



AGRIYANA

Roots To Routes. Go!





MORE THAN AGRI-TOURISM

A RURAL OPPORTUNITY ECOSYSTEM

Connecting Agriculture • Tourism
Education • Skills • Employment
Community

Healthy Soil • Healthy Food • Healthy People
Healthy Economy • Healthy Nation

Culture is nothing but Agriculture

Farm → Experience → Learn → Skill → Employ → Earn → Conserve

WHAT IF A FARM COULD BECOME MORE THAN A FARM?

Agriculture is not only about growing crops

It is connected to food, culture, education, tourism, skills, employment and community life.

Agriyana brings these connections together by creating meaningful experiences around agriculture and rural living.

OUR APPROACH



Farmers
Create new opportunities around their land, knowledge and experiences.



Students
Learn agriculture through real-world exposure.



Travellers
Experience farms, food, culture and village life.



Youth
Build skills and discover employment and entrepreneurial opportunities.



Rural Women
Participate through SHGs, local food, products and rural experiences.



THE FARMER

FROM FARMER TO RURAL ENTREPRENEUR

Farmers are at the heart of Agriyana.
The objective is to create additional and diversified opportunities around agriculture by connecting farmers directly with visitors, consumers, institutions and the tourism ecosystem.

A FARM CAN CREATE MANY EXPERIENCES

Farm walks / Agricultural activities / Local food experiences
Farm stays / Farm products / Value-added products
Educational visits / Cultural activities / Rural events / Farm outlets



MORE THAN ONE REVENUE OPPORTUNITY

EXPERIENCE & EDUCATION

DON'T JUST VISIT A FARM.

EXPERIENCE FARM LIFE.

Agriyana transforms a farm visit into an opportunity to see, participate, learn and understand.

FOR STUDENTS: Students can experience:

Soil → Crops → Farming → Animals → Machinery → Food → Nature → Rural Life



Learning becomes more meaningful when it happens beyond the classroom.

FOR TRAVELLERS

Farm Walks
Explore farming and rural landscapes.

Farm Activities
Participate in practical agricultural experiences.

Local Food
Discover authentic food connected to the region.

Village & Local Tours
Experience local communities and traditions.

Cultural Evenings
Connect with music, traditions and rural culture.

Multilingual Experiences
Make rural experiences accessible to visitors from different regions and backgrounds.



SKILLS, YOUTH & AGRI MITHRA

SKILLS THAT GROW WITH THE FARM

Agriculture needs knowledge. Rural development needs skills. Agriyana aims to create practical learning opportunities across.

AGRICULTURE

Crops • Soil • Horticulture
Sustainable Farming





ALLIED ACTIVITIES

Dairy • Livestock • Animal Husbandry
Sericulture



TECHNOLOGY

Agricultural Machinery Farm Technology



VALUE ADDITION

Food Products • Processing • Packaging



MARKETING

Branding • Consumer Connect
Digital Promotion

MEET AGRI MITHRA

TURN KNOWLEDGE INTO OPPORTUNITY.

Agri Mithra can connect city-based individuals, freelancers, students and rural talent with agriculture and tourism opportunities.

They can contribute by:

Teaching children → Guiding visitors → Connecting travellers → Promoting farms → Supporting product sales



WOMEN, COMMUNITY & CULTURE

WHEN THE COMMUNITY PARTICIPATES, THE VILLAGE GROWS.

Agri-tourism can create opportunities beyond the farm itself. Agriyana aims to bring together:

FARMERS
Agricultural experiences & farm products

RURAL WOMEN & SHGs
Local food, products, hospitality & traditional skills

YOUTH
Tourism, guiding, digital support & entrepreneurship

COOPERATIVES
Community-based production and marketing

NGOs
Social and community development

LOCAL COMMUNITIES
Culture, traditions and rural experiences



CULTURE IS ROOTED IN AGRICULTURE

SUSTAINABILITY & RURAL DEVELOPMENT

BUILDING STRONGER VILLAGES

Agriyana's larger vision connects tourism with economic opportunity, environmental responsibility and rural development.

WASTE → RESOURCE

Reduce → Reuse → Recycle → Recover



Promoting:

Organic waste management
Farm waste utilisation
Composting
Plastic reduction
Recycling
Clean farms
Clean villages

PROTECTING THE ECOLOGICAL BALANCE

Agriculture and tourism must work with nature.

Soil Health • Water Conservation • Biodiversity
Sustainable Agriculture • Native Plants • Waste Reduction

OUR THREE-WAY IMPACT



EDUCATION

Learn agriculture and rural life.

ENTERTAINMENT

Experience food, culture, nature and community.

ECONOMIC OPPORTUNITY

Create diversified opportunities for farmers, women and youth.

FROM RURAL EXPERIENCE TO RURAL ECONOMIC STRENGTH.

OUR FOUNDATION

Knowledge. Training. Collaboration. Experience.

Agriyana's approach has been shaped through exposure to agri-tourism training, institutional interactions, knowledge-sharing and field-level experiences involving:

- All India Radio (AIR), Mysuru
- National Institute of Agricultural Marketing (CCS NIAM), Jaipur
- Karnataka State Tourism Development Corporation (KSTDC)
- Visvesvaraya Development Organization, Mysuru
- MANAGE, Hyderabad

These experiences have contributed to Agriyana's vision of developing structured, responsible and sustainable agri-tourism models that benefit farmers, visitors and rural communities.

OUR SERVICES

EXPERIENCE AGRICULTURE. DISCOVER RURAL INDIA.

Agriyana brings together agriculture, tourism, culture, education and rural enterprise to create meaningful experiences for visitors while generating new opportunities for farmers and communities.

FARM TOURISM
Farm visits, rural experiences and authentic agricultural interactions.

ACCOMMODATION & HOSPITALITY
Comfortable accommodation, local food and residential facilities for visitors.

FARM VISITS & EXPERIENCES
Agricultural demonstrations, farm activities and hands-on rural experiences





EVENTS & FESTIVALS
Cultural celebrations, rural festivals, community programs and special events.

TRANSPORTATION
Sightseeing, local transportation and coordinated visitor movement.

DIGITAL PROMOTION & CUSTOMER OUTREACH
Digital branding, promotion, visitor engagement and customer outreach for farms and rural tourism destinations.

EXHIBITIONS & LOCAL PRODUCTS
Platforms to showcase and promote local products, farmer products and rural enterprises.

EDUCATION & AGRI-CLINIC
Agricultural learning, awareness programs, extension services and knowledge-sharing initiatives.

AGRICULTURAL PRODUCT MARKETING
Creating opportunities to showcase, promote and market agricultural products through agri-tourism.

BANULI KRUHSHI BELAGU

Agriyana's Agricultural Outreach Initiative

A farmer-focused initiative by Agriyana Tourism Pvt. Ltd., Mysuru, in association with Akashavani Mysuru, VDO and agriculture experts.



Bringing practical farming knowledge, modern practices and expert guidance closer to farmers through radio.



🌾 Reached 12 districts across Karnataka, connecting farmers with experts, institutions and innovative agricultural ideas.

VISIT → EXPERIENCE → LEARN → CONNECT → SUPPORT

OUR COLLABORATION NETWORK

Agriyana welcomes partnerships and collaborations with: Government Departments • Karnataka Tourism Department • KSTDC • CCS NIAM, Jaipur • MANAGE, Hyderabad • CSR Foundations • Corporates • Educational Institutions • Farmers & Farmer Groups • Tourism Companies • Investors • NGOs

OUR INVITATION

Let's build the future of rural tourism together.
Partner with Agriyana to: Create Employment • Empower Farmers • Promote Responsible Tourism • Strengthen Rural Enterprises • Build Sustainable Communities

15 AUGUST 2025 — AGRIYANA BROCHURE LAUNCH



Agriyana's brochure was launched in the presence of **Agriculture Minister Shri N. Chaluvaraya Swamy,** Mandya Deputy Commissioner Dr. Kumara, IAS, CEO and Mandya MLA Shri Ravikumar Gowda, marking an important milestone in Agriyana's journey.

OUR POSITIONING

AGRIYANA India's 2nd Agri-Tourism Initiative & Karnataka's 1st Agri-Tourism InitiativeAgriyana is envisioned as a pioneering platform connecting agriculture, tourism, farmers and rural communities through experiential and sustainable agri-tourism.

SWARAJ UTSAVA



Agriyana participated in Swaraj Utsava, organised by **Shri Darshan Puttannaiah,** providing an opportunity to showcase the vision of agri-tourism and connect with communities, visitors and stakeholders.

JNANADHARE

SHARING KNOWLEDGE. CONNECTING PEOPLE. PRESERVING RURAL WISDOM. Agriyana also introduces Jnanadhare, a knowledge initiative focused on presenting and sharing valuable insights, stories and knowledge connected to agriculture, rural life, culture and sustainable development.



Krushi Samman Puraskar

Every year, Agriyana proudly presents the Krushi Samman Puraskar to recognize individuals who have made significant contributions to agriculture and innovation. In January 2026, the Krushi Samman Puraskar was presented to Sri Harsha, Head of Product Innovation and AI Core Director at Akkodis Group, Germany.





Tourism & Rural Development

Contributing Towards Viksit Bharat

Connecting Government / Farmers / Tourism / Industry / NGOs / Educational Institutions / Local Communities / Investors to create sustainable agri-tourism and local tourism opportunities across India.



AGRIYANA

Agriculture • Tourism • Skills • Employment • Community • Sustainability
Healthy Soil • Healthy Food • Healthy Nation



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