

# Few Success Stories

With implementation of Horticulture Mission in J&K State there has been a significant improvement in production and productivity which has ultimately resulted in changing the financial scenario of the farming community. Besides economic upliftment, Horticulture Mission has directly and indirectly contributed for social reforms. The success stories reflected hereunder are categorized in two categories: (A) Economic upliftment of farmers (B) Social reforms in the community.

## **(A) Economic upliftment of farmers:**

### **(1) Impact of Diversification:**



Under Technology Mission, a small area of 1/8<sup>th</sup> acre of land was brought under cultivation of strawberry in a village called Gousoo on the outskirts of Srinagar city. Assistance under Horticulture Mission was provided to the beneficiary namely, Shri Abdul Ahad Mir. With the continuous guidance of the department, the farmer emerged as a leading strawberry grower who earned National and State awards. Starting from a meagre land of 1/8<sup>th</sup> acre of land, now the entire village and the adjacent villages have adopted cultivation of strawberry which has now touched around 40 acres of land in the vicinity. The annual income of the farmer per acre is about 5 lacs as compared to 20,000/-to 25,000/- prior to adoption of diversification.

The farmers in the vicinity have also started harvesting the benefits of diversification and as such it has contributed for the upliftment of the economy of the area. Gousoo is now called a strawberry village.



Under Horticulture Mission awareness camps are being conducted regularly. The impact of awareness camps motivated some of the growers to adopt the scientific approach for Canopy and Basin management. One of such farmers namely, Shri Ghulam Qadir Bhat R/o:Gund Sathoo

Budgam adopted the canopy and Basin management as per guidance of the department. The impact of the canopy management has been significant. Prior to such management techniques there was hardly any fruit bearing in the orchard, but after adoption of canopy management techniques the orchard started bearing and presently the grower is earning about Rs.8.00 lacs per hectare. This is likely to be get enhanced in future years, This technique has now been adopted by the entire village, which has resulted in financial gains to the farmers.

**(2) Impact of Creation of water sources:**



**Water Storage Tank and Plantation**



Assured irrigation has helped in attaining 100% survival of plants at such locations where the normal survival rate is about 50%. One of the beneficiary namely, Gh.Mohi-u-Din Rather R/o:Chattehama,District Srinagar was provided assistance for creation of water storage tank. He planted fruit plants in an area of about 2.5 hectares in such area which is rainfed and had no established orchard in the vicinity. Shri Rather assured irrigation to the plantation by using the stored water. The orchard has come up as one of the model orchards and has now started bearing fruit. This has created an impact in the vicinity and now many farmers are establishing orchards in the area. It has also helped in minimizing soil erosion, which has ultimately a great contribution for protecting the famous Dal Lake from sedimentation. The initiative of Shri Gh.Mohi-u-Din Rather is helping the department to popularize the concept of water harvesting/storage tanks. Shri Rather has started earning revenue from such land which was not yielding any significant returns to him.

## **B) SOCIAL REFORMS:**



Providing assistance under Horticulture Mission has significantly contributed for social reforms. One of such examples was noticed in some villages of Wachi (Melhora and Wandna) District Shopian, where the inhabitants were habitual of smuggling timber from nearby forests. The land they were possessing was not being attended by them properly. Under the area expansion programme of Horticulture Mission, the Horticulture Department provided assistance and the land was brought under fruit plantation. It is being observed that attention of such persons is getting diverted towards horticulture activities. Some of the plantation in such areas has started bearing fruit. The impact of Horticulture Mission as such will be more prominent in the future years, when the plants come in full bearing. We expect that there will be a complete shift towards horticulture in such areas.

Cultivation of Cannabis (Bung) was a common practice in past in some of the village of Wachi Shopian. Financial assistance under Horticulture Mission was provided to the farmers for bringing their area under fruit plant cultivation. Many orchards have come up under the Horticulture Mission Programme and as such the cultivation of bung is being avoided. As such besides providing legal means of earning

livelihood, the mission has helped to remove/minimize many social evils like Drug addictions/Cannabis (Bung) cultivation.