underdevelopment theory, and the traditions theory of Indian historical record are particularly challenging to understand (Washbrook, 1981). Social history has benefited from the study of the development of legal concepts and institutions in western Europe. The notion that Indians are passive peasants, at least since Max Weber's time (Hill, 1991). *Agriculture in Pakistan and India, 1900–1995* (Kurosaki, 1999) Crop mix and Productivity Kurosaki Takashi We examine the historical and comparative performance of India and Pakistan, 1900-1995, in the context of economic liberalization in the 1990s. We demonstrate a clear turn-around at the time of partition based on that matches the present boundary. During the colonial era, agriculture in Pakistan and India performed stagnantly; however, after 1947, it has grown steadily, with India performing better than Pakistan, particularly in terms of productivity (Kurosaki, 1999).

### **Challenges and Future Directions**

The facts and lifeworld's surrounding India's agrarian misery by charting the middle class's many emotive reactions to farmer suicides (Kaushal, 2015). It begins by highlighting voices that are not often heard, particularly those from Punjab. It then examines arguments that use farmer suicides as a means of explaining rural suffering. The article aims to present various ethico-political possibilities for addressing agricultural life and challenges by charting the diverse terrain of numerous translations (Kaushal, 2015). The life world and realities surrounding rural poverty in India by charting the various emotional reactions

to farmer suicides (Kaushal, 2015). After giving priority to underrepresented perspectives, particularly those from Punjab, it examines arguments that use farmer suicides as a means of explaining rural suffering. The paper aims to present potential ethical and political responses to the challenges and way of life of farmers by charting the divergent landscape of numerous translations (Kaushal, 2015). Culture nationalism and farmers' movements in India (Lindberg, 1995): How do the New Farmers' Movements link to cultural and nationalism in India today? The framework of a capital culture economy that is becoming more and more state-directed, democratically oriented secular interest organisations are the main representatives of the former kind of movement. Conversely, more cultural identities and movements would lead to secular mobilizations and a multicultural society with democratic decision-making (Lindberg, 1995). Agriculture in India has been the backbone of its economy, providing livelihoods for a significant population.

### **Environmental and Economic Benefits**

In the context of Karnataka, this presents an opportunity for economic diversification. A study by Shinde and Pawar (2018) in the *Journal of Sustainable Tourism* highlights the positive correlation between agrotourism and economic development in rural areas. The study found that agrotourism not only contributed to increased income but also fostered a sense of community empowerment. Sustainable Agriculture Practices and Environmental Harmony, the synergy between agrotourism and sustainable agriculture is pivotal for ensuring that economic growth does not come at the expense of environmental degradation. Sustainable agriculture practices, as advocated by Pretty et al. (2006) in the journal *Science*, emphasize ecological harmony and the preservation of natural resources. The integration of these practices with agrotourism ensures a symbiotic relationship where economic prosperity aligns with environmental sustainability. Research on the socio-economic effects of integrating agrotourism and sustainable agriculture in Karnataka is limited but growing. A study by Kumar and Singh (2019) in the *International Journal of Agriculture, Environment and Biotechnology* analyzed the impact of agrotourism on income diversification among farmers in Karnataka. Their findings suggested a positive correlation between agrotourism adoption and increased income streams. The literature on designing immersive agrotourism experiences is well-established. Through the lens of sustainable tourism, studies by Hall et al. (2016) and Sharpley (2019) emphasize the importance of authentic experiences that contribute to both education and recreation.

### **Social Entrepreneurship in Agriculture**

Strategies such as farm stays, hands-on agricultural activities, and cultural exchange programs have been identified as effective in providing tourists with a genuine understanding of rural life. The alignment of the integrated approach with social entrepreneurship principles is crucial for its ethical and transformative nature. A comprehensive literature review by Mair and Martí (2006) in the journal *Entrepreneurship Theory and Practice* provides insights into the core tenets of social entrepreneurship, emphasizing the importance of innovation, sustainability, and social impact. The application of these principles to the agrotourism and sustainable agriculture integration in Karnataka will be further validated through case studies and interviews. Collaborative efforts play a pivotal role in the success of integrated approaches. A study by Reed (2009) in the *Journal of Rural Studies* examines the dynamics of collaboration between local communities, governmental organizations, and commercial enterprises in sustainable rural development.

### **Global and Regional Trends**

Real-world examples and best practices from similar initiatives globally will guide the exploration of collaborative dynamics in Karnataka. The transformative potential embedded in the integrated approach is a key focal point. Leveraging predictive analytics and economic modelling, a study by Ostrom (2009) in the *Proceedings of the National Academy of Sciences* demonstrates the potential for transformative changes in rural economies through community-based resource management. This literature will guide the assessment of Karnataka's rural areas, with a specific emphasis on farmers' prosperity. The existing literature provides a foundational understanding of the elements crucial to the integration of agrotourism and sustainable agriculture in Karnataka. The history of colonial India is laced with complex threads of cultural assimilation, economic transformation, and socio-political upheavals. Among the numerous people who have made a lasting imprint on this historical canvas are Thomas Babington Macaulay, the first Baron of Rothley, who spent four years in colonial India. His efforts to create an empire impervious to the forces of natural disintegration are demonstrated by his contributions to the creation of an inclusive penal code and educational system. Macaulay's goal was to weave laws, literature, and morals into the colonial fabric in order to instil Western values and build a civilization that would endure throughout time. The goal of this in-depth analysis is to look into Macaulay's initiatives and their significant impacts. We look at strategies for promoting Western culture, the concentration of knowledge production in

colonial cities, and the subsequent marginalisation of indigenous knowledge systems and educational institutions after this. We walk through the historic corridors of the colonial Bombay Presidency, trying to unravel Macaulay's complex scheme for an empire built on literature, morals, and the law. However, the intricate structure of pastoral communities is affected by colonial endeavours that go beyond Macaulay's original intentions.

### **Role in Rural Development**

Research attempts to provide a thorough understanding of the social changes and colonial influence dynamics, particularly with regard to Indian agriculture, by navigating this intricate and diverse landscape. Our goal is to thoroughly examine and analyse the many facets of history, economics, and sociology that have shaped the characteristics of the Indian subcontinent. Raising farmer incomes, promoting ecologically sound farming practises, and stimulating rural development through tourism are the program's key objectives. Additionally, by creating additional work opportunities, the initiative may encourage entrepreneurship in the surrounding area. It aims to heal the social divide between urban and rural communities by making agricultural more understandable and respectful to urban tourists and providing rural residents with a new avenue for economic growth.

### **Future Research Directions**

This comprehensive analysis of the intricate consequences of colonialism on India covers the historical, economic, and sociological facets of the rural environment. In order to build an empire that would be resistant to natural causes of disintegration, the research explains how an educational system and penal code were established. It focuses on the roles and outcomes of Thomas Babington Macaulay's initiatives in colonial India. Analysing Macaulay's strategies which included devaluing indigenous knowledge systems, concentrating knowledge production in the colonial capital, and endorsing Western culture reveals the storey. Despite these efforts, the colonial Bombay presidency's commercialization of labour and land did not inevitably lead to the modern economic boom or the projected advancement of capitalism. It questions the discussion's narrow focus on the transition from feudal to capitalist farming by critically examining the argument of the Indian mode of production. The Bhartiya Kisan Union (BKU) is analysed as an illustration of the intersection of traditional institutions, cultural norms, and agricultural mobilisation. The report emphasises as it digs more into the current wave of farmer suicides how important it is to have a complete understanding that considers both sociological and economic elements.

Research includes looking at the system's historical roots and how they relate to caste and clan systems. The International Monetary Fund's (IMF) indirect control and its catastrophic impacts on millions of people, including social deprivation and repeated famine, are examined in light of Michel Chossudovsky's exposition of the social impact of a rule. The paper also examines the growth of irrigation during the British era to demonstrate how variations in property rights can have long-term economic implications. This study underscores the significance of sociology in understanding the construction of rural society by development organisations and how these conceptions align with social theory. As it shifts its focus to more contemporary farming concerns, the study highlights the failures of the Green Revolution and the policies that followed in the 1980s by looking at the effects of vegetable oil imports in South Asian agriculture. By analysing the prospects for rural capitalism in India and the emergence of a "bullock capitalist" movement, this article provides insights into the ways in which agriculture is evolving in that nation. In order to contrast British assertions of rapid economic advancement with Indian fears about underdevelopment as a result of colonisation, the narrative finishes with an exploration of several perspectives on economic development in the late nineteenth century. The study highlights the significance of understanding the sociological challenges brought about by colonisation and focuses on concepts such as Marxism, underdevelopment theory, and customs in Indian historical records. The emotional reactions of the middle class to farmer suicides, particularly in Punjab, and explores ethical and political approaches to solving agricultural problems. It offers a nuanced viewpoint on how nationalism, culture, and contemporary agrarian movements are intertwined in India. It also emphasises the potential for democratic decision-making in a heterogeneous society and secular mobilizations.

### **Hypothesis**

1. Environmental impacts of Sustainable Farming (H1): There is a significant impact environmental impacts of sustainable farming on soil erosion.
2. Economic benefits of Agri Tourism (H2): There is a significant impact on economic benefits of Agri-Tourism of Water Scarcity.
3. Human Capital through Skill Development (H3): There is a significant impact on human capital development through skill development of farming skills.
4. Communities engagement in Social Learning (H4): There is a significant impact of community engagement in social learning on identification of regions for sustainable farming.



5. Cooperative outcomes in communities of practice (H5): There is a significant relationship between cooperative outcomes in communities of practice and the mediating variable of loan facilities.
6. Government regulatory policies (H6): There is a significant relationship between government regulatory policies and the mediating variable of Government Support.
7. Farming Skills (H7): There is a significant impact of farming skills on Economic Empowerment
8. Social Entrepreneurship (H8): There is a significant relationship between identification of regions for Sustainable

### **Global Success Stories of Agri Tourism.**

#### **Analysis and Interpretations and Findings from the Case Studies**

- a) Japan: In this case it has been observed that sustainable farming, economic benefits of agritourism, community engagement and government support has catapulted agritourism in many regions (Jin, Takao, and Yabuta, 2022).
- b) Newzealand: This case clearly establishes the connection between farm based agritourism, sustainable farm building, economic benefits of vineyard tourism, and government support factors driving agritourism (Mackay, Nelson, and Perkins, 2019).
- c) Italy: Government support during pandemic for agriculture, sustainable farming, enhanced farmer skills, community engagement, and cooperative practices have resulted in creating a new kind of entrepreneurship venture post Covid 19 (Zanetti, Verrascina, Licciardo, and Gargano, 2022).

### **Methodology:**

A multidisciplinary approach is used to untangle historical, economic, and social complexities in this extensive study of the dynamics of colonial impact and societal transformations in India, with a concentration on agriculture. The approach combines a number of research techniques to offer a comprehensive grasp of the intricacies present in the topic of choice. Using this multifaceted approach, the study seeks to provide a comprehensive and nuanced understanding of the agricultural dynamics, societal changes, and colonial impacts in India over the given historical period.

### Theoretical Framework:



### Background:

Sustainable Farming with development of required skills will lead to Social Enterprise. Indian agriculture faces challenges like water scarcity, soil degradation, market volatility, sustainability, loan facilities and Government Support, and limited access to modern technologies, (KSNDMC, 2021; Sharda et al., 2019). (Singh et al., 2022). Agri tourism boosts farmers' revenue, promotes economic expansion, and fosters cultural exchange, rural development, and increased income through tourists' participation in environmentally friendly farming methods. (Chalifour & McLeod-Kilmurray, 2016). Global Impact of Agri Tourism on the Lives of the Farmer. Agro tourism, rooted in Italy's agricultural traditions, has shown potential to transform farmers' lives globally by diversifying income through activities like fruit picking and farm-to-table dining. The relations between farming, Agri Tourism and Lives of Farmers been successfully demonstrated in the case of Japan, Newzealnd and Italy (Buhalis & Ioannides, 2005). India was ruled by the British from the early 17th century till the mid-20th century. The legal, educational, and economic systems of Indian culture changed significantly throughout this period, among other things. One of the main forces behind these developments was Thomas Babington Macaulay, whose 1834–1838 sojourn in colonial India had a profound impact on the institutional and cultural scene. As a member of the Governor General's Council, Macaulay played a key role in formulating strategies meant to establish the framework for Indian law, government, and education. As a result of his work, the West-inspired penal code and educational system that were meant to embody and disseminate British laws, values, and

cultural norms were developed. The major objective was to expand British influence in the region and build an empire that would be resistant to processes of natural breakdown. In his effort to disseminate western concepts and knowledge, Macaulay created an educational system that placed a strong emphasis on science and English literature. These days, farmer suicide and other related concerns have taken centre stage in discussions concerning Indian agriculture. The sociological aspects of these crises which involve elements linked to historical legacies, economic rationality, and societal constraints emphasize the need for a comprehensive understanding that extends beyond economic perspectives. In addition, the research explores the wider economic and social ramifications of the IMF's indirect rule, the origins of irrigation practises throughout history, and the consequences of importing vegetable oil, illustrating the intricate connections between economic policies, agricultural practises, and sociological institutions. The Karnataka State Natural Disaster Monitoring Centre (KSNDMC) aims to promote sustainable farming practices and agritourism, promoting economic diversification and community engagement. Areas like Coorg, Chikmagalur, Hampi, and Mysuru can boost the local economy and develop sustainable models. (KSNDMC), (Singh et al. (2022)). The focus here is on Indian State Karnatka, and sub regions like Coorg, Hampi, Chickmagalur, Madikeri, Mandya, Mysuru, (KSNDMC) UNWTO.

### **Managerial implications**

In Karnataka, combining agritourism and sustainable agriculture has important managerial ramifications that can have a big impact on rural development and economic diversification. In order to fully realize the complementary potential of these industries and promote both environmental sustainability and economic growth, managers and legislators must create comprehensive policies. A multidimensional strategy that incorporates creative policy-making, community empowerment, and calculated teamwork is necessary to accomplish this. First and foremost, this initiative's cornerstone is local community empowerment. Managers must adopt community-driven strategies that give farmers the resources and instruction they need to actively engage in agritourism activities, in addition to including them in decision-making processes. Educational programs that emphasize sustainable farming practices and hospitality management can help to empower farmers by equipping them with the necessary skills to provide authentic and engaging experiences for visitors. Managers can increase the sustainability and profitability of agritourism endeavors by encouraging a sense of ownership and responsibility among local populations. Effective cooperation across different parties is an additional crucial element. Building strong networks including local communities, governmental agencies, non-governmental organizations

(NGOs), and commercial businesses is essential for effective administration. While non-governmental organizations (NGOs) can offer knowledge about sustainable practices and community engagement, governmental agencies can support infrastructure development and regulatory efforts. Private businesses can aid by making investments and establishing connections in the market that provide farmers access to larger markets. In order to build a supporting ecosystem that fosters sustainable rural development, managers must assist these relationships.

To handle the special opportunities and problems brought about by the convergence of sustainable agriculture and agritourism, innovation in policymaking is also crucial. It is recommended that policymakers prioritize the creation of incentives for farmers to embrace sustainable methods. Some examples of these incentives could be grants for community-based tourism projects, tax breaks for eco-friendly infrastructure, and subsidies for organic farming inputs. In addition, regulations ought to support R&D in sustainable tourism and agriculture, fostering the uptake of innovative techniques and technologies that boost output while protecting the planet. Incorporating social entrepreneurship concepts into the management framework is essential for guaranteeing that agritourism initiatives are both financially sustainable and socially conscious. By assessing the possible effects of different policies and tactics, economic modelling helps managers make well-informed choices that optimize financial gains and minimize adverse environmental effects. This can involve engaging in farming activities, going on guided tours of agricultural operations, staying on farms, and selling things made locally. Managers may boost tourism and support rural development by drawing more visitors and providing a rich and interesting experience. Promotion and marketing are other essential elements. It is imperative for managers to formulate efficacious marketing tactics that accentuate the distinctive features of Karnataka's agritourism offers. In order to reach a larger audience, this may entail utilizing social media, digital marketing, and collaborations with travel companies. Travelers who care about the environment and are prepared to pay more for such experiences can be drawn in by highlighting the experience's authenticity and sustainability. To promote agritourism operations, infrastructural development should also be a priority. This entails strengthening the connections between urban and rural regions in terms of transportation, guaranteeing the provision of necessities like electricity and clean water, and creating tourism destinations that complement the surrounding landscape. The improvement of infrastructure with the assistance of the government can greatly improve the accessibility and appeal of agritourism sites. Finally, managers need to be lifelong learners and adapters. Sustainable agriculture and agritourism are disciplines that are constantly evolving, with new methods, tools, and consumer preferences appearing

on a regular basis. Supervisors need to keep up with these changes and be prepared to modify their plans as necessary. Managers may successfully combine agritourism with sustainable agriculture by implementing these all-encompassing tactics, resulting in a model that not only improves the economic status of Karnataka's farmers but also sets an example for other areas. This integration has enormous administrative ramifications that call for a proactive, strategic strategy that strikes a balance between social, environmental, and economic goals. By means of strategic collaboration, creative policy formulation, and a steadfast dedication to sustainability, managers have the potential to enhance the prospects of rural people in Karnataka and other regions.

### **Discussions:**

The text explores the impact of Macaulay's education and legal reforms on Indian society, focusing on the cultural assimilation and the formation of an elite class with Western values. It also discusses the commodification of labor and land during the colonial era, its effects on traditional agrarian structures, and the role of traditional institutions like the Bhartiya Kisan Union (BKU) in preserving traditional practices. The text also discusses the historical origins of the zamindari system, its impact on caste relations, and the challenges faced by South Asian agriculture in India's rural commerce. The research aims to provide a comprehensive understanding of the complex relationships influencing colonial effects and societal changes in India.

### **Summary:**

Thomas Babington Macaulay, the first baron of Rothley, contributed to the creation of an education system and a universally applicable penal code during his four years in colonial India. He aimed to build an empire immune to natural causes of disintegration, focusing on laws, literature, and morals. Three ways to create this empire were: giving Western culture status, making the colonial metropolis the center of knowledge-production, and marginalizing native knowledge systems and educational institutions. Despite the potential for universality in science, arts, morals, literature, and laws, the commodification of labor and land during the colonial Bombay presidency did not lead to the development of capitalism or modern economic growth. The Indian mode of production debate focuses on the shift from feudal to capitalist agriculture over the past 15-20 years. While historical similarities and theoretical contributions from Europe and China have been examined, the focus on the rural economy may be too narrow. The Bhartiya Kisan Union (BKU) is an example of traditional institutions and cultural practices in relation to ISME MANAGEMENT JOURNAL- XPLORE

agrarian mobilization. Farmers now have lower economic performance and those experiencing egoism feel the greatest disparity between achievement and goal. The recent wave of farmer suicides in Indian states has dominated policy and scholarly discussions in agricultural studies. Economic rationality has dominated research, with economists focusing on suicides without considering sociological aspects. The sociological tradition places great emphasis on analyzing causes and forms of suicide, but studies on farmer suicides in India rarely refer to this body of information. The Zamindari system in India, a system based on upper castes and aristocratic claims, has a strong connection to caste and clan, revealing its historical origins. The IMF's indirect rule in India, under Michel Chossudovsky, has had a catastrophic social impact on the lives of millions of people, leading to social destitution and chronic famine. State intervention is a crucial component of capitalist development, affecting the rate and character of the process. The growth of irrigation between 1860 and 1900 in the British era, particularly in Andhra Pradesh state, demonstrates how variations in past property rights institutions result in long-term economic consequences. India's external trade patterns during Portuguese, Dutch, and English expansion have been extensively researched, with debates between supporters and nationalists. The country's green revolution has highlighted the costs of agricultural inputs and products. The British claim rapid economic development, while Indians believe their country is underdeveloped. Understanding colonization's changes is challenging, with sociological notions like Marxism and underdevelopment theory challenging. Agriculture in Pakistan and India from 1900-1995 was analyzed, with India performing better than Pakistan in productivity. The paper suggests various ethico-political possibilities for addressing agricultural challenges and promoting a multicultural society with democratic decision-making.

### **Way Forward:**

The results of this thorough investigation into the dynamics of colonial impact and societal changes in India offer a solid basis for future planning. Because historical, economic, and social insights are diverse, addressing current issues and promoting sustainable development require an integrated strategy. A path forward is delineated by the methods and considerations that follow. Give priority to safeguarding cultural heritage while recognising the historical foundations found in this research. Promote cultural sensitivity and understanding to close gaps between disparate populations and promote social cohesiveness. Review educational programmes to include a more varied curriculum that honours and promotes the histories of many cultures. Encourage cultural diversity in educational settings to guarantee

that students have a thorough awareness of India's complicated past. Promote environmentally friendly farming methods that honour conventional knowledge and integrate cutting-edge advancements. Encourage the development of community-driven agricultural methods, organic farming, and ecological equilibrium. Make sure that social welfare is given equal weight with economic progress by critically evaluating economic policy. Promote research that is multidisciplinary and integrates sociological, economic, and historical viewpoints. To encourage a more comprehensive understanding of complicated topics, encourage knowledge exchange among academics, decision-makers, and communities. The knowledge acquired from this study is an invaluable asset for well-informed policy development, community-led projects, and decision-making that supports an egalitarian and resilient future for India.

### **Conclusion:**

In tracing the dynamic interplay of historical, economic, and sociological forces during the era of British colonial rule in India, this comprehensive study has unveiled a tapestry of complexities that have left an enduring imprint on the subcontinent. The initiatives of Thomas Babington Macaulay, particularly in education and the legal system, were pivotal in shaping the cultural and institutional landscape. The unintended consequences of these reforms, such as the commodification of labor and land in regions like the Bombay Presidency, set the stage for economic transformations with multifaceted implications. The argument surrounding the Indian mode of production made clear the complex transitions between feudal and capitalist agriculture, as well as the forces that helped or hindered capitalism's growth. Communities can mobilise against agrarian issues while maintaining traditional customs, as illustrated by the Bhartiya Kisan Union (BKU), which is an example of the resilient traditional institutions. Agricultural communities are impacted by colonial and post-colonial policies, historical legacies, and a complex web of societal pressures, as demonstrated by the sociological analysis of the current spate of farmer suicides. Understanding caste dynamics and their long-lasting impact on agrarian systems can be gained from understanding the historical foundations of the zamindari system. The report examined the effects of the International Monetary Fund's (IMF) indirect rule, highlighting the disastrous socioeconomic impact on millions of people and the ensuing chronic hunger and social deprivation. An examination of the development of irrigation during the British era showed the long-term economic effects of historical differences in property rights systems.

The Green Revolution's limitations and importation of vegetable oil pose challenges to South Asian agriculture, affecting India's rural economy. The late nineteenth-century economic development in India

contrasts with British claims of rapid progress. Case studies of Italy, Japan, and New Zealand and agritourism in Karnataka provide insights. This research could serve as a blueprint for other Indian states, highlighting the importance of community resilience and historical factors in shaping India's agricultural and sociological character.

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