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February '25



# HADP INSIGHTS

Monthly Newsletter

INNOVATIONS IN AGRICULTURE



[hadp.jk.gov.in](http://hadp.jk.gov.in)

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



# HADP Insights

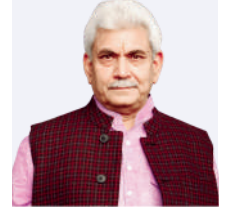
## Innovations in Agriculture

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Welcome to our newsletter, a showcase of our achievements, progress, and commitment of transforming the Agricultural landscape of J&K

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Hon'ble Lieutenant Governor  
Jammu & Kashmir

## Message

I am delighted to know that the inaugural edition of HADP Insights, a newsletter that highlights the transformative strides of the Holistic Agriculture Development Programme (HADP), has been compiled. This ₹5013 crore flagship initiative exemplifies our government's steadfast commitment to revitalizing agriculture and allied sectors in Jammu & Kashmir, placing innovation, empowerment, and sustainability at the forefront of our development strategy.

HADP is more than just an initiative—it is a vision realized through the collective efforts of the government, line departments, research institutions, banks, and, most importantly, the resilient farming community of Jammu & Kashmir. Spanning 29 meticulously designed projects, the program addresses every critical aspect of agriculture, horticulture, livestock, and research and development. It fosters inclusivity, ensuring that no farmer is left behind while providing the tools, knowledge, and infrastructure needed to navigate a modern agricultural ecosystem.

The inaugural issue of HADP Insights - Innovations in Agriculture is a celebration of the transformative advancements achieved under the Holistic Agriculture Development Programme (HADP). This edition highlights groundbreaking innovations that are reshaping the agricultural landscape of Jammu & Kashmir, with a focus on cutting-edge tools, digital platforms, and sustainable practices. The success of HADP has been significantly driven by its ability to integrate technology with grassroots-level interventions. Initiatives such as the Kisan Sathi Portal, which has facilitated 3.5 lakh applications, and the Daksh Kisan Learning Management System (LMS), which is empowering more than 1.5 lakh learners, showcase the transformative potential of digital solutions in agriculture. Furthermore, the establishment of 500 Kisan Khidmat Ghars, offering one-stop services for farmers, has brought essential inputs, advisories, and technological resources directly to rural communities.

Equally remarkable has been the outreach achieved through the Kisan Sampark Abhiyan, an unprecedented campaign that engaged over 9 lakh farmers across more than 4,200 panchayats. This initiative has not only disseminated information about HADP but also inspired a new generation of agripreneurs to embrace innovation and entrepreneurship in agriculture.

As you explore this newsletter, you will encounter stories of transformation, resilience, and progress. I commend the HADP team for their tireless dedication and invite everyone to join us in forging a prosperous, sustainable future for agriculture in Jammu & Kashmir.

**Manoj Sinha**  
Lieutenant Governor  
Jammu & Kashmir



Hon'ble Chief Minister of  
Jammu & Kashmir

## Message

I am pleased to see that the Mission Directorate of HADP/JKCIP under the Agriculture Production Department has compiled HADP Insights, a newsletter capturing the transformative journey of Holistic Agriculture Development Program (HADP).

Agriculture and allied sectors are not just economic pillars for Jammu & Kashmir but are deeply woven into the region's cultural identity. HADP represents a comprehensive approach to addressing challenges while unlocking sector's potential.

With an ambitious ₹5013 crore outlay, the UT Programme HADP spans 29 innovative projects encompassing agriculture, horticulture, livestock, and R&D. These projects aim to build economic resilience, technological advancement, and social inclusivity, ensuring that the program's benefits reach every corner of Jammu & Kashmir. Through seamless collaboration among line departments, research universities, and financial institutions, HADP is empowering farmers with modern tools, advanced techniques, and market-oriented solutions.

This newsletter highlights the program's innovations, particularly the state-of-the-art implementation mechanisms that have boosted public participation and trust. Central to this is the Kisan Sampark Abhiyan that has engaged over 9 lakh farmers and aspiring agripreneurs across more than 4200 panchayats. This campaign has been crucial in educating the farming community while capturing realtime feedback to refine policies.

The newsletter also explores the technological advancements reshaping agriculture in Jammu & Kashmir. Platforms such as the Kisan Sathi Portal and Daksh Kisan (LMS), which has enrolled over 1.7 lakh farmers, exemplify the integration of digital solutions in empowering farmers. Additionally, the establishment of 500 Kisan Khidmat Ghars creates an ecosystem fostering productivity, and growth.

I extend my appreciation to the HADP team and all stakeholders for making these milestones possible. Together, we are building a future where agriculture is not just a livelihood but a source of pride, prosperity, and sustainability for generations to come.

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





Hon'ble Minister of  
Agriculture Production Department

## Message

It is with immense pride that I introduce HADP Insights, a newsletter dedicated to documenting the remarkable strides made under the Holistic Agriculture Development Programme (HADP). Agriculture and allied sectors are not merely economic contributors to Jammu and Kashmir; they are the foundation of our socio-economic fabric, deeply connected to our traditions, livelihoods, and regional identity. Recognizing the immense potential of these sectors and the challenges they face, HADP, with its ambitious outlay of ₹5013 crore and 29 transformative projects, has emerged as a beacon of hope and opportunity for the farming community across the Union Territory.

The program's transformative vision encompasses every aspect of agriculture, horticulture, livestock, and research and development, addressing the diverse needs of farmers and agripreneurs. By fostering innovation, sustainability, and inclusivity, HADP is creating pathways for economic resilience, modernizing traditional practices, and empowering communities. The commitment to fostering progress is already evident in the establishment of 30,000 subsidized units, which have led to the creation of over 40,000 jobs, and the unprecedented outreach through initiatives like the Kisan Sampark Abhiyan.

This inaugural edition of HADP Insights focuses on innovations in agriculture, which form the cornerstone of HADP's strategy. It highlights how cutting-edge technology and collaborative efforts are unlocking new opportunities and addressing longstanding challenges. The Kisan Sathi Portal, with its streamlined processes for applications and approvals, is a prime example of how technology is ensuring transparency, accessibility, and efficiency in service delivery. Similarly, the Daksh Kisan Learning Management System is revolutionizing skill development, equipping over 1.7 lakh learners with knowledge and expertise to adopt modern agricultural practices. The establishment of 500 Kisan Khidmat Ghars as one-stop service centers has brought essential resources, advisories, and tools directly to farmers' doorsteps, enhancing both productivity and accessibility.

HADP Insights is more than a record of achievements; it is a platform for sharing ideas, inspiration, and best practices. It is a celebration of the progress we have achieved together and a reminder of the collective potential that lies ahead. As we continue this transformative journey, I invite every stakeholder to join hands in building a resilient, prosperous, and sustainable agricultural sector. Together, we can ensure that agriculture becomes not just a source of livelihood but a source of pride and prosperity for every farmer in Jammu and Kashmir.

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



Chief Secretary of J&K

## Message

It gives me immense pleasure to learn about the inaugural issue of HADP Insights, a platform that showcases the remarkable strides we are making under the Holistic Agriculture Development Programme (HADP). This newsletter stands as a testament to the collaborative efforts of farmers, scientists, policymakers, and agricultural experts, all working together to realize our shared vision of transforming Jammu & Kashmir's agricultural landscape.

Agriculture forms the backbone of our economy, supporting over 70 percent of the population of Jammu & Kashmir. Recognizing its potential, the HADP was conceived as a comprehensive and inclusive initiative to modernize farming practices, strengthen infrastructure, and uplift our farming communities. Guided by the principles of equity, economy, and ecology, this program is designed to ensure sustainable growth that benefits every stakeholder, from smallholder farmers to agri-entrepreneurs.

Initiatives like the Kisan Sathi Portal have revolutionized the way farmers interact with government schemes, making processes transparent and accessible. The Kisan Khidmat Ghars have emerged as vital service hubs, bringing essential inputs, expert advice, and scheme benefits directly to farmers. Meanwhile, skilling initiatives like the "Daksh Kisan Learning Management System" are equipping our farmers with knowledge and skills, empowering them to adopt modern techniques and improve productivity.

The programme's focus on research and development is equally commendable. Through collaboration with SKUAST-Jammu and SKUAST-Kashmir, we are bringing cutting-edge technologies and region-specific innovations to the field. The development of high-yield varieties, promotion of niche crops like saffron and Bhaderwah Rajmah, and advancements in climate-resilient farming practices are paving the way for a brighter agricultural future.

As we move forward, our collective goal remains clear: to build an agricultural economy that is resilient, sustainable, and inclusive. HADP aims to double the sector's contribution to the Gross State Domestic Product, create 2.9 lakh new employment opportunities, and launch 18,000 enterprises over the next five years. These targets are ambitious, but with the unwavering dedication of our farmers, officials, and stakeholders, I am confident that we will achieve them.

I extend my deepest gratitude to every individual who has contributed to the success of HADP so far. Let this newsletter inspire us to continue our efforts with renewed vigor, ensuring that the benefits of our work reach every corner of Jammu & Kashmir. Together, we are sowing the seeds of a prosperous future, one initiative at a time.

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



Principal Secretary  
Agriculture Production Department

## Message

It gives me immense pleasure to introduce the inaugural issue of HADP Insights, a monthly newsletter that captures the transformative strides being made under the Holistic Agriculture Development Programme (HADP). This initiative reflects the government's steadfast commitment to revitalizing agriculture and allied sectors in Jammu & Kashmir through a blend of innovation, sustainability, and inclusivity.

The first year of HADP has been marked by remarkable achievements. Thousands of enterprises have been established, creating significant employment opportunities and reshaping the socio-economic fabric of our rural communities. The integration of advanced technologies such as the Kisan Sathi Portal, Kisan Khidmat Ghars, and the Daksh Kisan Learning Management System has revolutionized how farmers access knowledge, resources, and tools to thrive in an increasingly competitive agricultural ecosystem. These portals represent a monumental step forward and align seamlessly with the vision of Digital India.

The scale of operations under these platforms is truly commendable. The Kisan Sathi Portal has received an unprecedented 3.5 lakh applications with an approval rate of 78%, highlighting not only the enthusiasm of public participation but also the exceptional efficiency of our line departments, twin agriculture universities, and financial institutions in processing applications effectively and promptly.

The Daksh Kisan Portal has further advanced the mission of skilling in agriculture and allied sectors, with over 1.7 lakh registrations and approximately 82,000 course completions till date. This is a testament to the growing interest and commitment of farmers in acquiring modern skills and knowledge to enhance their productivity and income.

Complementing these efforts are the 500 active Kisan Khidmat Ghars, which are redefining service delivery in the government sector. These centers bring services such as agricultural inputs, expert consultations, and weather advisories directly to farmers' doorsteps, transforming how farmers access essential resources and support systems, and proving themselves as true Agri-Business Centers.

This newsletter stands as a testament to the collective efforts of all stakeholders—farmers, researchers, field officers and officials, and administrators—who have worked tirelessly to realize this shared vision of progress. Their dedication, collaboration, and innovative spirit are driving this transformative journey and ensuring that HADP continues to empower the farming community.

As you explore the stories, updates, and achievements featured in this issue, I encourage you to reflect on the immense potential of our agricultural sector and the vast opportunities that lie ahead. Let us continue to build on this momentum, fostering growth, resilience, and prosperity for the farming communities of Jammu & Kashmir. 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,

Agriculture Production Department



# 1 Cultivating Progress, Harvesting Prosperity

Welcome to HADP Insights, the monthly newsletter that chronicles the remarkable transformation of agriculture in Jammu & Kashmir under the Holistic Agriculture Development Programme (HADP). This initiative is more than a programme—it is a vision to revolutionize traditional farming into a sustainable, commercially viable, and inclusive enterprise while preserving the ecological heritage of the region. Through innovation, collaboration, and resilience, HADP aims to empower the farming community, enhance livelihoods, and contribute significantly to the socio-economic fabric of the Union Territory.

In its first year of implementation, HADP has laid a strong foundation for its ambitious goals. With a total investment of ₹5,013 crore over five years, the programme envisions creating over 18,861 enterprises, generating 2.87 lakh jobs, and contributing ₹65,701 crore annually to the State Gross Domestic Product (SGDP). In just one year, 5,629 enterprises have been established, demonstrating the programme's transformative potential. These achievements are complemented by outreach initiatives like the Kisan Sampark Abhiyan and Yuva Vani, which have engaged over 9 lakh farmers and youth, fostering greater awareness and participation.

Central to HADP's success are its groundbreaking innovations that are reshaping agricultural practices in the region. The Kisan Sathi Portal, a seamless digital platform, has processed over 4.0 Lakh applications, enabling farmers to access resources and approvals with ease. Complementing this is an AI-powered chatbot that provides real-time assistance, and the Daksh Kisan Learning Management System, which offers education and training to farmers at scale. The establishment of 500 Kisan Khidmat Ghars across the Union Territory has further enhanced service delivery, making agricultural support more accessible than ever.

HADP is also driving diversification and modernization in agriculture by focusing on high-impact sectors such as niche crops, nutri cereals, farm mechanization, commercial floriculture, and more. These projects are not only enhancing productivity but also creating opportunities for rural entrepreneurship, skill development, and community growth. For instance, niche crop initiatives have already led to the production of 187 lakh seedlings and 420 quintals of planting material, while mechanization projects are reducing drudgery and improving efficiency across farms.

The journey of HADP is a collaborative effort that brings together farmers, scientists, academicians, policymakers, and administrators. It exemplifies how strategic planning, innovative technologies, and unwavering dedication can drive transformative change. As you delve into this newsletter, you will discover inspiring success stories, innovative breakthroughs, and updates from the ground that reflect the spirit of progress fueling HADP. Together, we are cultivating a brighter, more sustainable future for the agricultural sector in Jammu & Kashmir.

Let us continue this journey of transformation, sowing the seeds of prosperity and reaping the rewards of a vibrant, resilient, and inclusive agricultural economy.



# 2024

## A Year of Historic Milestones



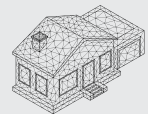
### 4 Lakh

Applications received on Kisan Sathi Portal, processed with an approval rate of 72%



### 1.9 Lakh

Registrations on Daksh Kisan Portal with 1 Lakh farmers completing the course.



### 30 Th

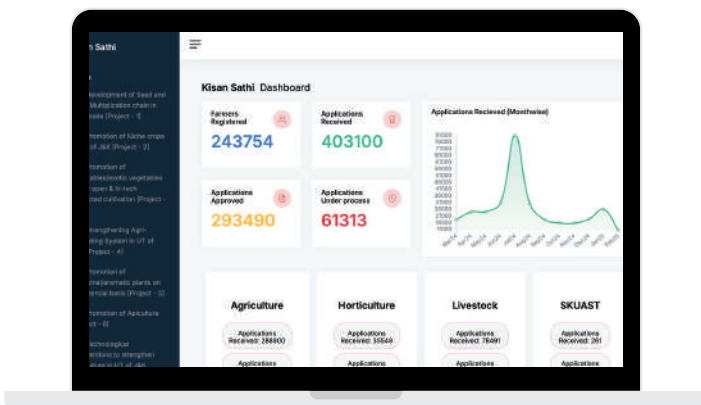
Units established across the 29 projects under HADP creating 40000 employment opportunities



# 2 Driving Innovation, Streamlining Access

The Holistic Agriculture Development Programme (HADP) is at the forefront of modernizing agriculture in Jammu & Kashmir, leveraging innovative solutions to address the challenges faced by farmers and to unlock the region's immense agricultural potential. With its emphasis on technology, connectivity, and empowerment, HADP's initiatives ensure that every farmer has the tools and resources to thrive in a rapidly changing world. Below, we explore the major innovations shaping this transformation.

## I. The Kisan Sathi Portal: A Technological Marvel Revolutionizing Agriculture in J&K



**Portal name:** Kisan Sathi Portal  
**Web Address:** hadp.jk.gov.in

The Kisan Sathi Portal is a groundbreaking digital platform that embodies innovation, efficiency, and inclusivity, transforming the agricultural landscape of Jammu & Kashmir. Designed to streamline access to agricultural services and resources, the portal serves as a one-stop solution for farmers, administrators, and financial institutions alike, simplifying complex processes while ensuring transparency and accountability.

### Empowering Farmers Through Technology

At the heart of the Kisan Sathi Portal lies its farmer-centric approach. Farmers can effortlessly submit applications for various government schemes, track their progress in real-time, and receive approvals with unprecedented ease. With over 2.43 lakh farmers registered and 4.0 lakh applications submitted, the portal's effectiveness speaks for itself, boasting a 72% approval rate—a testament to its streamlined and efficient workflows.

### Comprehensive Integration of HADP Projects

One of the portal's standout features is its holistic integration of all 29 projects under the Holistic Agriculture Development Programme (HADP). Covering diverse sectors such as agriculture, horticulture, livestock, sericulture, fisheries, and research & development, the workflows are meticulously designed to account for the unique requirements of each sector. The platform seamlessly connects stakeholders from multiple line departments, including:

- Agriculture & Farmers' Welfare
- Horticulture
- Animal Husbandry
- Sheep Husbandry
- Fisheries
- Horticulture Planning and Marketing
- Sericulture
- SKUAST-Jammu and SKUAST-Kashmir



# 2.1 Driving Innovation, Streamlining Access

## I. KISAN SATHI PORTAL

This integration ensures a unified and efficient approach to agricultural governance across Jammu & Kashmir.

### User-Friendly Multi-Level Access

The portal incorporates a robust “four-tier user system”, allowing for seamless collaboration among various stakeholders:

**1. Field Level Officer:** Handles initial application reviews and ground-level verifications.

**2. Scrutiny Officer:** Conducts detailed scrutiny of applications to ensure accuracy and compliance.

**3. District Implementing Officer:** Oversees implementation at the district level and ensures timely progress.

**4. Chief Implementing Officer:** Monitors high-level implementation and provides strategic oversight.

Additionally, the UT Admin serves as the Super Admin, ensuring holistic monitoring and effective implementation of HADP initiatives.

### Integration with Financial Institutions

The portal’s integration with banks facilitates timely and efficient disbursement of credit, eliminating bottlenecks in the financial process. Farmers applying for schemes that involve financial assistance can access loans or subsidies seamlessly through this feature.

### Time-Bound Mechanism and Grievance Redressal

A key innovation is the time-bound mechanism for processing applications, ensuring that farmers receive timely support. Complementing this is a robust grievance redressal system, enabling applicants to resolve concerns efficiently. The portal also provides tailored dashboards for applicants, user levels, and banks, offering an intuitive interface for managing and processing applications.

### Revolutionizing Governance

The Kisan Sathi Portal has redefined agricultural governance in Jammu & Kashmir. Its ability to integrate technology with ground-level implementation ensures that farmers are not just participants but empowered stakeholders in this transformative journey. By bridging the gap between policies and people, the portal is creating a transparent, accountable, and farmer-friendly ecosystem.

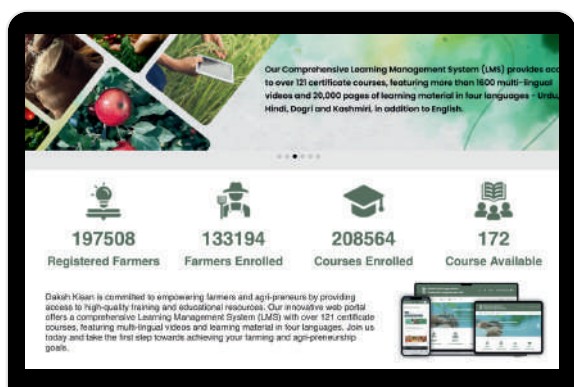
### A Beacon of Progress

The Kisan Sathi Portal is more than just a technological tool; it is a symbol of progress and innovation, heralding a new era of agricultural excellence. By empowering farmers, streamlining workflows, and fostering collaboration across sectors, the portal exemplifies the transformative vision of the HADP and the UT Administration. It stands as a shining example of how technology can drive inclusive and sustainable growth in agriculture.



# 2.2 Driving Innovation, Up Skilling Masses

## II. The Daksh Kisan Portal: The New Ways of Skilling Up in J&K



**Portal name:** Daksh Kisan Portal  
**Web Address:** [dakshkisan.jk.gov.in](http://dakshkisan.jk.gov.in)

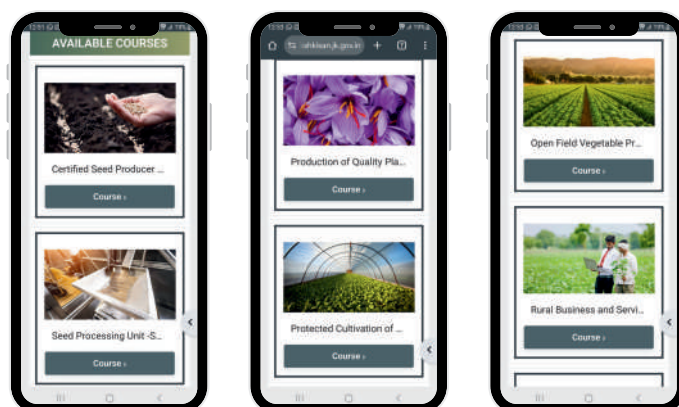
The Daksh Kisan Portal is a groundbreaking Learning Management System (LMS) and the first of its kind in Jammu & Kashmir. It serves as a comprehensive knowledge hub for farmers, equipping them with the technical know-how required to make the most of the Holistic Agriculture Development Programme (HADP). The portal ensures farmers have access to 172+ certificate courses tailored to their respective projects and beneficiary-oriented activities under HADP.

### Key Features of the Portal:

- **Mandatory Learning Path:** Farmers applying for schemes through the Kisan Sathi Portal must complete relevant courses under their chosen projects, ensuring they have the necessary skills and understanding.
- **Multi-Lingual Access:** The portal features content in four languages—Hindi, Urdu, Kashmiri, Dogri, and English—ensuring inclusivity and ease of learning for all farmers across the region.
- **Comprehensive Course Content:** Each course comes with:
  - Detailed course materials in PDF format,
  - High-quality instructional videos,
  - Demo videos showcasing 172 beneficiary-oriented activities across the 29 HADP projects.
- **Easy Certification:** Upon successful completion of the courses, farmers can download certificates issued by SKUAST- J/K as proof of their expertise.

The user-friendly interface ensures farmers can easily navigate through the platform, enroll in relevant courses, and upskill themselves without technical hurdles. The inclusion of interactive videos and demonstrations makes learning practical and engaging, directly benefiting farmers by increasing efficiency and improving their agricultural practices.

With over 2.0 lakh course enrolments and thousands of farmers actively benefiting, Daksh Kisan Portal is not just a learning tool—it is a transformative platform that bridges the gap between knowledge and implementation. By making education a pre-requisite for accessing schemes, it ensures farmers are empowered to optimize their resources, adopt advanced practices, and thrive in their agricultural journey.



# 2.2 Driving Innovation, Up Skilling Masses

## II. The Daksh Kisan Portal: Testimonials



**Mangi Choudhary**  
 Contact No: 8082032926  
 Address: Kotli Araiyan, Suchetgarh, Jammu.



I am a proud farmer from Jammu & Kashmir. My journey of transformation began during the Kisan Sampark Abhiyan, where I was introduced to the Daksh Kisan Learning Management System. This encounter proved to be a turning point in my farming career. For those who are already engaged in agriculture, I can confidently say that Daksh Kisan is a game-changer. It provides an opportunity to upgrade your skills. The interactive videos, simple explanations, and multiple-choice assessments made learning not only easy but also engaging. I pursued the Fodder Production Technology and General Sheep and Goat Farming courses, which significantly enhanced my understanding and capabilities in these areas.



**Mohd. Sher Alam**  
 Contact No: 8493809623  
 Address: Chajjla, Mankote Poonch.



As someone deeply involved in Agriculture, I have always sought opportunities to enhance my skills and improve my livelihood. Government Extension Officer introduced me to the Daksh Kisan Learning Management System. My primary goal in joining Daksh Kisan was to gain new skills that could help me grow in the livestock sector. The courses are easy to understand, and highly relevant to the challenges we face in modern farming. Through this platform, I've been able to learn new techniques and apply them to my daily farming activities. I also completed online training in Fodder Production Technology, which significantly enhanced my ability to manage fodder resources effectively.



**Ajaz Hussain Shah**  
 Contact No: 9149970827  
 Address: Ghani Lower Mankote Poonch.

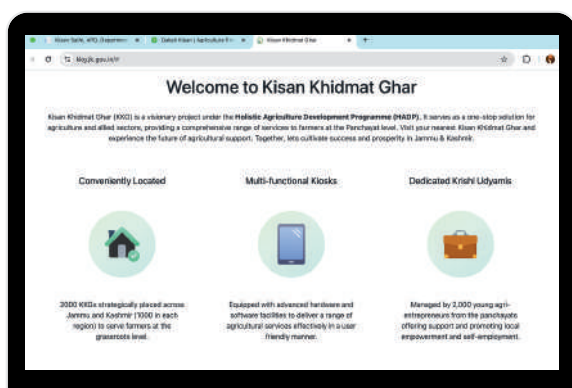


My primary goal in joining Daksh Kisan was to acquire specialized skills in poultry farming. I enrolled in the Free Range Unit Poultry course, which provided me with in-depth knowledge of modern poultry farming techniques. The knowledge I've gained so far has exceeded my expectations, and I am very satisfied with the experience. Video-based learning, and simple explanations helped me understand essential concepts, such as setting up a free-range unit, managing bird health and optimizing production. I was able to apply this knowledge to my poultry farming practices. The simplicity and accessibility of the platform ensure that every farmer, regardless of their technical know-how, can benefit from it.



# 2.3 Driving Innovation, Delivering Solutions

## III. Kisan Khidmat Ghar: Taking Agri-Services to Farmers' Doorsteps



**Portal name:** Kisan Khidmat Ghar  
**Web Address:** [kkg.jk.gov.in](http://kkg.jk.gov.in)

Kisan Khidmat Ghar (KKG) is a revolutionary initiative under the Holistic Agriculture Development Programme (HADP) aimed at transforming the agricultural landscape of Jammu & Kashmir. Designed as a single-window service center, the Kisan Khidmat Ghar serves as a direct interface between farmers and the agricultural ecosystem, providing them with seamless access to a wide range of services, resources, and support mechanisms.

**A Vision for Farmer Empowerment:**

The Kisan Khidmat Ghar embodies a farmer-centric vision, ensuring that every farmer—regardless of location or scale of operation—receives timely assistance, information, and support to enhance productivity, improve livelihoods, and adopt modern farming practices.

**Key Features and Services**

### 1. Single-Window System

- Kisan Khidmat Ghar acts as a one-stop solution for farmers to access multiple agricultural services under one roof. Whether it is applying for schemes, obtaining advisory services, or seeking technical assistance, the KKG reduces the burden of navigating multiple offices or departments.

### 2. Holistic Agricultural Support

- The KKG covers all the key departments under HADP, including Agriculture, Horticulture, Animal Husbandry, Sheep Husbandry, Fisheries, Sericulture, and Horticulture Planning and Marketing.

- It integrates services such as scheme applications, grievance redressal, credit support, and real-time updates on government programs.
- **Advisory and Expert Services**
  - Farmers can access expert advice through KKG, including crop planning, pest and disease management, water conservation techniques, and the use of modern technology such as drones and precision farming tools.
  - Field officers and subject matter specialists are available to guide farmers at every step of their agricultural journey.
- **Access to Farm Inputs**
  - KKG facilitates the distribution of quality seeds, fertilizers, pesticides, farm machinery, and other essential inputs at subsidized rates, ensuring farmers have reliable access to the resources they need for a productive farming season.
- **Linkage with Financial Institutions**
  - One of the critical components of KKG is its integration with banks and credit institutions. Farmers can avail themselves of financial assistance, including loans and subsidies, through a transparent and time-bound mechanism.

# 2.3 Driving Innovation, Delivering Solutions

## III. Kisan Khidmat Ghar: Taking Agri-Services to Farmers' Doorsteps

- **Digital Integration with Kisan Sathi and Daksh Kisan Portals**
  - Kisan Khidmat Ghar is seamlessly connected with the Kisan Sathi and Daksh kisan Portals, enabling farmers to track the status of their applications, access government schemes, and utilize learning management resources via the Daksh Kisan Portal.
  - Digital dashboards are available for farmers, field officers, and higher authorities to streamline the workflow and ensure transparency.
- **Real-Time Grievance Redressal**
  - The KKG provides a robust grievance redressal system that enables farmers to raise concerns and seek solutions within a defined timeline. This ensures accountability and builds trust between farmers and the administration.

### A Farmer-Centric Approach

The Kisan Khidmat Ghar has been designed with the challenges and aspirations of the farming community in mind. By creating a dedicated service center for farmers, the initiative aims to:

- Reduce the administrative hurdles faced by farmers,
- Deliver timely and accurate information,
- Ensure smooth implementation of government programs,
- Facilitate the adoption of modern technologies and sustainable farming practices,
- Enhance transparency and accountability in service delivery.

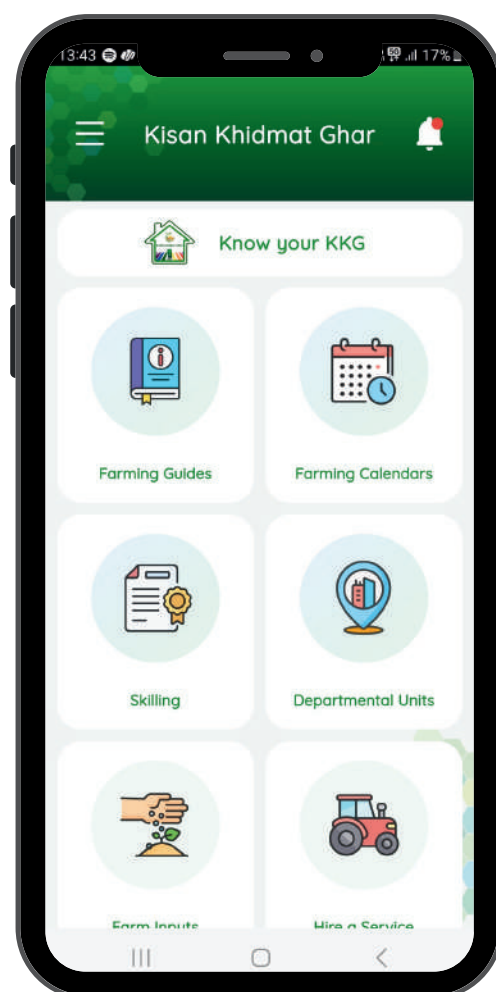
### Impact on the Farming Community

- **Enhanced Accessibility:** Farmers in remote and rural areas now have direct access to government services and expert advice without traveling long distances.
- **Increased Productivity:** By promoting modern practices, providing timely inputs, and offering technical guidance, the KKG empowers farmers to increase crop yields and reduce losses.
- **Financial Inclusion:** The integration with financial institutions ensures farmers have access to credit and financial schemes, boosting their economic stability.
- **Sustainable Development:** Through expert advisory services, farmers are encouraged to adopt sustainable and eco-friendly practices that preserve natural resources and ensure long-term prosperity.

### • The Road Ahead

The Kisan Khidmat Ghar represents a transformative step towards farmer welfare and agricultural development in Jammu & Kashmir. It is not just a service center; it is a symbol of empowerment, innovation, and efficiency. As the initiative continues to expand, it promises to create a self-reliant, knowledgeable, and prosperous farming community, driving economic growth and food security across the region.

With its holistic approach, modern infrastructure, and farmer-first mindset, the Kisan Khidmat Ghar is redefining agricultural governance, ensuring that every farmer has the tools, resources, and knowledge to flourish.



# 2.4 Krishi Udyamis

## Grooming Agripreneurs



"KKG is not just a service hub; it is a lifeline for farmers, empowering them with knowledge, resources, and opportunities to thrive."



Dr. Danish Bashir  
KKG Srinagar

**Q: Can you tell us about yourself and your journey to becoming a Krishi Udyami?**

**Dr. Danish Bashir:** I am Dr. Danish Bashir, working as a Krishi Udyami at Kisan Khidmat Ghar, Nowgham, under the Chief Agriculture Office in Lal Mandi, Srinagar. I have a Ph.D. in Fruit Science from SKUAST-Kashmir and currently reside in Bagh-i-Mehtab, Srinagar. When I came across the advertisement for Agriculture Entrepreneurs, I immediately decided to join. The required qualifications aligned with my academic background, and it offered flexibility, allowing me to stay connected with my subject while also giving time to my child, as the role allows providing services from home as well.

**Q: What services does the Kisan Khidmat Ghar provide to farmers?**

**Dr. Danish Bashir:** KKG is a one-stop solution for farmers. It offers a range of services, from selecting suitable land to marketing their produce. Farmers can avail themselves of all these services under one roof. My role involves introducing farmers to the various schemes and latest developments in the Agriculture Department.

**Q: What are your key responsibilities at KKG Srinagar?**

**Dr. Danish Bashir:** My primary role is to assist farmers with applications for schemes through the Kisan Sathi portal and other government portals, provide them with basic technical expertise, and connect them with experts for advanced guidance. Additionally, I ensure timely availability of inputs like seeds, fertilizers, and equipment at approved rates.

**Q: How do you assist farmers with accessing schemes and resources?**

**Dr. Danish Bashir:** I guide them through the Kisan Sathi portal, helping them fill out applications correctly. Many farmers are unfamiliar with digital processes, so I ensure they understand each step. Once their applications are approved, I follow up to ensure they receive the intended benefits without delays.

**Q: How are you encouraging youth to take up entrepreneurship?**

**Dr. Danish Bashir:** We are actively encouraging educated youth, including women, who are unable to find jobs to explore entrepreneurship opportunities. The government offers subsidies of up to 80 percent, which can uplift unemployed youth. Our aim is to inspire more people to become independent and take advantage of these schemes.

**Q: How do you see KKG evolving in the future?**

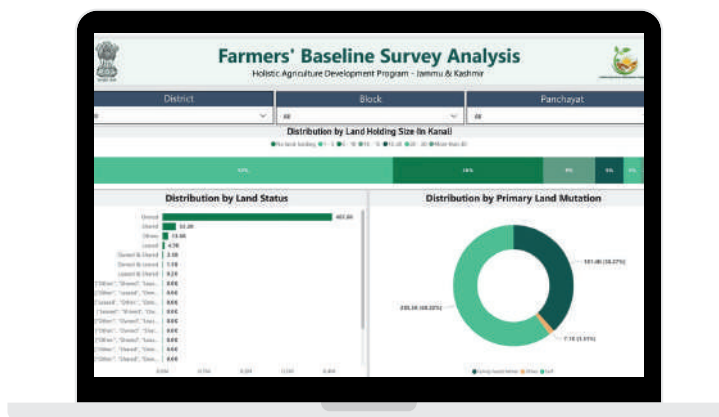
**Dr. Danish Bashir:** My goal is to become a successful entrepreneur myself and a job provider for other unemployed youth. I also strive to build trust between farmers, the Kisan Khidmat Ghar, and the Agriculture Department. By ensuring the sensible use of modern gadgets and technologies installed at KKG, I hope to help farmers adopt innovative practices that will lead to prosperity.

**Q: What message would you like to share with farmers?\***

**Dr. Danish Bashir:** I encourage all farmers to visit their nearest Kisan Khidmat Ghar to avail themselves of the services provided by Krishi Udyamis. Have faith in us, as we are committed to providing quality products at fair prices and offering all kinds of assistance at one stop—your Kisan Khidmat Ghar. Together, we can work towards a brighter and more prosperous future.

# 2.4 Driving Innovation, Connecting Communities

## IV: Kisan Sampark Abhiyan & Baseline Survey: Bridging the Gaps



The Kisan Sampark Abhiyan was a remarkable initiative launched to engage and empower farmers in Jammu and Kashmir, providing them with critical information on agricultural schemes, government initiatives, and sustainable farming practices. This program, which stands as one of the largest outreach efforts in the region, reached out to an astounding 9 lakh individuals across 12,000+ sessions held in more than 4,200 Panchayats. It aimed to promote awareness about the Holistic Agriculture Development Programme (HADP) and other government schemes designed to uplift the agricultural community in the Union Territory.

This effort, unparalleled in scale and ambition, focused on creating a bridge between farmers and the services available to them, facilitating access to vital resources that can boost agricultural productivity and rural prosperity. One of the cornerstones of this initiative was the Baseline Survey of Farmers, conducted across the region, reaching 7 lakh farmers. The survey aimed to assess the challenges and needs of farmers, gather data, and help tailor future policies and interventions.

- The Scale and Reach of Kisan Sampark Abhiyan
  - The Kisan Sampark Abhiyan's scale was nothing short of historic. By reaching out to over 9 lakh people, this initiative took place in the remotest corners of Jammu and Kashmir, touching lives across both rural and semi-urban areas. Through 12,000+ sessions organized in over 4,200 Panchayats, the program brought together agricultural experts, government officials, and professionals from various agri-allied sectors. These sessions were designed to create direct communication channels with farmers, facilitating better understanding of various government schemes and promoting efficient farming techniques.
  - The Kisan Sampark Abhiyan was carried out in three phases. The first phase was extensive one covering all the schemes under HADP, the second phase was intensive, and the third phase focused on agriculture credit.
  - With the support of over 5000 professionals from diverse fields within agriculture and allied sectors, the program's reach was further strengthened. These experts played a pivotal role in delivering knowledge, answering questions, and guiding farmers through complex topics related to crop management, soil health, irrigation techniques, pest control, and much more. The involvement of such a large pool of professionals ensured that the sessions were not only informative but also practical, addressing real-world challenges faced by farmers.

# 2.4 Driving Innovation, Connecting Communities

## IV: Kisan Sampark Abhiyan & Baseline Survey: Bridging the Gaps

### Raising Awareness about HADP and Government Schemes

At the heart of the Kisan Sampark Abhiyan was the promotion of the Holistic Agriculture Development Programme (HADP), a visionary initiative aimed at transforming the agriculture sector in Jammu and Kashmir. Through the Abhiyan, farmers were educated about the various facets of HADP, which include providing support for innovative farming techniques, the introduction of new crops, financial assistance, and much more.

In addition to HADP, the program also aimed to raise awareness about a wide array of government schemes, which can significantly enhance agricultural productivity and improve the livelihoods of farmers. The sessions highlighted the importance of these schemes, making them accessible to the farmers who need them the most.

### A Comprehensive Course Curriculum and Resource Materials

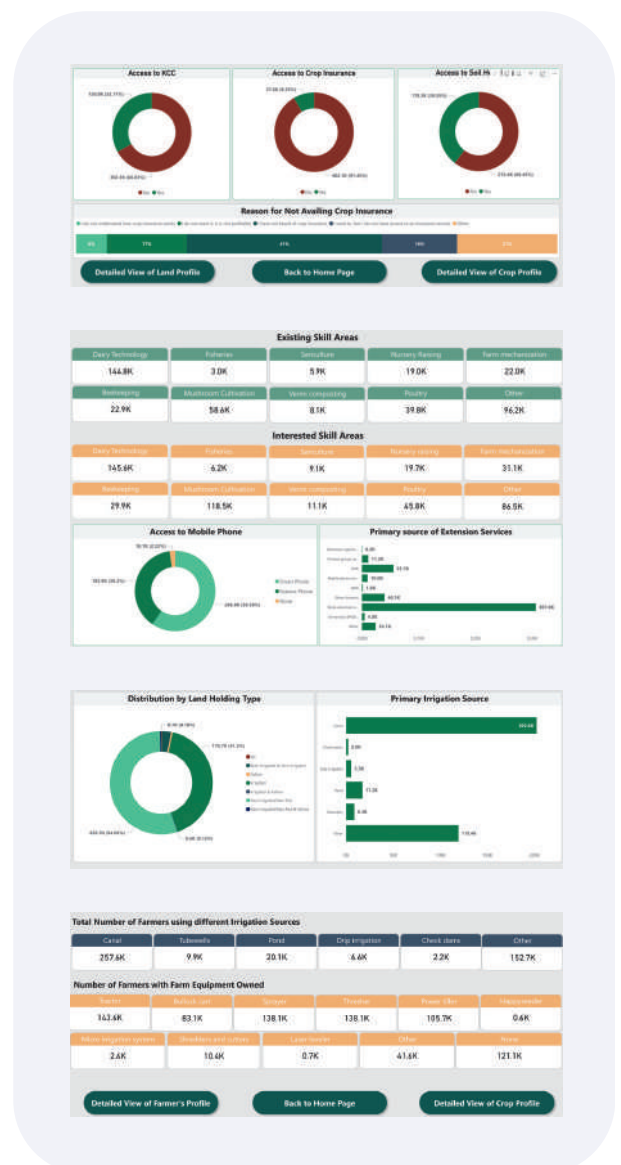
To ensure that the knowledge imparted during the sessions had lasting value, a specialized course curriculum was developed. This curriculum included over 50 high-quality videos covering a range of agricultural topics. These videos were designed to be both educational and easy to understand, empowering farmers with the tools and skills necessary to enhance their agricultural practices.

In addition to the video curriculum, a range of resource materials (booklets) in Urdu, Hindi and English was provided. These materials were tailored to address specific issues faced by farmers in Jammu and Kashmir. From guidance on crop diversification and irrigation to best practices for soil management and pest control, the resources offered practical solutions that could be implemented immediately.

### Baseline Survey: Understanding the Farmer's Needs

A major highlight of the Kisan Sampark Abhiyan was the Baseline Survey of Farmers, which formed the backbone of this outreach effort. This survey reached an impressive 7 lakh farmers, gathering critical data on the challenges and needs of the agricultural community in Jammu and Kashmir. By collecting this data, the program provided the government with invaluable insights into the realities faced by farmers.

The baseline survey included information on a wide range of factors, such as farmers' access to government schemes, their knowledge of modern farming techniques, their financial conditions, and their overall satisfaction with agricultural services. The survey's results will serve as a foundation for designing future interventions, policies, and support systems that are more targeted and effective in meeting the needs of the farming community.





# 3 Competing for Collective Growth

## District Rankings

The Holistic Agriculture Development Program evaluates and ranks districts monthly based on critical parameters to ensure transparency and continuous improvement. These rankings provide insights into district-level performance and highlight areas of strength and growth opportunities.

District	Nov - 2024		Application		Skilling - Daksh Kisan		Unit Establishment		KKG	
	Rank	Movement	1. Scale of Application	2. Approvals	3. Enrollment	4. 100% Completion	5. Established	6. Fund Utilisation	7. Registrations	8. Farms Added
			Coverage %	Approvals %	% Enrollment	Completion %	Establishment%	Utilisation%	User Registration	Farm Registration
SHOPIAN	1	6	34%	63%	20%	78%	10.2%	97.9%	732	194
KATHUA	2	-1	35%	90%	14%	85%	2.2%	16.8%	1,384	1,027
KULGAM	3	-1	38%	77%	19%	70%	5.8%	60.4%	855	299
PULWAMA	4	0	38%	62%	20%	71%	4.2%	98.2%	204	128
SRINAGAR	5	7	42%	56%	14%	55%	11.8%	77.0%	192	36
BANDIPOORA	6	-1	41%	80%	8%	47%	7.6%	80.0%	288	20
SAMBA	7	10	20%	66%	12%	65%	9.6%	12.5%	873	1,585
UDHAMPUR	8	-2	43%	88%	9%	71%	2.6%	30.5%	253	22
ANANTNAG	9	-6	30%	75%	11%	61%	5.4%	69.7%	220	75
GANDERBAL	10	-1	25%	68%	4%	54%	7.4%	90.9%	766	44
RAJOURI	11	-1	40%	66%	8%	75%	4.9%	23.7%	770	35
BARAMULLA	12	6	28%	79%	7%	71%	2.5%	74.6%	115	3
DODA	13	3	16%	72%	7%	84%	8.6%	29.3%	1,166	10
BUDGAM	14	-6	21%	75%	8%	69%	6.3%	50.8%	361	71
JAMMU	15	4	26%	73%	4%	41%	6.3%	57.7%	377	57
KUPWARA	16	4	33%	74%	4%	41%	2.6%	76.4%	58	6
RAMBAN	17	-3	13%	61%	4%	68%	15.6%	26.4%	61	22
POONCH	18	-7	14%	54%	4%	68%	10.7%	8.6%	2,121	69
REASI	19	-6	13%	55%	7%	78%	12.7%	0.3%	211	25
KISHOTWAR	20	-5	18%	50%	9%	17%	6.6%	19.7%	2,800	43

Deviation from UT Averages across factors is used to calculate final scores for ranking based on a standardised Z score. Excessive deviations are normalised by SD values.



### Top Performers

- Shopian stands at the **1st position** with strong performance across parameters, especially in application coverage, approvals and fund utilisation.
- **Kathua** secures **2nd place**, showcasing robust progress in approvals, Daksh kisan completions fund utilisation and KKG user registrations.



### Rising Star

**Samba** demonstrates remarkable improvement, climbing **10 spots** to rank 4th, attributed to increased application approvals and KKG farm registrations.

### Key Metrics

**Application Coverage & Approvals:** Measures how effectively districts engage farmers and process their applications.

**Skilling - Daksh Kisan:** Evaluates enrollment and completion of skilling programs.

**Unit Establishment:** Tracks the establishment and fund utilization rates of approved units.

**KKG (Kisan Khidmat Ghar):** Monitors user registrations and farm registrations through the newly launched farmer service center initiative.

### Notable Observations

- Srinagar moved up 7 places in rankings on account of improved fund utilisation and enhancement of unit establishment.
- Anantnag slid back 6 places requiring focus on KKG User registration and increases in application coverage.

### Areas for Improvement

- Poonch and Reasi, had maximum downward slide need focused interventions in application scale, skilling enrollments, and fund utilization.



# 4 Voices from the Fields

## Stories of Transformation

The heart of the Holistic Agriculture Development Programme (HADP) lies in its farmers—visionaries who embrace change, harness opportunities, and exemplify resilience. In this chapter, we celebrate the voices of those who are driving transformation across Jammu & Kashmir, turning challenges into milestones of success.

### Harvesting Prosperity: Bashir Ahmad's Story

Bashir Ahmad, an apple grower from Kashmir, struggled with manual grading—costly, slow, and labor-intensive. Through HADP and Kisan Sampark Abhiyan, he set up a Portable Grading Line on 5th February 2024 with a 50% subsidy of Rs 2.5 lakh.

Now, Bashir processes 25-30 apple boxes per hour, employs 4 people, and earns an additional Rs 40,000-50,000 monthly. With plans to expand to a double-line machine, Bashir's success highlights how modern solutions can transform livelihoods and improve market access.



### A Greenhouse of Prosperity: Ram Lal's Journey

Ram Lal, a farmer from Kambal Danga, Udhampur, transitioned from low-yield maize and wheat farming to high-value crops with HADP's 95% subsidy. By setting up a hi-tech poly greenhouse and receiving expert technical support, Ram Lal now produces 50 quintal vegetables per cycle, earning a stable additional ₹40,000-50,000 monthly. This transformation has ensured year-round cultivation, improved water efficiency, and strengthened the local supply of fresh produce, turning Ram Lal into a model farmer in his community.



### A Dairy Dream Realized: Ameena Akhter's Success Story

Ameena Akhter, a determined entrepreneur from Khiram Dargah, Bijbehara, Anantnag, turned her passion for dairy farming into a thriving business with the help of a 100% subsidy from HADP. With an investment of ₹4.82 lakh, she set up a milk processing unit capable of processing 36,000 liters of milk annually. This venture not only generated an additional ₹3.5-4 lakh in income but also created stable employment for three individuals in her community. Ameena's dairy business has significantly boosted her livelihood, offering year-round income stability.



# 5 Awards & Recognitions

## HADP wins SKOCH Award-2024



Holistic Agriculture Development Programme (HADP) has achieved a remarkable milestone by receiving the Skoch Gold Award for Excellence, recognizing its transformative impact on the agricultural sector. This flagship initiative, launched by the Agriculture Production Department, Government of J&K, has redefined agricultural growth through innovative policies, robust implementation, and unprecedented farmer engagement.

The visionary leadership of Chief Secretary Sh. Atal Dulloo laid the foundation for this ambitious five thousand and thirteen crore rupee program, while Principal Secretary Sh. Shailendra Kumar has played a pivotal role in ensuring its effective execution on the ground. The award was received by the Mission Director, HADP, marking a moment of pride and achievement for all stakeholders involved.

The Skoch Gold Award is a testament to the transformative power of HADP, reflecting its commitment to sustainability, productivity, and farmer welfare. This recognition highlights the program's success in fostering economic growth, ensuring food security, and improving livelihoods across Jammu and Kashmir.

The Government of Jammu and Kashmir remains steadfast in its mission to empower farmers, strengthen the agricultural economy, and drive innovation for a more prosperous future. With HADP's continued expansion, the agricultural sector of the Union Territory is poised for unprecedented growth, setting new benchmarks for excellence and inclusivity.

# 6 Our Team, Fueling Innovation

## ACKNOWLEDGEMENT

I extend my heartfelt appreciation to the Technical Team of the Agriculture Production Department (APD) for their dedicated efforts in compiling the newsletter 'HADP Insights - Innovations in Agriculture' under the Holistic Agriculture Development Program (HADP).

I would also like to extend my deepest appreciation to our Technical Officers especially Dr Anjum Andrabi, Dr Arif Shikari and Dr. Veer Abhimanyu Koul and IEC team members, Dr. Farhat Umar and Dr Ankit Malik—for their relentless commitment in meticulously conceptualizing, researching, compiling, editing, and designing this comprehensive resource. It is a true source of pride for us to have created such a document in-house, while simultaneously being deeply involved in the execution of this flagship program. I am confident that this newsletter will serve as an invaluable tool for all stakeholders in our collective pursuit of agricultural growth and prosperity.

Rahul Yadav (IAS)  
Mission Director HADP/JKCIP

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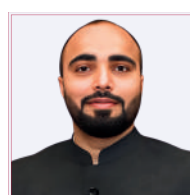
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be a part of the  
agricultural  
transformation in J&K...*



# HADP Insights Innovations in Agriculture



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