

**GOVERNMENT OF PUNJAB
DEPARTMENT OF TOURISM
(TOURISM BRANCH)**

Notification

No. 10/ 111/2013-1TC / 32298 / 1

7 August, 2013

The Governor of Punjab is pleased to issue the **PUNJAB FARM TOURISM SCHEME** as under :-

1. THE CONCEPT AND INTRODUCTION

Farm tourism is the concept of private sector farmers / farm house owners providing an interesting and relaxing rural tourism experience to visitors.

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 that meet the standards defined by 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 and comfortable accommodation. He / she will show the visitor some 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 gram panchayat meeting or a social event in the village, along with an opportunity to experience local music, dances, cuisine, art, craft and culture.

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

They can also participate or witness village games such as wrestling, kite flying and bullock cart rides or tractor rides, etc. Experiences such as taking bath at the tubewell could be a unique feature for both adults and children from urban areas.

2. ROLE OF PUNJAB TOURISM

In addition to each farm's own promotional activity, Punjab Heritage Tourism and Promotion Board will act as a promoter of farm tourism, showcasing it as a major attraction of India's leading agricultural state. It will promote farm accommodation and activities in partnership with the private sector. The quality of services offered by farm houses is to be verified by PHTPB. It then enrolls them into 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 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.

3. IMPLEMENTATION

PHTPB 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

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 farmers and communities. Farm Tourism provides farm owners with a source of additional income from 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 the community in general.

5. COMMUNITY PARTICIPATION

Community participation is a very important part of this concept as the scheme envisages visits to the 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 villagers.

6. PUNJAB FARM TOURISM SCHEME

REGISTRATION CRITERIA AND GUIDELINES

1. Where to apply:

Applications should be submitted to:

Chief Executive Officer,

Punjab Heritage and Tourism Promotion Board

Plot No 3 Sector 38 A

Chandigarh- 160036

Phone Number: _____ e-mail: _____

Contact Person's name and mobile number _____

2. The registration process can be under under two categories:

- Farm Stay (Service):** This can be defined as farms where the family or owner of the farm is physically not present to host the tourists. In such cases the details of the manager or person-in-charge have to be furnished with the application. In case of Farm Stay, Annexure VI also needs to be furnished. A maximum seven 'let-able' rooms (bed with attached toilet) are allowed.
- Farm Stay (Home):** This can be defined as farms where the owner or family is physically present at the farms to host the tourists. A maximum of 7 'let-able' rooms (bed with attached toilet) are allowed.

3. It is mandatory to have a minimum of one room with toilet for let and to provide full meal service for registration of the Farm to be approved. The maximum 'let-able' rooms that a property may have to qualify for this scheme can register are 7 for Farm Stay. Anyone found to be exceeding this number can be registered under the category of 'Hotels'.
4. The Registration shall be valid initially for five years from the date of issue of the registration, subject to periodic inspection by a committee constituted by PHTPB and for five years on renewal of registration.
5. It is mandatory to maintain a visitors' book and remarks recorded by the guests must be available for inspection by PHTPB. Additionally details of any foreigner staying in a Farm Stay 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 quarter in the prescribed format to PHTPB.
6. The Farm Stays applying for registration must 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.
 - f. Police Verification at Annexure VI (In case of Farm Stay)
7. The ownership documents of the property to be used as Farm Stay must be furnished at the time of submission of the application to PHTPB. In case there is more than one owner of the property in question, a "No Objection Certificate" from all owners must be submitted along with the application form to Punjab Heritage and Tourism Promotion Board.
8. The application fee shall be payable to the Punjab Heritage and Tourism Promotion Board, Chandigarh through Demand Draft.
9. The owner of the Farm Stay is responsible for any casualty or accident, 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 sufficient Public Liability Insurance.
10. Punjab Heritage and Tourism Promotion Board may cancel the registration, in the event of any serious and justified complaint of any nature, but particularly about standards of service, cleanliness, courtesy towards guests, standard of food, or any other violation or complaint as per the listed out items in Annexure II, if received against the farm owner. The registration shall also be cancelled for the Farm/home Stays that are found to be misusing their registration under this scheme by allowing the use of their premises for hosting of events such as marriage parties, commercialization of their property by allowing its use other than stay etc. The farm stays or home stays are barred from having banquet facilities, restaurants etc. The Cancellation will also be carried out if the registered property is unable to have minimum 1 (one) week occupancy in its first two years of operation. The registered properties will maintain a legitimate receipt book for all bookings and issue the tourists with a legitimate bill with stamp.
11. The applicant Farm Stay has to give details of all farm or rural activities that their properties shall offer to the tourists, for example, fruit plucking, poultry, dairy farming, some rural sport etc.

12. 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 the PHTPB).
13. An inspection committee of PHTPB will inspect the Farm Stays and recommend its registration. Thereafter inspection shall be carried out at regular intervals to monitor progress. Non-compliance of any of the guidelines may result in cancellation of registration.
14. No sign boards or logo or name of Punjab Heritage and Tourism Promotion Board, 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.
15. A registration certificate shall be issued by Punjab Heritage and Tourism Promotion Board 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 material together with the scheme logo.
16. Any change in the number of rooms, tariff, discontinuation of activity or inclusion of a new activity from the tourism point of view should be conveyed to PHTPB within 24 hours.
17. A police verification report is required to be submitted by the farm owner before registration of the Farm Stay (Home) on the prescribed Proforma (Annexure-V).
18. 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 against them by these departments or by any authority.
19. 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.
20. PHTPB reserves the right to modify these guidelines / terms and conditions from time to time.

INCENTIVES:

1. PHTPB shall provide on-site training during the first year of the Farm/Home Stay operations. The hosting of the trainer and PHTPB official will be borne by the property.
2. Energy and water tariff will be levied at domestic rates as per the Punjab Industrial Policy 2009 which will only be available as long as the property remains a registered member of the Scheme and abides fully by its terms and conditions.
3. PHTPB offers free space to properties registered under this scheme to participate in those travel trade fairs where Punjab Tourism buys space.
4. PHTPB markets, the Farm Stays using various media like website marketing, brochure and leaflet printing and distribution and even film and TV whenever possible.

The Scheme of Guidelines for approval and Enrolment of Farm Houses will be implemented through Punjab Heritage and Tourism Promotion Board, Plot No.3, Sector 38-A, Chandigarh.

Dated Chandigarh
06-08-2013

GEETIKA KALHA, IAS,
Principal Secretary to Government of Punjab,
Department of Tourism.

Endst. No. 10/ 111/2013-1TC / 82828/2

7 August, 2013

A copy alongwith a spare copy is forwarded to the Controller, Printing and Stationery, Punjab with the request that this notification may be published in Punjab Ordinary Gazette and 200 copies may be sent to this office for official use.


Deputy Secretary

Endst. No. 10/ 111/2013-1TC / 82828/3

7 August, 2013

A copy is forwarded to all the Financial Commissioner, Principal Secretaries and Administrative Secretaries, Punjab Government for information and necessary action.


Deputy Secretary

To

All the Financial Commissioner,
Principal Secretaries/Administrative Secretaries,
Punjab Government.

I.D.No. 10/ 111/2013-1TC / 82828/4

7 August, 2013

Endst. No. 10/ 111/2013-1TC / 82828/5-10

7 August, 2013

A copy is forwarded to the following for information and necessary action:-

1. Secretary/Chief Secratry to Govt. of Punjab.
2. Secretary/Principal Secretary, Tourism
3. Private Secretary/Secretary Tourism
4. Director Tourism, Plot No.3, Sector 38-A, Chandigarh.
5. Executive Director/Punjab Haritage &
Tourism Promotion Board, Plot No.3, Sector 38-A, Chandigarh.
6. Managing Director/ Punjab Tourism Development
Corporation, SCO 183-84, Sector 8-C, Chandigarh


Deputy Secretary

Application Form for Farm/Home Stay Registration under the Punjab Farm Tourism Scheme

1) Name of the Farm Stay _____

Location address of the farmhouse _____

Helpful directions to the farmhouse _____

2) Name and address and, educational qualifications of the Farm owners with background note

3) Type of Application: (Please check the appropriate box)

Farm Stay (Service)

Farm Stay (Home)

4) Complete postal address of the Farm Stay.

a) Tel. no	
b) Fax	
c) E-mail	
d) Mobile No.	
e) Website	

5) Distance of the Farm Stay from the nearest:-

	Name	Kilometres
a) Airport		
b) Railway Station		
c) City Centre		
d) Main shopping centre		
e) Bus Stand		
f) District Headquarter		
g) Secondary Care Hospital		
h) Territory Care Hospital		

Means of transport to and from local railway station and bus stand

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6) Tourist attractions within one hour travel time from the farm:

Attraction	Description

7) Details of the Farm Stay and farm activities.

(a) Status of ownership of the Farm Stay		
(b) Whether clearance has been 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		
(c) Number of rooms and area of each type	Number	Square feet (each)
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.		

8) Details of Farm/Rural Activities / Experiences offered to tourists:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

- g. _____
- h. _____
- i. _____
- j. _____

(Suggested items) : Farm visit, visit to dairy farm, agricultural farm, Poultry, apiary floriculture, pisciculture etc: Visit to the local Panchayat, Visit to Mandir/Gurdwara spending time hearing about local customs and traditions for handlooms and handicraft.

- 9) Photographs of the Farm Stay: Pl. attach photographs of your Farm Stay from different angles in separate page. Photos must in colour, clear and carry detailed captions to explain about the images. At least 12 photographs must be provided.
- 10) Details of Registration fee, payable by Demand Draft only, for:
 - Category I* Rs 3,000
 - Category II* Rs 7,000
 - Category III* Rs 12,000

* See Facility Checklist for Category descriptions.

Payable in the name of "Punjab Heritage and Tourism Promotion Board".

Demand Draft No.	
Bank	

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

12) 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 Stay).

Checklist of facilities for approval and registration of Farm Stay

Farm Stay 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 and 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
24	Bathroom fixtures: Bucket and mug Shower	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

Annexure III

DECLARATION

To

The Chief Executive Officer,
Punjab Heritage and Tourism Promotion Board
Plot No 3 Sector 38 A
Chandigarh- 160036

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration of my Farm Stay under the Farm Tourism Scheme and hereby agree to abide by them. I also agree that my Farm Stay 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 _____

Mobile No. _____

E-Mail _____

UNDERTAKING

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

1. That Punjab Heritage and Tourism Promotion Board 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 Heritage and Tourism Promotion Board.

3. The rates of the packages (inclusive of home cooked food) are hereby communicated to Punjab Heritage and Tourism Promotion Board 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) Overnight package (includes Dinner, Bed and Breakfast)

Single room (per person): Rs _____

Double Room (per person) : Rs _____

Suite (per person) : Rs _____

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 make appropriate arrangements for safety and security of the guests during their visit/stay.

6. That I will ensure highest standards of hospitality, hygiene, and integrity to create a good impression about Punjab.

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

8. That I will make monthly returns of statistical data to the Punjab Heritage and Tourism Promotion Board on guests accommodated in the prescribed format. (via e-mail, at phtpb123@gmail.com).

9. That I will advise Punjab Heritage and Tourism Promotion Board of any changes to my offer which may affect their publicity of my Farm Stay.

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 _____
E-mail _____
Mobile Number _____
Website _____

Date of execution of agreement.

ANNEXURE-V

**PROFORMA FOR POLICE VERIFICATION FOR FARM STAY (HOME) OWNER
(To be completed and stamped by a senior officer of the local police)**

1.	Name and Address of the Farm Stay (Home) Owner (Contact Number)	
2.	Father's Name	
3.	Nationality	
4.	Date of birth	
5.	Occupation	
6.	Address of the Farm Stay (Contact Number)	
7.	Name of Sarpanch Gram Panchayat where the Farm/Home Stay located	
8.	Nearest Police Post	
9.	General reputation of the 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, the Deputy Commissioner, Signature _____
(District)

Name _____

Designation _____

Date _____

ANNEXURE-VI

**PROFORMA FOR POLICE VERIFICATION FOR FARM STAY MANAGER
(To be completed and stamped by a senior officer of the local police)**

1.	Name and Address of the Manager or Person-In-Charge	
2.	Father's Name	
3.	Nationality	
4.	Date of birth	
5.	Occupation	
6.	Address of the Farm Stay (Serviced) (Contact Number)	
7.	Name of Sarpanch Gram Panchayat where Farm/Home Stay 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, Signature _____

Endorsed by Tourist Officer, PHTPB Date _____