

# HADP IMPACT

Stories of Transformation from the Fields of J&K



**Mission Directorate Holistic Agriculture Development Program  
Agriculture Production Department  
Government of Jammu & Kashmir**



Hon'ble Lieutenant Governor  
Jammu & Kashmir

## Message

It is a pleasure to learn about HADP Impact – Stories of Transformation from the Fields of J&K, a tribute to the remarkable milestones achieved under the Holistic Agriculture Development Programme (HADP). This ₹5013 crore flagship initiative, envisioned to revolutionize the agriculture and allied sectors of Jammu & Kashmir, has become a catalyst for sustainable growth, innovation, and empowerment.

Having been closely involved in the conception and implementation of HADP, I take immense pride in witnessing the program exceed expectations. It is deeply gratifying to see the hard work and dedication of those who designed and executed this ambitious initiative bearing tangible results. It is heartening to observe not only the direct benefits flowing to our farmers but also the ripple effect of growth, as individuals supported by HADP are now creating employment opportunities for others in their communities.

HADP's 29 projects span agriculture, horticulture, livestock, and research and development, addressing every facet of the value chain to uplift farmers and agri-entrepreneurs. The program's transformative goals—creating 2.9 lakh employment opportunities, establishing 18,000 enterprises, and skilling 2.5 lakh individuals over five years—are already materializing. To date, around 30,000 subsidized units have been established, generating over 40,000 employment opportunities. Flagship initiatives such as the Kisan Sathi Portal, Daksh Kisan LMS, and Kisan Khidmat Ghars (KKGs) are empowering farmers with access to knowledge, resources, and modern tools to achieve new heights of success.

The stories featured in this publication stand as a testament to the transformative power of HADP and the resilience of our farming community. These narratives highlight how the program is not only enhancing livelihoods but also driving productivity and fostering prosperity across the Union Territory.

I extend my heartfelt gratitude to the HADP team, whose tireless dedication has brought this vision to life, and to all stakeholders who have contributed to its success. Together, we are building a brighter, more sustainable future for the people of Jammu & Kashmir.

**Manoj Sinha**

Lieutenant Governor  
Jammu & Kashmir



Hon'ble Chief Minister of  
Jammu & Kashmir

## Message


It is a matter of immense satisfaction to see “HADP Impact – Stories of Transformation from the Fields of J&K”, a compendium that illuminates the remarkable narratives of resilience, ingenuity, and progress emerging from the Holistic Agriculture Development Programme (HADP). Agriculture, horticulture, livestock, and allied sectors form the bedrock of Jammu & Kashmir’s socio-economic framework, providing sustenance and livelihoods to a significant portion of our population. Recognizing both the immense potential and the inherent challenges of these sectors, HADP was envisioned as a comprehensive initiative to foster inclusive growth, sustainability, and prosperity.

With a visionary allocation of ₹5013 crore, HADP encompasses 29 transformative projects designed to rejuvenate the agricultural landscape. These initiatives address critical areas such as the adoption of advanced farming practices, efficient post-harvest management, niche crop development, and cutting-edge research and development. The program aspires to achieve ambitious targets, including the creation of 2.9 lakh employment opportunities, the establishment of over 18,000 enterprises, and the upskilling of 2.5 lakh individuals over a five-year horizon.

The program’s transformative impact is already evident. Through the Kisan Sathi Portal, which has facilitated 3.5 lakh applications with an impressive 78% approval rate, and the Daksh Kisan Learning Management System, which boasts 1.7 lakh course enrollments and 82,000 farmers completing the courses, farmers are empowered with unprecedented access to digital tools and knowledge. Additionally, the establishment of 500 Kisan Khidmat Ghars (KKGs) as integrated service hubs is revolutionizing service delivery, providing farmers with a seamless, one-stop solution for their agricultural needs.

This publication celebrates the extraordinary achievements of farmers and agripreneurs who have leveraged these opportunities to build thriving enterprises, uplift their communities, and set benchmarks of success. Their stories are a testament to the indomitable spirit of our people and the transformative power of vision-driven policy and implementation.

I extend my deepest appreciation to the HADP team and all stakeholders whose relentless dedication has brought this ambitious initiative to life. Let us collectively strive to amplify this momentum, crafting a future of abundance, resilience, and prosperity for Jammu & Kashmir.

  
**Omar Abdullah**  
Chief Minister of J&K



Hon'ble Minister of  
Agriculture Production Department

## Message

It is with great pride that Mission Directorate of HADP under Agriculture Production Department has compiled the “HADP Impact – Stories of Transformation from the Fields of J&K”, a compendium showcasing the extraordinary achievements under the Holistic Agriculture Development Programme (HADP). This initiative marks a pivotal moment for Jammu & Kashmir’s agriculture and allied sectors, bringing together innovation, collaboration, and a shared vision to transform the region’s rural economy.

HADP, with its ambitious ₹5013 crore outlay, represents a unified effort across multiple line departments, including Agriculture, Horticulture, Horticulture Planning & Marketing, Animal and Sheep Husbandry, Fisheries, and Sericulture. In close partnership with SKUAST-Kashmir and SKUAST-Jammu, along with the banking sector, this program is fostering an agricultural revolution through meticulous planning, advanced research, and farmer-centric implementation.

The program’s 29 projects are designed to address every aspect of the agricultural value chain, from niche crop promotion and modern farming techniques to advanced post-harvest management and innovative market linkages. These efforts are not just revitalizing traditional practices but are also unlocking unprecedented opportunities for farmers and agripreneurs. With the establishment of around 30,000 subsidized units, significant strides have been made in generating jobs and creating sustainable livelihoods. Platforms like the Kisan Sathi Portal and Daksh Kisan LMS, supported by seamless collaboration across departments, are empowering farmers with the knowledge, resources, and tools to embrace modern agriculture.

The success of HADP is a testament to the unwavering commitment of all stakeholders—government departments, research institutions, financial organizations, and the farming community. Together, they are driving an agricultural transformation that goes beyond individual achievements to create a self-reliant, prosperous, and inclusive ecosystem.

This publication celebrates the resilience, innovation, and spirit of the people of Jammu & Kashmir, whose stories of success inspire us to continue on this transformative journey. I extend my gratitude to the HADP team and all stakeholders for their collective efforts in shaping a brighter future for agriculture in our region.

  
Javid Ahmad Dar  
Minister of  
Agriculture Production Department, J&K



Chief Secretary of J&K

## Message

I am pleased to know that Agriculture Production Department has come up with HADP Impact-Stories of Transformation from the Fields of J&K, a publication that chronicles the remarkable journey of the Holistic Agriculture Development Programme (HADP) in reshaping the agricultural landscape of Jammu & Kashmir. As a region where agriculture and allied sectors form the backbone of socio-economic stability, HADP has emerged as a transformative force, catalyzing growth, innovation, and inclusivity with its ambitious ₹5013 crore blueprint.

HADP's 29 meticulously crafted projects span agriculture, horticulture, livestock, and research and development, addressing long-standing challenges while fostering opportunity and empowerment. By focusing on employment generation, enterprise creation, and skill development, the program is set to create 2.9 lakh jobs, establish 18,000 enterprises, and skill 2.5 lakh individuals over five years. Digital platforms like Kisan Sathi Portal, Daksh Kisan LMS and KKG epitomise the program's technological prowess, bridging gaps and transforming how farmers access resources, knowledge, and opportunities.

A key driver of HADP's success has been the Kisan Sampark Abhiyan, an unparalleled outreach initiative that engaged over nine lakh farmers across 4000+ panchayats in the Union Territory. This historic campaign not only introduced the farming community to HADP's vision but also conducted a baseline survey of seven lakh farmers, shaping policies and interventions tailored to ground realities. The campaign sparked a wave of awareness and aspiration, inspiring many to explore agripreneurship and adopt modern agricultural practices.

On the ground, the program's impact is undeniable. The establishment of around 30,000 subsidised units has created over 40,000 jobs, while 500 Kisan Khidmat Ghars have been established as service hubs, delivering critical inputs, advisories, and support directly to farmers. These success stories—of smallholders turning into agripreneurs, women-led enterprises, and communities thriving through shared resources—are not just milestones but reflections of the resilience and potential of Jammu & Kashmir's farming community.

This publication celebrates these stories of transformation, illustrating how HADP is not just a program but a movement driving a new era of agricultural excellence. I extend my deepest gratitude to all stakeholders—government departments, research institutions, and the farming community—whose commitment has brought this vision to life. Together, we are forging a brighter, more prosperous future for agriculture in Jammu & Kashmir.

**Atal Dulloo, IAS**  
Chief Secretary J&K



Principal Secretary  
Agriculture Production Department

## Message

It gives me great satisfaction to welcome you to HADP Impact – Stories of Transformation from the Fields of J&K, a publication that stands as a testament to the remarkable progress achieved under the Holistic Agriculture Development Programme (HADP). Agriculture, horticulture, livestock, and allied sectors are not just integral to the economic fabric of Jammu & Kashmir but are also deeply embedded in its cultural identity. With its ambitious ₹5013 crore allocation, HADP is charting a transformative path toward sustainable development, economic growth, and inclusivity across the Union Territory.

This book serves as a tribute to the resilience and determination of beneficiaries from every corner of Jammu & Kashmir who have embraced the opportunities provided by HADP. Their participation in this flagship program reflects a shared resolve to overcome challenges and unlock the vast potential of the agri and allied sectors. Through their efforts, these beneficiaries are not only improving their own livelihoods but also contributing to the prosperity of their communities.

The structure of this publication mirrors the journey of these inspiring stories. Each narrative begins with the background and challenges faced by the beneficiaries, followed by the support extended under HADP, including subsidies across various activities. These include assistance in areas such as high-density apple plantations, niche crop promotion, livestock management, and seed production. The solution provided by HADP is further explored through measurable outcomes in terms of financial upliftment, employment generation, increased agricultural produce, and overall impact on rural economies. The stories span diverse geographies, communities, and sectors, showcasing a wide spectrum of transformation, including initiatives led by women entrepreneurs.

I extend my deepest appreciation to the HADP team, line departments, research institutions, and the farming community for their collaborative efforts in driving this vision forward. As you explore the pages of this publication, I hope you find inspiration in the incredible journeys of these beneficiaries and their contributions to a thriving and resilient agricultural ecosystem. Together, we are building a brighter future for Jammu & Kashmir, grounded in innovation, empowerment, and sustainable progress. This newsletter shall be available at <https://jkapd.nic.in> and <https://hadp.jk.gov.in> as well on regular basis.

**Shailendra Kumar, IAS**  
Principal Secretary, APD



# Brief Introduction

This inaugural issue of **HADP Impact** marks a significant milestone in the journey of agricultural transformation within the Union Territory of Jammu & Kashmir. It is dedicated to celebrating the remarkable achievements of agripreneurs who have harnessed the resources and support provided by the Holistic Agriculture Development Programme (HADP). This publication encapsulates the inspiring stories of individuals who have not only improved their livelihoods but have also played a vital role in strengthening local economies through innovative agricultural practices.

The agriculture sector serves as the backbone of our economy, and its development is essential for ensuring sustainable growth and prosperity. The HADP has embarked on a mission to revolutionize this landscape by empowering farmers, introducing cutting-edge techniques, and enhancing value addition across various agricultural sectors. The narratives contained within these pages highlight the tangible outcomes of these efforts, showcasing how men and women alike have overcome challenges to establish thriving enterprises.

What sets this edition apart is its diversity; it features a wide array of success stories from smallholder farmers, progressive agripreneurs, and women leaders who have defied stereotypes to build resilient agri-businesses. These tales of innovation, hard work, and determination serve as beacons of hope for many others aspiring to embark on similar paths.

As we celebrate these successes, we extend our gratitude to the relentless efforts of our farmers, the dedicated team at HADP, and all supporting departments that contribute to this agricultural renaissance. This publication is not merely a documentation of achievements; it is a clarion call for all stakeholders to collaborate in realizing the full potential of our agricultural sector.

We hope that HADP Impact will inspire more individuals to explore opportunities in agriculture and allied sectors, paving the way for a brighter and more prosperous future for Jammu & Kashmir.



## Nasreen Akhter

**Contact No.:** 8825024137

**Address:** Village: Hanjana Thakra,  
Block:Nowshera, District: Rajouri

**ACTIVITY:** HI TECH POLY GREEN HOUSE  
**PROJECT:** PROMOTION OF EXOTIC VEGETABLES UNDER OPEN & HIGH-TECH PROTECTED CULTIVATION  
**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 29
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Farmer, involved in agriculture sector

### PROBLEM

- Nasreen lacked financial resources and skills to set up a hi-tech poly green house

### ASSISTANCE

- Received information about the HADP projects in Kisan Sampark Abhiyan and handholding support from the department

### SOLUTION

- **Unit Cost:** Rs 21.67 lakh
- **Subsidy Received:** Rs 20.58 lakh
- **Pattern of Subsidy:** 95%
- **Unit set up on:** 10.03.24
- **Plan for Expansion:** Set up 500 sq m shed for vegetable cultivation

### OUTCOME

- **Production from the Unit:** 5.5-6 Metric Ton vegetable/year
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 5.5-6 lakh/year
- **Impact of Unit on Beneficiary's Livelihood:** Secured reliable source of income

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Neelam Sharma

**Contact No.:** 9858101010

**Address:** Village: Kharote,  
Block:Kathua, District: Kathua

**ACTIVITY:** PASTEURIZED COMPOST MAKING UNIT  
**PROJECT:** PROMOTION OF MUSHROOM CULTIVATION

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 30
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Full-time work at home

### PROBLEM

- Neelam lacked the knowledge and skills to start her own unit, and the necessary infrastructure was unavailable

### ASSISTANCE

- Received guidance and support from department officials about activities under the mushroom cultivation project

### SOLUTION

- **Unit Cost:** Rs 50 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 30%
- **Unit set up on:** 15.10.24
- **Plan for Expansion:** Set up controlled condition cropping room

### OUTCOME

- **Production from the Unit:** 50,000 bags of mushroom compost per year
- **Total No. of Individuals Employed in the Unit:** 10
- **Additional Income Generated:** Expected income of Rs 15-16 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Empowered women, enhanced agriculture knowledge and skills

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Bashir Ahmad Nengroo

**Contact No.:** 6005847376

**Address:** Village:Sirhama Halqa,  
Block:Dachnipora, District:Anantnag

**ACTIVITY:** PORTABLE GRADING LINE  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 40
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Involved in apple production

### PROBLEM

- Before setting up the unit, Bashir carried out manual grading of apples, which was labor-intensive, time-consuming, and costly

### ASSISTANCE

- Information received during the Kisan Sampark Abhiyaan, and through one-to-one interactions with department officials

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 05.02.24
- **Plan for Expansion:** Setting up double line grading machine

### OUTCOME

- **Production from the Unit:** packing and grading of Approx. 20000-25000 crates/Yr (2-3 months season)
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 3.5-4.5 Lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Improved market access, faster processing, and increased income

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Baljit Singh Bloria

**Contact No.:** 7006507647

**Address:** Village: Pargalta,  
Block: Nagrota, District: Jammu

**ACTIVITY:** 500 SQ. MTR HI – TECH POLY GREEN HOUSE

**PROJECT:** EXOTIC VEGETABLE

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 52
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- Baljit lacked technical skills, knowledge and resources to start an all weather vegetable growing business

### ASSISTANCE

- Baljit attended the Kisan Sampark Abhiyan to learn about HADP projects aimed at growing exotic vegetables.

### SOLUTION

- **Unit Cost:** Rs 21.67 lakh
- **Subsidy Received:** Rs 20.58 lakh
- **Pattern of Subsidy:** 95%
- **Unit set up on:** 15.9.24
- **Plan for Expansion:** Baldev plan's to expand his area of cultivation

### OUTCOME

- **Production from the Unit:** 80 qtl seedless cucumber/ year
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs. 5-6 lakh.
- **Impact of Unit on Beneficiary's Livelihood:** The satisfaction of starting his own business, leading a dignified life, and generating employment.

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Jahangeer Gul

**Contact No.:** 7006300622

**Address:** Village: C.C.Pora,  
Block:Beerwah, District: Budgam

**ACTIVITY:** ESTABLISHMENT OF FODDER DEPOT  
**PROJECT:** DEVELOPMENT OF FODDER RESOURCES FOR UT OF J&K  
**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 33
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Engaged in dairy farming

### PROBLEM

- As a dairy farmer, faced shortage of fodder in winter months every year, which affected the dairy farming operations

### ASSISTANCE

- Received information about the activity in Kisan Sampark Abhiyaan and secured reliable source of funding for the project.

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 20.03.24
- **Plan for Expansion:** Establish a Silage Making Unit

### OUTCOME

- **Production from the Unit:** Sale of 30 quintals wheat straw and 65 quintals of silage this year.
- **Total No. of Individuals Employed in the Unit:** 03
- **Additional Income Generated:** Rs 5.5-6 lakh/Yr.
- **Impact of Unit on Beneficiary's Livelihood:** Assured fodder in winter months and expansion of business

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Tariq Ahmad Bhat

**Contact No.:** 7006908809

**Address:** Village: Munand,  
Block: Behibagh, District: Kulgam

**ACTIVITY:** PORTABLE GRADING LINE  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 35
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Involved in horticulture sector

### PROBLEM

- Lack of knowledge and resources about portable grading line, machine.

### ASSISTANCE

- Information about the project and the components received in an online activity conducted by the department

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 20.05.24
- **Plan for Expansion:** Expand the unit to hi-tech level

### OUTCOME

- **Production from the Unit: packing and grading of Approx.** 15000-20000 crates/Yr (2-3 months season)
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 5 - 6.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Increased income and the opportunity to become a job provider

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Ashu Manhas

**Contact No.:** 7006749533

**Address:** Village: Sartingal,  
Block: Bhaderwah, District: Doda

**ACTIVITY:** ESTABLISHMENT OF TROUT RACEWAY  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED  
AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 50
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:**  
Homemaker

### PROBLEM

- Ashu lacked financial resources, knowledge and skills to start her own-business but had aspiration to have a stable income.

### ASSISTANCE

- Received information about trout fish farming and its economic viability during the Kisan Sampark Abhiyan conducted at her village.

### SOLUTION

- **Unit Cost:** Rs 11 lakh
- **Subsidy Received:** Rs 5.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 12/2023
- **Plan for Expansion:** Expand unit to cater local demand

### OUTCOME

- **Production from the Unit:**  
Expected production - 16-18 Qtls/Yr
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:**  
Expected income- Rs 6.5-7 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Homemaker to Self-independent woman.

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Vishav Singh

**Contact No.:** 7889341286

**Address:** Village: Logate,  
Block: Kathua, District: Kathua

**ACTIVITY:** CONTROLLED CONDITION CROPPING UNIT  
**PROJECT:** PROMOTION OF MUSHROOM CULTIVATION

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 30
- **Education:** 12th Pass
- **Occupation before receiving support under HADP:** Farmer, involved in agriculture sector

### PROBLEM

- Vishav was unaware of modern mushroom technology and therefore relied on traditional agricultural practices

### ASSISTANCE

- Got guidance from the department officials about the technology and the process to set up the mushroom unit

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 8 lakh
- **Pattern of Subsidy:** 40%
- **Unit set up on:** 13.09.24
- **Plan for Expansion:** Construct additional unit of size (40 x 18 x 16)

### OUTCOME

- **Production from the Unit:** 40-50 Qtls/Yr (expected production)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 5-6 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Improvement in living standard due to increase income from off-season mushrooms

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)









## Mohammad Abbas Mir

**Contact No.:** 9906946673

**Address:** Village: Wadipora,  
Block: B.K.pora, District: Budgam

**ACTIVITY:** RURAL BUSINESS SERVICE HUB (RBSH)  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 32
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Unemployed, seeking opportunities

### PROBLEM

- Farmers in the locality faced issues in getting good quality of farm inputs and machines for various farming activities

### ASSISTANCE

- Abbas received information about the RBSH from the dept. officials, who helped him to set up the units, expand the business etc.

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 05.03.24
- **Plan for Expansion:** Increasing the reach through custom hiring centre

### OUTCOME

- **Production from the Unit:** Agri inputs related services.
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 3-3.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Improved income, resilient agri-economy, assistance to businesses in connecting to larger markets

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Naseer Ahmad Khan

**Contact No.:** 7006720134

**Address:** Village:Pinjura,  
Block:Shopian, District:Shopian

**ACTIVITY:** PORTABLE GRADING LINE  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 60
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Involved in agri and allied sector activities

### PROBLEM

- Ungraded apple produce fetched lower prices in the market, and the manual grading process was time-consuming.

### ASSISTANCE

- Information received during the training session conducted by the department officials

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.03.24
- **Plan for Expansion:** Setting up hi-tech grading line

### OUTCOME

- **Production from the Unit:** Grading of 15000 - 18000 crates annually.
- **Total No. of Individuals Employed in the Unit:** 2
- **Additional Income Generated:** Approx. Rs 5.5-6.5 lakh per year
- **Impact of Unit on Beneficiary's Livelihood:** Easier grading and sorting process, time saved and improved income

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Aameena Akhter

**Contact No.:** 7889989537

**Address:** Village: Khiram Dargah ,  
Block:Bijbehara, District: Anantnag

**ACTIVITY:** ASSISTANCE TO MILK SHG'S/FPO'S  
**PROJECT:** DAIRY DEVELOPMENT IN J&K

**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 37
- **Education:** 10th pass
- **Occupation before receiving support under HADP:**  
Unemployed, seeking jobs

### PROBLEM

- Aameena and her SHG lacked the technical know-how as well as financial means to start an agri-business

### ASSISTANCE

- Received guidance and support in the from BMC,AMC Milk testing equipments from the Animal Husbandry department.

### SOLUTION

- **Unit Cost:** Rs 4.82 lakh
- **Subsidy Received:** Rs 4.82 lakh
- **Pattern of Subsidy:** 100%
- **Unit set up on:** 06/07/2024
- **Plan for Expansion:** Purchase more livestock and increase income

### OUTCOME

- **Production from the Unit:** processing of 36,000 liters of milk per year
- **Total No. of Individuals Employed in the Unit:** 03
- **Additional Income Generated:** Rs. 3.5-4 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Increase in income and provision of livelihood

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Ashok Kumar

**Contact No.:** 6006527008

**Address:** Village: Thanowa,  
Block: Jaganoor, District: Udhampur

**ACTIVITY:** CONSTRUCTION OF SILKWORM REARING HOUSE  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS TO STRENGTHEN SERICULTURE IN J&K  
**DEPARTMENT:** SERICULTURE

### BACKGROUND

- **Age:** 50
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Involved in agriculture activities

### PROBLEM

- Ashok lacked financial resources to start new activity and didn't have a separate place to start any new activity.

### ASSISTANCE

- Field functionaries explained Ashok about the project, availability of benefits, and the application process

### SOLUTION

- **Unit Cost:** Rs 2.15 lakh
- **Subsidy Received:** Rs 1.9 lakh
- **Pattern of Subsidy:** 90%
- **Unit set up on:** 09.05.24
- **Plan for Expansion:** Increase mulberry plantation & rearing capacity

### OUTCOME

- **Production from the Unit:** 150 kgs cocoon in one year from 2 rearings
- **Total No. of Individuals Employed in the Unit:** Self-Employed
- **Additional Income Generated:** Rs 1.5 lakh/year from two rearings
- **Impact of Unit on Beneficiary's Livelihood:** Started his own unit due to the provision of a separate rearing house and necessary equipments.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Baldev Raj

**Contact No.:** 8803674072

**Address:** Village:Sangwal ,  
Block:Vijaypur, District: Samba

**ACTIVITY:** ESTABLISHMENT OF MOTHER BLOCK DRAGON FRUIT  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 47
- **Education:** 10th pass
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- He lacked adequate know how about fruit crops that could grow in arid areas.

### ASSISTANCE

- Baldev attended the Kisan Sampark Abhiyan to learn about projects under HADP aimed at expanding his business

### SOLUTION

- **Unit Cost:** Rs 8.67 lakh
- **Subsidy Received:** Rs 6.94 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 12.09.24
- **Plan for Expansion:** Expand to other exotic fruits

### OUTCOME

- **Production from the Unit:** Expecting 2 ton in first year. set to increase up to 4-4.5 tons from third year
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs. 3-4 lakh in first year, set to get 8-10 lakh from 3rd year onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting his own business, leading a dignified life, and generating employment

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Mr. Abdul Hamid Bhat

**Contact No.:** 6006702299

**Address:** Village: Marhama,  
Block: Dachnipora, District: Anantnag

**ACTIVITY:** PORTABLE GRADING LINE  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 60
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Farmer engaged in horticulture sector

### PROBLEM

- For Abdul, manual grading of produce was time consuming and labour intensive

### ASSISTANCE

- Received information about the benefits available under HADP during an awareness campaign conducted in his village

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.04.24
- **Plan for Expansion:** Set up double grading line

### OUTCOME

- **Production from the Unit:** 15000-20000 crates/Yr
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 5.5-6.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Job creation for others, better final product quality and improved market access

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Sh Bal Krishan

**Contact No.:** 8491955791

**Address:** Village: Channochak ,  
Block: Marh, District: Jammu

**ACTIVITY:** ESTABLISHMENT OF CONTROLLED CONDITIONED CROPPING ROOM

**PROJECT:** PROMOTION OF MUSHROOM CULTIVATION

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 51
- **Education:** Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, looking for jobs

### PROBLEM

- Bal Krishan wanted to set up a mushroom unit but was unaware of the ideas and ways to initiate a business.

### ASSISTANCE

- Dept. officials not only provided information about the projects but supported Bal Krishan is explaining the technical aspects

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 8 lakh
- **Pattern of Subsidy:** 40%
- **Unit set up on:** 10.09.24
- **Plan for Expansion:** Set up a pasteurised compost making unit

### OUTCOME

- **Production from the Unit:** 10 quintals since set up
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 2,00,000
- **Impact of Unit on Beneficiary's Livelihood:** Increase in income and provision of jobs to two individuals

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Ms. Rekha Kumari

**Contact No.:** 9906212409

**Address:** Village: Daruie,  
Block:Nud, District: Samba

**ACTIVITY:** RURAL BUSINESS SERVICE HUB (RBSH)  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 35
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Homemaker

### PROBLEM

- Rekha lacked knowledge, business ideas, making it challenging for her to start a business due to her lack of prior exposure

### ASSISTANCE

- Received training through DAKSH KISAN and attended contact classes in SKUAST-Jammu on RBSH

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 10.10.24
- **Plan for Expansion:** Providing services to farmers in nearby villages

### OUTCOME

- **Production from the Unit:** Providing Agri-Input services
- **Employed in the Unit:** 02
- **Additional Income Generated:** Rs. 3-3.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting her own business and leading a dignified life

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Ab. Rehman Tarray

**Contact No.:** 6005287820

**Address:** Village: vidday,  
Block:Srigufwara, District: Anantnag

**ACTIVITY:** ESTABLISHMENT OF MOTHER BLOCK UNIT  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 32
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:** Farmer, involved in horticulture activities

### PROBLEM

- Rehman lacked financial resources and credit to start the unit and also lacked technical knowledge

### ASSISTANCE

- Rehman was seeking additional income and received information through the Kisan Sampark Abhiyan

### SOLUTION

- **Unit Cost:** Rs 19.652 lakh
- **Subsidy Received:** Rs 15.72 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 15.05.24
- **Plan for Expansion:** Use of technology for increasing production

### OUTCOME

- **Production from the Unit:** Expected -5000 kgs Apple in first year and expected to produce 30,000kgs from third year onwards
- **Total No. of Individuals Employed in the Unit:** 05
- **Additional Income Generated:** Rs 2.5-3 lakh/First Yr, expected to get 18-22 lakh from 3rd yr onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Significant increase in income and satisfaction of providing employment opportunities

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## M Iqbal Sheikh

**Contact No.:** 9906110377

**Address:** Village: Qaimoh,  
Block:Qaimoh, District: Kulgam

**ACTIVITY:** SATELLITE HEIFER REARING UNIT  
**PROJECT:** DAIRY DEVELOPMENT IN J&K

**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 45
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:** Farmer involved in dairy farming

### PROBLEM

- Iqbal lacked financial resources to start his own enterprise and was also unaware of the opportunities.

### ASSISTANCE

- Received guidance and support from department officials in the online application process and procurement of heifers.

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 09.11.24
- **Plan for Expansion:** Plan to establish a dairy farm.

### OUTCOME

- **Production from the Unit:** initial unit of 20 Heifers, expected to add 10-12 animals per year to the heard
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Expected:** 7-9 lakh/ from 3rd year onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Expecting an increase in income, satisfaction of starting his own enterprise.

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Shabir Ahmad Kumar

**Contact No.:** 7006546668

**Address:** Village:Thokerpora,  
Block:Qaimoh, District: Kulgam

**ACTIVITY:** ESTABLISHMENT OF ROOTSTOCK BANK  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 45
- **Education:** 12th Pass
- **Occupation before receiving support under HADP:** Farmer, involved in apple production

### PROBLEM

- Shabir lacked the credit to set up the rootstock due to the high investment cost and had no clarity on establishing the unit

### ASSISTANCE

- Received information about HD Apple rootstock bank and orchard management from the department officials.

### SOLUTION

- **Unit Cost:** Rs 21 lakh
- **Subsidy Received:** Rs 16.8 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 10.02.24
- **Plan for Expansion:** Expand production capacity

### OUTCOME

- **Production from the Unit:** 70,000-80,000 rootstocks per year
- **Total No. of Individuals Employed in the Unit:** 5
- **Additional Income Generated:** Rs 40-45 lakh per year
- **Impact of Unit on Beneficiary's Livelihood:** Happy with the increased production and plans to meet requirement of the rootstocks for designer plants

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Shareefa Banoo

**Contact No.:** 6006610421

**Address:** Village: Qaimoh,  
Block:Qaimoh, District: Kulgam

**ACTIVITY:** ESTABLISHMENT OF HYDROPONIC UNIT  
**PROJECT:** DEVELOPMENT OF FODDER RESOURCES FOR UT OF J&K  
**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 58
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Farmer, engaged in agriculture since years

### PROBLEM

- Shareefa experienced a recurring shortage of fodder for her livestock each winter season.

### ASSISTANCE

- Received information about the project in Kisan Sampark Abhiyan, then visited the department to understand the overall processes

### SOLUTION

- **Unit Cost:** Rs 5.9 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50% - max.2.5 lakh
- **Unit set up on:** 06.09.24
- **Plan for Expansion:** Plan to increase the area under the unit

### OUTCOME

- **Production from the Unit:** 180-200 kg/20 trays
- **Total No. of Individuals Employed in the Unit:** Self employed
- **Additional Income Generated:** Self use (Rs.1.5-2 lakh fodder saving)
- **Impact of Unit on Beneficiary's Livelihood:** Getting round the year green fodder from the unit thereby overcoming fodder deficiency.

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Shakoor Ahmad

**Contact No.:** 8491097263

**Address:** Village: Dildar,  
Block:Tangdar, District: Kupwara

**ACTIVITY:**

**COMMERCIAL SHEEP UNIT (50 EWES)**

**PROJECT:**

**REORIENTING PRIORITIES: SELF SUFFICIENCY IN  
MUTTON PRODUCTION**

**DEPARTMENT:**

**SHEEP HUSBANDRY**

### BACKGROUND

- **Age:** 40
- **Education:** 8th Pass
- **Occupation before receiving support under HADP:** Farmer, involved in livestock farming

### PROBLEM

- Sheep rearing was new for Shakoor, he was unfamiliar with the latest technical and scientific practices

### ASSISTANCE

- Received guidance and support from from the concerned VAS during kisan sampark abhiyan about sheep units.

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.12.23
- **Plan for Expansion:** Increase livestock strength to 150 in 2 years

### OUTCOME

- **Production from the Unit:** 200-220 kgs Mutton and 100 kgs wool in first year. Expected to double from 2nd year onwards.
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 1-1.5 lakh per annum, expected to increase as scale increases
- **Impact of Unit on Beneficiary's Livelihood:** Unit to act as a prototype in the district

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**Explore More:**

Scan to locate  
the Unit



Scan to learn more  
about the project  
(Daksh Kisan Portal)



Scan to apply for  
support under HADP  
(Kisan Sathi Portal)





## Dilawar Ahmad Malla

**Contact No.:** 9797084276

**Address:** Village:Maldeera,  
Block:Chitragam, District:Shopian

**ACTIVITY:** PICKUP VAN  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 45 yrs
- **Education:** 12th Pass
- **Occupation before receiving support under HADP:** Involved in apple production

### PROBLEM

- Deterioration of apple produce due to a lack of transportation facilities, leading to stagnation of apples in orchards

### ASSISTANCE

- Support in the form of knowhow about incentives available was received from the department during the outreach campaign.

### SOLUTION

- **Unit Cost:** Rs 12 lakh
- **Subsidy Received:** Rs 6 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 08/04/2024
- **Plan for Expansion:** Transporting produce from nearby farmers

### OUTCOME

- **Production from the Unit:** horticulture produce transport
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 5-6 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Reduced produce wastage and improved pricing for the fruits and vegetables.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Burhan Ahmad Bhat

**Contact No.:** 8929870928

**Address:** Village: Nambal A,  
Block: Mattan, District: Anantnag

**ACTIVITY:** ESTABLISHMENT OF TROUT RACEWAY  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 29
- **Education:** 8th Pass
- **Occupation before receiving support under HADP:** Unemployed, seeking jobs

### PROBLEM

- Burhan lacked financial resources, knowledge and skills to start his own-business but had aspiration to have a stable income generating unit.

### ASSISTANCE

- Received information about fish farming and its economic viability during the Kisan Sampark Abhiyan conducted at his village.

### SOLUTION

- **Unit Cost:** Rs 5.5 lakh
- **Subsidy Received:** Rs 2.75 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.12.23
- **Plan for Expansion:** Est. of fish seed hatchery unit to cater local demand

### OUTCOME

- **Production from the Unit:** 9-10 Qtls/Yr
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 3.5-4 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Secured stable source of income, also provided employment to his two brothers

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## JAVOID AHMAD BHAT

**Contact No.:** 9906431001

**Address:** Village: BUTAMURRAN ,  
Block:KELLER, District: Shopian

**ACTIVITY:** RURAL BUSINESS SERVICE HUB (RBSH)  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 37
- **Education:** Post-Graduate, MBA
- **Occupation before receiving support under HADP:** Farmer, engaged in agri-activities

### PROBLEM

- Javaid aspired to start his own business and become a job provider but lacked infrastructure and resources.

### ASSISTANCE

- Received training on Rural business service management from the department in collaboration with SKUAST

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.03.24
- **Plan for Expansion:** Providing doorstep delivery of services to farmers

### OUTCOME

- **Production from the Unit:** Providing Agri input services.
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 3 - 3.5 Lakh/Yrs
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting his own business, provides quality inputs, & machinery rental services.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Ishtiyaq Ahmad Bhat

**Contact No.:** 7006270801

**Address:** Village: wathora,  
Block: chadoora, District: Budgam

**ACTIVITY:** ESTABLISHMENT OF MOTHER BLOCK UNIT  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 40
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:** Farmer, engaged in apple production

### PROBLEM

- Ishtiyaq was dependent on traditional way of cultivation leading to less net income and also lacked technical knowledge.

### ASSISTANCE

- Received training during kisan sampark abhiyan on setting up the HD apple unit from the department officials and applied through Kisan sathi portal.

### SOLUTION

- **Unit Cost:** Rs 39.4 lakh
- **Subsidy Received:** Rs 31 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 05.04.24
- **Plan for Expansion:** Use of IoT for increasing production

### OUTCOME

- **Production from the Unit:** Avg. expected - 16,500 kgs annually
- **Total No. of Individuals Employed in the Unit:** 5
- **Additional Income Generated:** Avg. expected - Rs 15-17 lakh annually
- **Impact of Unit on Beneficiary's Livelihood:** Transformation into a job provider, and significant increase in the annual income

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Neha Atri

**Contact No.:** 9682335785

**Address:** Village: Lower Birpur,  
Block: Bari Brahmana, District: Samba

**ACTIVITY:** CONSTRUCTION OF NEW PONDS  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED  
AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 39
- **Education:** Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, seeking jobs

### PROBLEM

- Neha aspired to start her own unit in agriculture and allied sectors but lacked funds

### ASSISTANCE

- Received guidance during kisan sampark abhiyan about carp fish farming, applied online and got available financial assistance under HADP.

### SOLUTION

- **Unit Cost:** Rs 5.5 lakh
- **Subsidy Received:** Rs 3.3 lakh
- **Pattern of Subsidy:** 60%
- **Unit set up on:** 25.10.24
- **Plan for Expansion:** Open live fish vending centre to sell produce

### OUTCOME

- **Production from the Unit:** 10-12 Qtls/Yr
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3.25-3.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** She has become self-sufficient and plans to increase growth rate & add new fish culture units

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Aashiq Ahmad Magray

**Contact No.:** 9906756358

**Address:** Village: Hariwatnoo,  
Block: Tangmarg, District: Baramulla

**ACTIVITY:** ESTABLISHMENT OF MEDIUM RAS FOR FISHERIES  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 35
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Unemployed, seeking jobs

### PROBLEM

- Aashiq lacked technical skills and faced difficulties in managing financial resources to start any new activities

### ASSISTANCE

- Received information about RAS from the fisheries department during kisan sampark abhiyan and the available incentives.

### SOLUTION

- **Unit Cost:** Rs 25 lakh
- **Subsidy Received:** Rs 12.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 10.03.24
- **Plan for Expansion:** Open live fish vending centre to sell produce

### OUTCOME

- **Production from the Unit:** 15-16 Qtls/Yr
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 6-6.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Overall improvement in the economic condition, plans to complete post-graduation with increased income

Explore More:

Scan to locate the Unit



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Scan to apply for support under HADP (Kisan Sathi Portal)





## MOHD ASHRAF

**Contact No.:** 9103123643

**Address:** Village: ARHAMA,  
Block: SHOPIAN, District: SHOPIAN

<b>ACTIVITY:</b>	<b>REEFER VAN</b>
<b>PROJECT:</b>	<b>STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&amp;K</b>
<b>DEPARTMENT:</b>	<b>HORTICULTURE, MARKETING &amp; PLANNING</b>

### BACKGROUND

- **Age:** 52
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Farmer, engaged in horticulture sector

### PROBLEM

- Stagnation of apple produce deteriorates its quality, particularly during transportation, leading to lower market prices.

### ASSISTANCE

- With the help of the department, Ashraf purchased a reefer van to transport the produce

### SOLUTION

- **Unit Cost:** Rs 25 lakh
- **Subsidy Received:** Rs 18.75 lakh
- **Pattern of Subsidy:** 75%
- **Unit set up on:** 12.04.24
- **Plan for Expansion:** Transport produce of other farmers to market

### OUTCOME

- **Production from the Unit:** Agri commodities under refrigerated conditions Goods transport.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 8-10 lakh/year
- **Impact of Unit on Beneficiary's Livelihood:** Produce being able to reach distant markets, fetching better prices

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Asif Ali Bhat

**Contact No.:** 7006000480

**Address:** Village: Veeri Bijbehara,  
Block: Bijbehara, District: Anantnag

**ACTIVITY:** HI TECH POLY GREEN HOUSE  
**PROJECT:** PROMOTION OF VEGETABLES/EXOTIC VEGETABLES  
UNDER OPEN & HI-TECH PROTECTED CULTIVATION  
**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 37
- **Education:** M-Tech
- **Occupation before receiving support under HADP:** Employee in a private company

### PROBLEM

- Asif has been interested in the agriculture sector but lacked financial resources to start any new activity.

### ASSISTANCE

- Received guidance and support during HADP outreach programme and thereafter applied online through Kisan sathi.

### SOLUTION

- **Unit Cost:** Rs 21.67 lakh
- **Subsidy Received:** Rs 20.58 lakh
- **Pattern of Subsidy:** 95%
- **Unit set up on:** 13.10.24
- **Plan for Expansion:** Focus on organic farming

### OUTCOME

- **Production from the Unit:** Expected production of 60-70 Qtls vegetables/year (3 seasons/yr)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 6-7 lakh/Year.
- **Impact of Unit on Beneficiary's Livelihood:** Aspires to leverage technology to increase agriculture production and increase income

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Abdul Gani Wani

**Contact No.:** 6005449053

**Address:** Village: Lalpora,  
Block: Beerwah, District: Budgam

**ACTIVITY:** ESTABLISHMENT OF MOTHER BLOCK UNIT (APPLE)  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 65
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Farmer, engaged in horti and agriculture

### PROBLEM

- Abdul lacked technical knowledge about high-density apple farming & quality planting materials was unavailable

### ASSISTANCE

- Received information and training on high density plantation from the department officials

### SOLUTION

- **Unit Cost:** Rs 12 lakh
- **Subsidy Received:** Rs 9.6 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 15.06.24
- **Plan for Expansion:** Increase area and procure new machineries

### OUTCOME

- **Production from the Unit:** Avg. expected - 4.5-5 ton in first year, set to produce 25 -30 tons from third year onwards.
- **Total No. of Individuals Employed in the Unit:** 3
- **Additional Income Generated:** Avg. expected - Rs 5.5 lakh first year, set to increase up to 20-25 lakh from third yr.
- **Impact of Unit on Beneficiary's Livelihood:** Enhanced productivity with higher yields led to increased income.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Bui Lal Sharma

**Contact No.:** 9419150962

**Address:** Village:MC Kathua,  
Block:J Nagar, District: Kathua

**ACTIVITY:** ESTABLISHMENT OF MOTHER BLOCK UNIT (DRAGON FRUIT)

**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS

**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 58
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- Bui Lal lacked technical knowledge and expertise to start his own agribusiness

### ASSISTANCE

- Bui Lal attended the Kisan Sampark Abhiyan to learn about projects under HADP and decided to set up dragon fruit orchard.

### SOLUTION

- **Unit Cost:** Rs 10.8 lakh
- **Subsidy Received:** Rs 8.67 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 20.04.2024
- **Plan for Expansion:** Increase revenue from the current unit

### OUTCOME

- **Production from the Unit:** Expecting 2 ton in first year. set to increase upto 4-4.5 tons from third year
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs. 3-4 lakh in first year, set to get 8-10 lakh from 3rd year onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting her own business and leading a dignified life

**Explore More:**

Scan to locate the Unit



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Scan to apply for support under HADP (Kisan Sathi Portal)





GPS Map Camera



## Tufail Ahmad Khatana

**Contact No.:** 9469786915

**Address:** Village: Ganiwan B,  
Block:Gund, District: Ganderbal

**ACTIVITY:** ESTABLISHMENT OF TROUT RACEWAY  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED  
AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 40
- **Education:** 9th Pass
- **Occupation before receiving support under HADP:** Seasonal Pony Handler

### PROBLEM

- Tufail lacked stable income opportunities and was unaware of incentives in fisheries in the agriculture sector

### ASSISTANCE

- Received info. about opportunities in fisheries sector during Kisan Sampark Abhiyan and received handholding support from dept. officials

### SOLUTION

- **Unit Cost:** Rs 5.5 lakh
- **Subsidy Received:** Rs 2.75 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.12.23
- **Plan for Expansion:** Set up 1 more trout raceway

### OUTCOME

- **Production from the Unit:** Expected - 8-10 quintals/per annum
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Estimated - Rs 3.5-4 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Secured a primary source of income considering the potential and sustainability of the unit

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Ali Mohammad Mir

**Contact No.:** 7889672360

**Address:** Village: Gojigund,  
Block: Sherpathri, District: Ganderbal

**ACTIVITY:** COMMERCIAL SHEEP UNIT (50 EWES)  
**PROJECT:** REORIENTING PRIORITIES: SELF SUFFICIENCY IN MUTTON PRODUCTION  
**DEPARTMENT:** SHEEP HUSBANDRY

### BACKGROUND

- **Age:** 55
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Involved in agriculture activities

### PROBLEM

- With no formal education or training, Ali lacked the knowledge and skills needed to set up a unit, thus couldn't increase his income

### ASSISTANCE

- Received handholding from the Dept. field officials, who provided technical knowledge & supported him in the application process

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 16.11.23
- **Plan for Expansion:** Intends to buy more livestock next year

### OUTCOME

- **Production from the Unit:** 200-220 kgs Mutton and 100 kgs wool in first year. Expected to double from 2nd year onwards.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 1-1.5 lakh per annum, expected to increase as scale increases
- **Impact of Unit on Beneficiary's Livelihood:** Satisfied with the increase in income

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





APPROVED BY DEPARTMENT OF HORTICULTURE (PLANNING & MARKETING)  
ADDRESS: KARIMABAD PULWAMA

M/s BHAT AGRO SERVICES  
Karimabad Pulwama  
Deals in: Agricultural Equipments & Services, Pesticides, Fertilizers, Cardboard Boxes, Coats, Baskets, etc.  
Sponsored By: HADP, Government of J&K  
Call No.: 9149722006, 9906177801



## Mehnaza Ahad

**Contact No.:** 9149596946

**Address:** Village:Karimabad,  
Block:Newa, District:Pulwama

**ACTIVITY:** RURAL BUSINESS SERVICE HUB (RBSH)  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 30
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Unemployed, seeking jobs

### PROBLEM

- Mehnaza lacked technical skills, knowledge and resources to start an agri-business

### ASSISTANCE

- Received guidance and support from department officials at every step during the setting up of the RBSH

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 18.08.24
- **Plan for Expansion:** Provide all services to farmers of nearby villages.

### OUTCOME

- **Production from the Unit:** Providing Agri input services
- Total No. of Individuals Employed in the Unit: 01
- **Additional Income Generated:** Expected income 3-3.5 Lakh/Yrs
- **Impact of Unit on Beneficiary's Livelihood:** Transformed from a job seeker to a job provider, leading a dignified life

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Mubashir Aziz Bhat

**Contact No.:** 7006878891

**Address:** Village: Watapora A,  
Block: Bandipora, District: Bandipora

**ACTIVITY:** LOW COST POLY HOUSE  
**PROJECT:** P-3 PROMOTION OF VEGETABLES/  
EXOTIC VEGETABLES  
**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 38
- **Education:** Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, seeking jobs

### PROBLEM

- Mubashir Aziz Bhat faced financial constraints and to establish their own agribusiness

### ASSISTANCE

- Mubashir Aziz Bhat learned about the scheme through the KSA in the panchayat

### SOLUTION

- **Unit Cost:** Rs 2.0 lakh
- **Subsidy Received:** Rs 1.9 lakh
- **Pattern of Subsidy:** 90%
- **Unit set up on:** 10.2024
- **Plan for Expansion:** Plans to increase the revenue

### OUTCOME

- **Production from the Unit:** 30-35 Qtls /year (2 seasons)
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs. 1.25-1.75 lakh/year
- **Impact of Unit on Beneficiary's Livelihood:** Improvement in living standard due to increase income from off-season vegetables

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Capt. Hans Raj

**Contact No.:** 9906384516

**Address:** Village: Gagian ,  
Block:R S Pura , District: Jammu

**ACTIVITY:** BEEKEEPING UNIT (35 COLONIES)

**PROJECT:** PROMOTION OF BEE KEEPING

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 53
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:** Farmer, engaged in agriculture sector

### PROBLEM

- Unavailability of technical knowhow and lack of resources limited Capt. Hans's to start a new unit

### ASSISTANCE

- Capt. Hansraj got to know about the HADP projects and beekeeping activities from department officials during kisan sampark abhiyan

### SOLUTION

- **Unit Cost:** Rs 1.4 lakh
- **Subsidy Received:** Rs 1.12 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 18.02.24
- **Plan for Expansion:** Set up 200 additional bee colonies

### OUTCOME

- **Production from the Unit:** 350 kg/yr
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 1,40,000/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Post-retirement, he is earning stable income every month

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Junaid Nazir Ganie

**Contact No.:** 7006892931

**Address:** Village: Wahdan ,  
Block:Pahalgam, District: Anantnag

**ACTIVITY:** ESTABLISHMENT OF TROUT RACEWAY  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 26
- **Education:** 12th pass
- **Occupation before receiving support under HADP:** Employed in a private sector company

### PROBLEM

- The challenges include unavailability of capital, lack of technical know-how, and insufficient infrastructure

### ASSISTANCE

- Junaid learned about trout fish farming's viability through an awareness camp held in his panchayat

### SOLUTION

- **Unit Cost:** Rs 5.5 lakh
- **Subsidy Received:** Rs 2.75 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 20.09.2024
- **Plan for Expansion:** Plans to build more trout raceways

### OUTCOME

- **Production from the Unit:** 9-10 Qtls/Yr
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3-4 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Overall improvement in the economic condition

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





# DEPARTMENT OF HORTICULTURE

DISTRICT SRINAGAR

ESTABLISHMENT OF

MOTHER BLOCK UNDER HADP



## Adarsh Kumar Malik

**Contact No.:** 9717011660

**Address:** Village:Khanmoh ,  
Block:Khanmoh , District: Srinagar

**ACTIVITY:** ESTABLISHMENT OF MOTHER ORCHARD  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 70
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Agriculture and Allied Sectors

### PROBLEM

- Traditional cultivation methods and lack of technical knowledge on high-density plantation result in lower net income for Adarsh

### ASSISTANCE

- Adarsh learnt about HD apple plantation from departmental officials and applied online for mother orchard.

### SOLUTION

- **Unit Cost:** Rs 36 lakh
- **Subsidy :** Rs 28.8 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 15.09.23
- **Plan for Expansion:** Intends to use IoT technology for production

### OUTCOME

- **Production from the Unit:** 9-10 MT apple in first yr and 50-55 MT from 3rd yr onwards.
- **Total No. of Individuals Employed in the Unit:** 05
- **Additional Income Generated:** Rs. 5-6 lakhs in first year and 30-35 lakh from 3rd yr onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting his own business, leading a dignified life, and generating employment.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Ashiq Hussain Mir

**Contact No.:** 7006088298

**Address:** Village: Khaitangan,  
Block:Wagoora, District: Baramulla

**ACTIVITY:** ESTABLISHMENT OF SATELLITE HEIFER REARING UNIT

**PROJECT:** DAIRY DEVELOPMENT IN J&K

**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 42
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Involved in small-scale dairy farming

### PROBLEM

- Ashiq, with no formal education, faced difficulty in understanding the various opportunities available for his growth.

### ASSISTANCE

- Department officials assisted Ashiq with the online application process and guided him in establishing heifer unit.

### SOLUTION

- **Unit Cost:** Rs 24 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 50% (max 10 lakh)
- **Unit set up on:** 29.10.24
- **Plan for Expansion:** Focus on existing unit

### OUTCOME

- **Production from the Unit:** Initial unit of 20 Heifers, expected to add 10-12 animals per year to the heard
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** 7-9 lakh from 3rd year onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Anticipates increase in income in subsequent years, plans to increase availability of elite cows for farmers of his area

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





GOVERNMENT OF JAMMU & KASHMIR, UT  
DEPARTMENT OF FISHERIES, SRINAGAR  
Subsidized Investment Programme  
(Under the National Rural Livelihoods Mission)  
AT KHEMNER (Under Pvt. Sector)  
Beneficiary Name: Gowhar Rasool Reshi



## Gowhar Rasool Reshi

**Contact No.:** 9018515191

**Address:** Village: Syedpora,  
Block:Harwan, District: Srinagar

**ACTIVITY:** TROUT FEED MILL  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 49
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Unemployed, Fish farming

### PROBLEM

- Gowhar lacked technical skills and faced difficulties in economically running his fish farm.

### ASSISTANCE

- Gowhar learned about trout fish feed mill viability through an awareness camp held in his panchayat. Kissan Sampark Abhiyan

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.04.2024
- **Plan for Expansion:** Improve the current infrastructure

### OUTCOME

- **Production from the Unit:** 1.5 Quintals of Trout Feed Per Hour
- **Total No. of Individuals Employed in the Unit:** 03
- **Additional Income Generated:** Rs 6-7 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Overall improvement in the economic condition

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Showkat Ahmad Bhat

**Contact No.:**

**Address:** Village:BASKUCHAN,  
Block:Immamsahib, District:Shopian

**ACTIVITY:** PORTABLE APPLE GRADING LINE  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 43 Yrs
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Involved in Horticulture activities

### PROBLEM

- Due to lack of infrastructure, Showkat did manual grading of apples, which was labor-intensive and time-consuming

### ASSISTANCE

- Received guidance and support from department officials to upgrade the infrastructure for better returns. He applied for portable grading line through kisan sathi portal.

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 06/01/2024
- **Plan for Expansion:** Set up a Hi-Tech Portable Line

### OUTCOME

- **Production from the Unit:** Packing and grading of around 20,000-22.000 crates/Yr (2-3 months season)
- **Total No. of Individuals Employed in the Unit:** 1
- **Additional Income Generated:** Rs 5-6 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Grading and sorting of produce increased its price, thus raising revenue.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Mohammad Majloon Mir

**Contact No.:** 7006388109

**Address:** Village:Kenyal,  
Block:Ramhal , District: Kupwara

**ACTIVITY:** ESTABLISHMENT OF HI-TECH GREEN HOUSE  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 50
- **Education:** 12th pass
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- Traditional cultivation methods and lack of technical knowledge on nursery raising of high-density plantation result in lower net income

### ASSISTANCE

- Mohammad attended the Kisan Sampark Abhiyan to learn about projects under HADP aimed at expanding nursery raising business

### SOLUTION

- **Unit Cost:** Rs 18.75 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 10/03/2024
- **Plan for Expansion:** He intends to Install the solar panels for electricity

### OUTCOME

- **Production from the Unit:** 2,000 apple plants in first year & expected to produce around 7000 in next year.
- **Total No. of Individuals Employed in the Unit:** 03
- **Additional Income Generated:** Rs. 2.8 lakh & expected above 8-9 lakh next year.
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting his own business, leading a dignified life, and generating employment.

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Reshma Bibi

**Contact No.:** 9906075497

**Address:** Village: Badheri,  
Block:Samba, District: Samba

**ACTIVITY:** COMMERCIAL SHEEP UNIT  
**PROJECT:** REORIENTING PRIORITIES: SELF SUFFICIENCY IN MUTTON PRODUCTION  
**DEPARTMENT:** SHEEP HUSBANDRY

### BACKGROUND

- **Age:** 54
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- Reshma faced a lack of technical knowledge, financial constraints, and inadequate infrastructure to establish his own agribusiness

### ASSISTANCE

- Received information from the animal husbandry department officials and help in the application process.

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 10/05/2024
- **Plan for Expansion:** Increase the number of livestock

### OUTCOME

- **Production from the Unit:** 200-220 kgs Mutton and 100 kgs wool in first year. Expected to double from 2nd year onwards.
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 1-1.5 lakh per annum, expected to increase as scale increases
- **Impact of Unit on Beneficiary's Livelihood:** Unit to act as a prototype in the district

50

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Mohd Iqbal Bhat

**Contact No.:** 7006450896

**Address:** Village: Rein Chowgund A,  
Block:ShahbadBala, District: Anantnag

**ACTIVITY:** BEE KEEPING EQUIPMENT MANUFACTURING UNIT  
**PROJECT:** PROMOTION OF APICULTURE

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 41
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:**  
Unemployed, looking for livelihood

### PROBLEM

- Iqbal lacked infrastructure and financial resources to start any new activity

### ASSISTANCE

- he came to know about the HADP projects and beekeeping activities from department officials during kisan sampark abhiyan.

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 03.03.24
- **Plan for Expansion:** Establish additional manufacturing unit

### OUTCOME

- **Production from the Unit:** 900 Bee Box & 18-20 thousand Frame Structures during current year.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 8-9 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Stable income source and opportunity to grow.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Haji Ab Rashid Wani

**Contact No.:** 6005099134

**Address:** Village: Gohbugh lolipora ,  
Block:Pattan, District: Baramulla

**ACTIVITY:** FREE RANGE POLUTRY  
**PROJECT:** ROADMAP FOR DEVELOPMENT OF POULTRY IN J&K  
**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 62
- **Education:** 10th pass
- **Occupation before receiving support under HADP:** Farmer-growing apples

### PROBLEM

- Haji Ab Rashid wanted to diversify his farming but lacked technical skills, knowledge and resources to start poultry

### ASSISTANCE

- Received guidance and support during HADP outreach programme and thereafter applied online through Kisan sathi portal.

### SOLUTION

- **Unit Cost:** Rs 10 lakh
- **Subsidy Received:** Rs 1 lakh
- **Pattern of Subsidy:** 10%
- **Unit set up on:** 19/05/2024
- **Plan for Expansion:** Increase the number of birds in the unit

### OUTCOME

- **Production from the Unit:** 40,000-45000 egg/year and 1700kgs of live weight of spent hens.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs. 4-5 lakh/in first year from sale of eggs, 5-7 lakh from sale of culled birds.
- **Impact of Unit on Beneficiary's Livelihood:** Increase in income, leading a dignified life

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Nisar Ahmad Kalis

**Contact No.:** 9149791558

**Address:** Village: Nasarpora,  
Block:Keller, District: Shopian

### ESTABLISHMENT OF SATELLITE HEIFER REARING UNIT

#### PROJECT:

**DAIRY DEVELOPMENT IN J&K  
ANIMAL HUSBANDRY**

#### BACKGROUND

- **Age:** 39
- **Education:** 10th pass
- **Occupation before receiving support under HADP:** Involved in small-scale dairy farming

#### PROBLEM

- Challenges due to remote location, high costs for fodder, animal procurement.

#### ASSISTANCE

- Received guidance and support from department officials during kisan sampark abhiyan. Thereafter he applied online for satellite heifers unit.

#### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 100% (max. 10L)
- **Unit set up on:** 20.08.24
- **Plan for Expansion:** Expand the unit into a breed multiplication farm

#### OUTCOME

- **Production from the Unit:** initial unit of 20 Heifers, expected to add 10-12 animals per year to the heard from third year onwards.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** 7-8 lakh/ from 3rd year onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Set up infrastructure, created employment, ensuring a reliable income through the business

**Explore More:**

Scan to locate the Unit

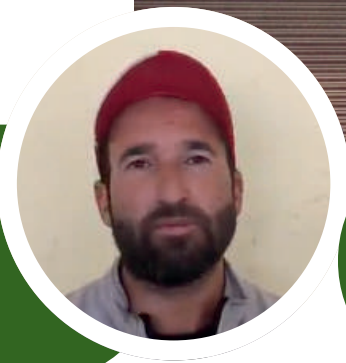


Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Jahangir Ahsan Dar

**Contact No.:** 8825070883

**Address:** Village: Aglar Chirat,  
Block: Zainapora, District: Shopian

**ACTIVITY:** ESTABLISHMENT OF FARM MACHINERY BANK

**PROJECT:** FARM MECHANIZATION AND AUTOMATION

**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 33
- **Education:** 12th Pass
- **Occupation before receiving support under HADP:** Farmer, engaged in agriculture since 10 years

### PROBLEM

- Jahangir lacked funds to purchase new sowing and harvesting machinery and thus was dependent on manual labour

### ASSISTANCE

- Agriculture dept. officials provided detailed information about the farm mechanisation project under the HADP in Kisan Sampark Abhiyaan.

### SOLUTION

- **Unit Cost:** Rs 10 lakh
- **Subsidy Received:** Rs 8 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 13.04.24
- **Plan for Expansion:** Increase the revenue by renting out the machines

### OUTCOME

- **Production from the Unit: Renting out** Farm machinery, implements besides increasing farm power for self.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3.5 - 4 lakh/Yr earned from renting.
- **Impact of Unit on Beneficiary's Livelihood:** Reduction in drudgery, improvement in farm power availability.

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Gopal Chand Badyal

**Contact No.:** 7006281210

**Address:** Village: Pelather,  
Block: Majalta, District: Udhampur

**ACTIVITY:** ESTABLISHMENT OF CONTROLLED CONDITIONED CROPPING ROOM (40X18X16) WITHOUT PA  
**PROJECT:** PROMOTION OF MUSHROOM CULTIVATION  
**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 44
- **Education:** 9th Pass
- **Occupation before receiving support under HADP:** Farmer, engaged in agriculture.

### PROBLEM

- Gopal lacked technical knowledge about the all weather mushroom cropping room and did not have the infrastructure.

### ASSISTANCE

- Received support from department officials to set up the Controlled Conditioned mushroom Cropping Room

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 8 lakh
- **Pattern of Subsidy:** 40%
- **Unit set up on:** 18.04.24
- **Plan for Expansion:** Set up one more unit

### OUTCOME

- **Production from the Unit:** 40-50 Qtls/Yr (expected production)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 4-5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Increased income and motivation to expand into ventures like making mushroom pickles, etc

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Mohd Iqbal

**Contact No.:** 70064383074

**Address:** Village: Swari,  
Block:Kotranka, District: Rajouri

**ACTIVITY:** **COMMERCIAL FARM (50 SHEEP/GOAT UNIT)**  
**PROJECT:** **REORIENTING PRIORITIES: SELF SUFFICIENCY IN MUTTON PRODUCTION**  
**DEPARTMENT:** **SHEEP HUSBANDRY**

### BACKGROUND

- **Age:** 51
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Farmer, involved in livestock farming.

### PROBLEM

- Lack of access to elite germ plasm (breeds) and proper sheep sheds

### ASSISTANCE

- Received information about the project during Kisan Sampark Abhiyan conducted by the department field functionaries

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 05.08.24
- **Plan for Expansion:** Expand to 100 units with improved breeds.

### OUTCOME

- **Production from the Unit:** 200-250 kgs Mutton & 120 kgs wool in first year. Expected to double from 2nd year onwards.
- **Total No. of Individuals Employed in the Unit:** self employed
- **Additional Income Generated:** Rs 1-1.5lakh/Year, expected to double from subsequent years.
- **Impact of Unit on Beneficiary's Livelihood:** Significantly Boosted his income.

### Explore More:

Scan to locate the Unit

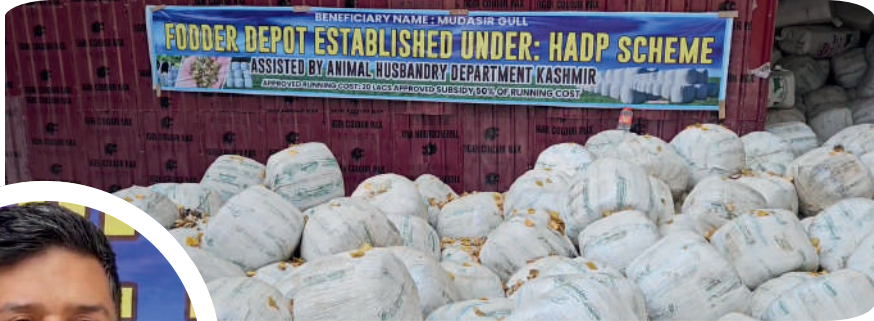


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Scan to apply for support under HADP (Kisan Sathi Portal)





## Mudasir Gull

**Contact No.:** 9906325899

**Address:** Village: Katriteng,  
Block: Bijbehara, District: Anantnag

### FODDER DEPOT

#### PROJECT:

**DEVELOPMENT OF FODDER RESOURCES FOR UT OF J&K  
ANIMAL HUSBANDRY**

#### BACKGROUND

- **Age:** 38
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

#### PROBLEM

- Despite prior experience, Mudasir needed assistance to understand the financial aspects of agribusiness

#### ASSISTANCE

- Received information about the projects during Kisan Sampark Abhiyan, then decided to apply for a fodder depot.

#### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 23.10.2024
- **Plan for Expansion:** Increase revenue from current establishment

#### OUTCOME

- **Production from the Unit:** Expected to sell around 50-55 Qtls Wheat straw and silage in an year. (Sale of Fodder)
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** around Rs 5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Mudasir is now satisfied with the intervention, which has boosted his income.

#### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Zeeshan Haider Mir

**Contact No.:** 9797586178

**Address:** Village: Ward no.-1,  
Block:Poonch, District: Poonch

**ACTIVITY:** GEO TANK  
**PROJECT:** DEVELOPMENT OF RAINFED AREA

**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 32
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Farmer, involved in agricultural activities

### PROBLEM

- Due to the scarcity of water in the area, the fruit plants, vegetables, and livestock of the farmers were being adversely affected

### ASSISTANCE

- Participated in Kisan Sampark Abhiyaan and got to know about the various projects and opportunities under HADP

### SOLUTION

- **Unit Cost:** Rs 1.12 lakh
- **Subsidy Received:** Rs 0.56 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 13.06.24
- **Plan for Expansion:** Plant high-density apple & grafted pecanut plants

### OUTCOME

- **Production from the Unit:** 12800 ltrs water storage capacity of Geo Tank
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Expecting Rs. 2.5-3 lakh, from the fruit nursery which was made possible because of Geo Tank.
- **Impact of Unit on Beneficiary's Livelihood:** With water availability, more fruits and vegetables can be planted, leading to improved revenue

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Shafiqa Shora

**Contact No.:** 7006378457

**Address:** Village: Rangil,  
Block: Rangil, District: Ganderbal

**ACTIVITY:** ESTABLISHMENT OF HYDROPONIC UNIT  
**PROJECT:** DEVELOPMENT OF FODDER RESOURCES FOR UT OF J&K  
**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 55
- **Education:** Illiterate
- **Occupation before receiving support under HADP:** home maker

### PROBLEM

- Shafiqa experienced a recurring shortage of fodder for her livestock each winter season.

### ASSISTANCE

- Shafiqa received information about the project during Kisan Sampark Abhiyan, then visited the department to understand the overall processes of application.

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 10/2024
- **Plan for Expansion:** Plans to establish a fodder unit

### OUTCOME

- **Production from the Unit:** 200-220 kg/20 trays
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Self use (Rs.1.75-2.25 lakh fodder saving)
- **Impact of Unit on Beneficiary's Livelihood:** Getting round the year green fodder from the unit thereby overcoming fodder deficiency.

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Rayees Ahmad Lone

**Contact No.:** 9906928763

**Address:** Village:Shadipora,  
Block:Sumbal, District:Bandipora

**ACTIVITY:** RURAL BUSINESS SERVICE HUB (RBSH)  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 33
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, looking for jobs

### PROBLEM

- Rayees was looking for an opportunity to start his own venture but lacked information and funding resources

### ASSISTANCE

- Received guidance and support from department officials to understand and implement the concept of RBSH

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 15.03.24
- **Plan for Expansion:** To set up a Custom Hiring Centre

### OUTCOME

- **Production from the Unit:** Providing Agri-Input services
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 4.5-5.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Received employment and an opportunity to support and provide services to local farmers of his village.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Mohd Yaseen Dar

**Contact No.:** 7006176128

**Address:** Village: Parigam,  
Block: Kulgam, District: Kulgam

### ESTABLISHMENT OF CONTROL CONDITION CROPPING ROOM

**PROJECT:** PROMOTION OF MUSHROOM CULTIVATION  
AGRICULTURE

#### BACKGROUND

- **Age:** 50
- **Education:** 10th pass
- **Occupation before receiving support under HADP:** Retired Army Personnel.

#### PROBLEM

- Mohd Yaseen Dar faced financial constraints to establish their own agribusiness

#### ASSISTANCE

- Mohd Yaseen Dar learned about the scheme through the KSA in the panchayat

#### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 8 lakh
- **Pattern of Subsidy:** 40%
- **Unit set up on:** 10.06.23
- **Plan for Expansion:** Plans to increase the revenue

#### OUTCOME

- **Production from the Unit:** 45-50 Qtls/Yr (expected production)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs. 5-5.5 lakh/yr
- **Impact of Unit on Beneficiary's Livelihood:** The beneficiary generated income not only for himself but for three other people.

#### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## TILAK RAJ

**Contact No.:** 7051132050

**Address:** Village:DHANGRI ,  
Block:DHANGRI , District: Rajouri

**ACTIVITY:** PROTECTED CULTIVATION (HI TECH GREEN HOUSE)  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS AND  
REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 60
- **Education:** 10th pass
- **Occupation before receiving support under HADP:** Retired army personnel

### PROBLEM

- Financial constraint and lack of knowledge about Nursery raising using protected cultivation.

### ASSISTANCE

- Tilak Raj learned about the HADP project on nursery raising in horticulture sector through outreach initiatives conducted under HADP.

### SOLUTION

- **Unit Cost:** Rs 19 lakh
- **Subsidy Received:** Rs 15.20 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 03.2024
- **Plan for Expansion:** Extensive cultivation to increase revenue

### OUTCOME

- **Production from the Unit:** 2000 plants (expected)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3-4 Lakhs per year. Set to double in subsequent years.
- **Impact of Unit on Beneficiary's Livelihood:** Socio economic status likely to be improved

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## ISHFAQ AHMAD BANDAY

**Contact No.:** 9797946717

**Address:** Village: NAMBLA URI,  
Block:URI, District: Baramulla

<b>ACTIVITY:</b>	<b>FODDER DEPOT</b>
<b>PROJECT:</b>	<b>DEVELOPMENT OF FODDER RESOURCES FOR UT OF J&amp;K</b>
<b>DEPARTMENT:</b>	<b>ANIMAL HUSBANDRY</b>

### BACKGROUND

- **Age:** 30
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, seeking jobs

### PROBLEM

- Ishfaq struggled to find a job due to lack of information about the opportunities in the agriculture sector

### ASSISTANCE

- Received guidance and support from department officials at every step during the setting up of the Fodder Depot.

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 12.09.23
- **Plan for Expansion:** Purchase of vehicle for transportation of fodder

### OUTCOME

- **Production from the Unit:** Approx 50 Qtls wheat straw and silage.
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 1.75 - 2 lakh earned in 3 months.
- **Impact of Unit on Beneficiary's Livelihood:** Increased income and satisfaction with the new opportunity to lead a fodder depot.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







## Vijay kumar

**Contact No.:** 7051775960

**Address:** Village: Kanhal,  
Block: Bishnah, District: Jammu

**ACTIVITY:** CONTROLLED CONDITION CROPPING UNIT  
**PROJECT:** PROMOTION OF ROUND THE YEAR MUSHROOM CULTIVATION  
**DEPARTMENT:** AGRICULTURE

### BACKGROUND

- **Age:** 45
- **Education:** 12th Pass
- **Occupation before receiving support under HADP:**  
Unemployed, marginal farmer

### PROBLEM

- Vijay faced financial constraints to build the necessary infrastructure to set up an agribusiness unit.

### ASSISTANCE

- Got guidance from the department officials about the technology and the process of all season mushroom farming unit

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 8 lakh
- **Pattern of Subsidy:** 40%
- **Unit set up on:** 08.01.24
- **Plan for Expansion:** Construct a canning unit for value addition

### OUTCOME

- **Production from the Unit:** 40-45 Qtls/Yr (expected production)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 5-6 lakh/yr
- **Impact of Unit on Beneficiary's Livelihood:** Improvement in living standard due to increase income from off-season mushrooms

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Mukhtar Ahmad Dar

**Contact No.:** 9622448295

**Address:** Village: Zawoora,  
Block: Shopian, District: Shopian

**ACTIVITY:** MOTHER ORCHARD APPLE  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS FOR PROMOTION OF HD PLANTS AND REJUVENATION OF ORCHARD  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 40
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Farmer

### PROBLEM

- Mukhtar faced financial challenges to set up his own agribusiness

### ASSISTANCE

- Mukhtar learned about the HADP through kisan sampark abhiyan and decided to set up mother apple orchard.

### SOLUTION

- **Unit Cost:** Rs 5.8 lakh
- **Subsidy Received:** Rs 4.6 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 15.03.2023
- **Plan for Expansion:** Upgrade infrastructure

### OUTCOME

- **Production from the Unit:** Expected 5000-6000 Apple Buds.
- **Total No. of Individuals Employed in the Unit:** 2
- **Additional Income Generated:** Rs 5-6 lakh/Yr (expected)
- **Impact of Unit on Beneficiary's Livelihood:** Satisfaction of starting his own business and leading a dignified life.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Adil Hussain Mir

**Contact No.:** 9622520183

**Address:** Village: Sallar A,  
Block:D Pora , District: Anantnag

**ACTIVITY:** ESTABLISHMENT OF TROUT RACEWAY  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED  
AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 30
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Employee in a private company

### PROBLEM

- Adil faced a lack of technical knowledge, financial constraints, and inadequate infrastructure.

### ASSISTANCE

- The Beneficiary came to know about Fish Farming and its economic viability through an awareness camp organized in District Anantnag

### SOLUTION

- **Unit Cost:** Rs 5.5 lakh
- **Subsidy Received:** Rs 2.75 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 01.01.2024
- **Plan for Expansion:** Plans to build more trout raceways and a feed mill

### OUTCOME

- **Production from the Unit:** 9-10 Qtls/Yr
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3.5-4.5 Lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Satisfied with the new enterprise and is expecting high returns next year

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Jasbir Singh

**Contact No.:** 7298761126

**Address:** Village:Daradullain (Lower),  
Block:Haveli, District: Poonch

**ACTIVITY:** FREE RANGE POULTRY UNIT  
**PROJECT:** ROADMAP FOR DEVELOPMENT OF POULTRY IN J&K

**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 51
- **Education:** 10th pass
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- Jasbir struggled with non availability of good scheme for backyard poultry birds in district Poonch.

### ASSISTANCE

- Jasbir got to know about the poultry project under HADP during Kisan Sampark Abhiyan meet.

### SOLUTION

- **Unit Cost:** Rs 10 lakh
- **Subsidy Received:** Rs 1 lakh
- **Pattern of Subsidy:** 10% of total Cost for night shelter
- **Unit set up on:** 21/08/2024
- **Plan for Expansion:** Increase production of the unit

### OUTCOME

- **Production from the Unit:** 40,000-45000 egg/year and 1700kgs of live weight of spent hens.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs. 4-5 lakh/in first year from sale of eggs, 5-7 lakh from sale of culled birds in second year.
- **Impact of Unit on Beneficiary's Livelihood:** Increase in income, leading a dignified life

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Azhar Rashid

**Contact No.:** 7889543917

**Address:** Village: Seri Chowana,  
Block:Lassana, District: Poonch

**ACTIVITY:** CREATION OF RURAL BUSINESS AND SERVICE HUBS  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 25
- **Education:** Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, looking for work

### PROBLEM

- Azhar faced unemployment and lacked an assured source of income

### ASSISTANCE

- Visited department website to understand the opportunities available under HADP and Received guidance and support from department officials

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs 15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 03/2024
- **Plan for Expansion:** Upgrade current unit to increase revenue

### OUTCOME

- **Production from the Unit:** Providing Agri input services.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3-4 lakh in 9 months
- **Impact of Unit on Beneficiary's Livelihood:** Generate enough income to support himself and his family, and cover all liabilities

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## MOHD SHOKET

**Contact No.:** 7006394934

**Address:** Village:DHALYOTE,  
Block:KALAKOTE, District: Rajouri

**ACTIVITY:** PROTECTED CULTIVATION (HI TECH GREEN HOUSE)  
**PROJECT:** PRODUCTION OF DESIGNER PLANTS AND  
REJUVENATION OF ORCHARDS  
**DEPARTMENT:** HORTICULTURE

### BACKGROUND

- **Age:** 30
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Farming

### PROBLEM

- Mohd Shoket faced challenges due to the undulating and difficult topography of his region. He aspired to have a horticulture nursery

### ASSISTANCE

- He attended the Kisan Sampark Abhiyan to learn about HADP projects aimed at setting up a horti nursery.

### SOLUTION

- **Unit Cost:** Rs 19 lakh
- **Subsidy Received:** Rs 15.20 lakh
- **Pattern of Subsidy:** 80%
- **Unit set up on:** 04.2024
- **Plan for Expansion:** Cultivate extensively and expand in future

### OUTCOME

- **Production from the Unit:** 4000-4500 plants (expected)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs. 3-3.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Expected increase in income and improvement in living standards.

Explore More:

Scan to locate  
the Unit



Scan to learn more  
about the project  
(Daksh Kisan Portal)



Scan to apply for  
support under HADP  
(Kisan Sathi Portal)





## Chandeeep singh

**Contact No.:** 7780889462

**Address:** Village: Degwar Terwan,  
Block: Degwar , District: Poonch

### PROJECT:

### LOW COST POLYHOUSE

### PROMOTION OF VEGETABLES/ EXOTIC VEGETABLES

### AGRICULTURE

### BACKGROUND

- **Age:** 24
- **Education:** Graduate
- **Occupation before receiving support under HADP:**  
Unemployed, seeking jobs

### PROBLEM

- Chandeeep faced lack of information, infrastructure and financial constraints to start his own agribusiness

### ASSISTANCE

- Chandeeep learned about the various schemes through the KSA in his panchayat and decided to set up low cost polyhouse for growing vegetables.

### SOLUTION

- **Unit Cost:** Rs 2 lakh
- **Subsidy Received:** Rs 1.9 lakh
- **Pattern of Subsidy:** 95%
- **Unit set up on:** 03.02.24
- **Plan for Expansion:** Plans to improve the infrastructure of the unit

### OUTCOME

- **Production from the Unit:** 25-30 Qtls of vegetables & 2,500 vegetable seedlings
- **Total No. of Individuals Employed in the Unit:** Self employed
- **Additional Income Generated:** Rs. 1-1.5 lakh/year.
- **Impact of Unit on Beneficiary's Livelihood:** Improvement in living standard due to increase income from off-season vegetables

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Azhar ud din Wagay

**Contact No.:** 8825034318

**Address:** Village: Panzgam,  
Block:Litter, District: Kulgam

**ACTIVITY:** SATELLITE HEIFER REARING UNIT  
**PROJECT:** DAIRY DEVELOPMENT IN J&K

**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 26
- **Education:** Graduate
- **Occupation before receiving support under HADP:** Farmer, involved in dairy farming

### PROBLEM

- Azhar lacked financial resources to start his own enterprise and was also unaware of the opportunities.

### ASSISTANCE

- Azhar Received guidance and support from department officials in the online application process and procurement of heifers.

### SOLUTION

- **Unit Cost:** Rs 20 lakh
- **Subsidy Received:** Rs 10 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 09.11.24
- **Plan for Expansion:** Plan to establish a dairy farm.

### OUTCOME

- **Production from the Unit:** Initial unit of 20 Heifers, expected to add 10-12 animals per year to the heard
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** 7-7.5 lakh/ from 3rd year onwards.
- **Impact of Unit on Beneficiary's Livelihood:** Expecting an increase in income, satisfaction of starting his own enterprise.

Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)







SERICULTURE DEV. DEPTT. RAJOURI  
ZONE NOWSHERA  
CONSTRUCTION OF REARING HOUSE @4603H  
NAME OF THE SCHEME: HADP (2023-2024)  
COST OF REARING HOUSE: @1.75 LACS  
NAME OF THE BENEFICIARY: BAGWAN DASS  
VILLAGE: MALPUR  
BLOCK: NOWSHERA  
DISTRICT: RAJOURI



## Bagwan Dass

**Contact No.:** 9906309120

**Address:** Village: Malpur,  
Block: Nowshera, District: Rajouri

**ACTIVITY:** SILKWORM REARING HOUSE  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS TO STRENGTHEN SERICULTURE IN J&K  
**DEPARTMENT:** SERICULTURE

### BACKGROUND

- **Age:** 60
- **Education:** No formal education
- **Occupation before receiving support under HADP:** Farmer was already practicing silkworm rearing.

### PROBLEM

- Bhagwan Das lacked proper space for silkworm rearing and insufficient mulberry foliage

### ASSISTANCE

- Bonafide silkworm rearer, Bhagwan Das availed HADP benefits and now rears silkworms in a dedicated space with proper equipment

### SOLUTION

- **Unit Cost:** Rs 2.15 lakh
- **Subsidy Received:** Rs 1.5 lakh
- **Pattern of Subsidy:** 90%
- **Unit set up on:** 26.09.23
- **Plan for Expansion:** Increase rearing capacity for more seed intake

### OUTCOME

- **Production from the Unit:** 160 kgs cocoon in one year from 2 rearings
- **Total No. of Individuals Employed in the Unit:** Self-Employed
- **Additional Income Generated:** Rs 1.6 lakh/year from two rearings
- **Impact of Unit on Beneficiary's Livelihood:** Started his own unit due to the provision of a separate rearing house and necessary equipments.

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## M/s Zazna Farmers

**Contact No.:** 9906463346

**Address:** Village: Wakura-B,  
Block:Wakura, District: Ganderbal

**ACTIVITY:** RBSH  
**PROJECT:** STRENGTHENING OF AGRI-MARKETING SYSTEM IN UT OF J&K  
**DEPARTMENT:** HORTICULTURE, MARKETING & PLANNING

### BACKGROUND

- **Age:** 46
- **Education:** Graduate
- **Occupation before receiving support under HADP:** He was running FPO by the name Zazna FPO

### PROBLEM

- M/S Zazna faces challenges in marketing, branding, and farmer outreach as the spray season ended before the unit's operation

### ASSISTANCE

- Training at SKUAST and courses on the DAKSH KISSAN Portal enhanced the beneficiary's business vision, scale, and profit

### SOLUTION

- **Unit Cost:** Rs 30 lakh
- **Subsidy Received:** Rs15 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 05/2024
- **Plan for Expansion:** Plans to make the unit more farmer friendly by providing quick and better services.

### OUTCOME

- **Production from the Unit:** Providing Agri-Input services
- **Total No. of Individuals Employed in the Unit:** 02
- **Additional Income Generated:** Rs 2.5 -3 lakh/yrs.
- **Impact of Unit on Beneficiary's Livelihood:** Empowering himself and two others to achieve a better income

**Explore More:**

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Javid Ahmad Dar

**Contact No.:** 9682653534

**Address:** Village: Shiekpora ,  
Block:Wagoora, District: Baramulla

**ACTIVITY:** ESTABLISHMENT OF COMMERCIAL SHEEP FARM  
**PROJECT:** REORIENTING PRIORITIES: SELF SUFFICIENCY IN MUTTON PRODUCTION  
**DEPARTMENT:** SHEEP HUSBANDRY

### BACKGROUND

- **Age:** 36
- **Education:** Post-Graduate
- **Occupation before receiving support under HADP:** Farmer, engaged in sheep rearing

### PROBLEM

- Javid wanted to expand the sheep farm but lacked financial resources.

### ASSISTANCE

- Received information from the sheep husbandry department officials and help in the application process.

### SOLUTION

- **Unit Cost:** Rs 5 lakh
- **Subsidy Received:** Rs 2.5 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 12.09.24
- **Plan for Expansion:** Double the number of livestock

### OUTCOME

- **Production from the Unit:** 200-220 kgs Mutton and 100 kgs wool in first year. Expected to double from 2nd year onwards.
- **Total No. of Individuals Employed in the Unit:** Self employed
- **Additional Income Generated:** Rs 1-1.5 lakh per annum, expected to increase as scale increases
- **Impact of Unit on Beneficiary's Livelihood:** Satisfied with the new enterprise and is expecting high returns next year

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



Scan to apply for support under HADP (Kisan Sathi Portal)





## Farooq Ahmad Bhat

**Contact No.:** 9906699650

**Address:** Village: Katriteng,  
Block: Bijbehara, District: Anantnag

**ACTIVITY:** ESTABLISHMENT OF HYDROPONIC UNIT  
**PROJECT:** DEVELOPMENT OF FODDER RESOURCES FOR UT OF J&K  
**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 42
- **Education:** 10th Pass
- **Occupation before receiving support under HADP:** Farmer, engaged in agriculture since years

### PROBLEM

- Lack of Technical knowledge became a hinderance for Farooq to start his own agribusiness

### ASSISTANCE

- Received information about the project in Kisan Sampark Abhiyan, then visited the department to understand the overall processes

### SOLUTION

- **Unit Cost:** Rs 2.38 lakh
- **Subsidy Received:** Rs 1.19 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 12.12.23
- **Plan for Expansion:** Plan to expand the unit for more fodder cultivation

### OUTCOME

- **Production from the Unit:** 180-200 kgs/20 trays.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Self Use (Rs1.5-2 lakh fodder saving)
- **Impact of Unit on Beneficiary's Livelihood:** Getting round the year green fodder from the unit, overcome fodder deficiency

### Explore More:

Scan to locate the Unit



Scan to learn more about the project (Daksh Kisan Portal)



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## Rayaz Ahmad Naik

**Contact No.:** 6005080684

**Address:** Village: Neel-B,  
Block:D Ukarhal , District: Ramban

**ACTIVITY:** ESTABLISHMENT OF TROUT RACEWAY  
**PROJECT:** TECHNOLOGICAL INTERVENTIONS FOR FISH SEED AND TROUT PRODUCTION IN UT OF J&K  
**DEPARTMENT:** FISHERIES

### BACKGROUND

- **Age:** 42
- **Education:** 12th pass
- **Occupation before receiving support under HADP:** Unemployed, looking for jobs

### PROBLEM

- Along with financial constraints, Rayaz also lacked awareness of the scheme to start his own agribusiness

### ASSISTANCE

- The Beneficiary came to know about Fish Farming and its economic viability through an awareness camp organized by District Administration

### SOLUTION

- **Unit Cost:** Rs 5.5 lakh
- **Subsidy Received:** Rs 2.75 lakh
- **Pattern of Subsidy:** 50%
- **Unit set up on:** 01.12.2023
- **Plan for Expansion:** Plans to build more trout raceways and a feed mill

### OUTCOME

- **Production from the Unit:** 8-9 Qtls (expected production)
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs 3.25-3.5 lakh/Yr
- **Impact of Unit on Beneficiary's Livelihood:** Satisfied with the new enterprise and is expecting high returns next year

### Explore More:

Scan to locate the Unit



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## AJIT SINGH

**Contact No.:** 8082361527

**Address:** Village: Daradullian upper,  
Block: Haveli, District: Poonch

**ACTIVITY:** FREE RANGE UNIT  
**PROJECT:** ROADMAP FOR DEVELOPMENT OF POULTRY IN J&K

**DEPARTMENT:** ANIMAL HUSBANDRY

### BACKGROUND

- **Age:** 22
- **Education:** 12th pass
- **Occupation before receiving support under HADP:** Involved in Agriculture and Allied Sectors

### PROBLEM

- Ajit faced challenges of non-availability of good poultry birds in district Poonch which could fetch desi eggs and poultry meat.

### ASSISTANCE

- Received guidance and support from department officials to set up a free range backyard poultry unit.

### SOLUTION

- **Unit Cost:** Rs 10 lakh
- **Subsidy Received:** Rs 1 lakh
- **Pattern of Subsidy:** 10% of total Cost for night shelter
- **Unit set up on:** 21/08/2024
- **Plan for Expansion:** Increase current revenue from increasing production

### OUTCOME

- **Production from the Unit:** 40,000-42,000 egg production in first year and 1700-2000 kgs of poultry meat.
- **Total No. of Individuals Employed in the Unit:** 01
- **Additional Income Generated:** Rs. 4-5 lakh/yr
- **Impact of Unit on Beneficiary's Livelihood:** Positive impact on the livelihood of unit holder through increase in income levels

Explore More:

Scan to locate the Unit



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# ACKNOWLEDGEMENT

I extend my heartfelt gratitude to the Technical Team of the Agriculture Production Department (APD) for their exceptional efforts in compiling this inaugural edition of HADP Impact -Success stories from the Fields of J&K, under the ambitious Holistic Agriculture Development Programme (HADP).

I would especially like to recognize the relentless dedication of our Technical Officers, particularly Dr. Anjum Andrabi, Dr. Arif Shikari and Dr. Veer Abhimanyu Koul, and the IEC Teams of HADP and GDi team, whose meticulous work in conceptualizing, researching, editing, and designing this comprehensive resource has been truly commendable. It is a matter of immense pride that this Success story book, which reflects the transformative journey of HADP, has been created entirely in-house while simultaneously ensuring the smooth execution of this flagship initiative.

This publication is a testament to the collective resolve and commitment of all those involved in the implementation of HADP. I am confident that it will serve as a valuable resource for all stakeholders, fostering collaboration, innovation, and a shared vision of agricultural prosperity for Jammu & Kashmir.

Rahul Yadav (IAS)  
Mission Director HADP/JKCIP

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