

## **Aai tourism policy support for women entrepreneurs in Chhatrapati Sambhajinagar**

In a bid to empower women entrepreneurs in the tourism industry, the state tourism department has adopted the "Tourism Mother" policy. This policy prioritizes women entrepreneurs by offering them special concessions to encourage their participation in the tourism sector. The tourism department has called upon women entrepreneurs statewide, and the most significant response has been witnessed from women entrepreneurs in Chhatrapati Sambhaji Nagar.

Chhatrapati Sambhaji Nagar has emerged as a leading participant in this scheme, with substantial interest also coming from Pune and the Konkan division. The aim is to foster economic independence, dynamism, enthusiasm, ambition, and decision-making power among women, thereby promoting high-quality tourism in the state. Additionally, the program aims to create opportunities for diversified and sustainable economic development for women, contributing to positive changes in the local economy.

The "Ai" program focuses on providing women with opportunities for safe, affordable, sustainable, and prosperous tourism. To achieve this, the tourism department has partnered with organizations like the Mahila Economic Development Corporation. The involvement of women groups formed with the assistance of MSRLM, MAVIM, and other organizations is sought in the development and landscape management of tourist sites, preservation of heritage and natural sites, and management of resort facilities. Preference will be given to initiatives led by women in these services.

The success of this policy and the provision of adequate funding for women in the tourism business are ensured through collaboration with public and private banks, as well as other financial institutions. The overarching goal is not only to provide a safe environment for female tourists in the state but also to create employment opportunities for women in the tourism sector.

Encouraging women entrepreneurs across the state to take the initiative and avail themselves of the benefits of the scheme, Ravindra Pawar, Assistant

Director at the Directorate of Tourism, emphasizes the potential for women entrepreneurs to become leaders in the future of the tourism sector.