## DIRECT ADMISSION **D-PHARMA**

Recognised by PCI & GoK, Valid for Drug Licences & Govt. Jobs. Eligibility: 10+2 PCM / PCB

# CHNIM

Eligibility: 10+2 Arts/Commerce or **Science Contact for Direct Admissions** 

7889842254

**Few Seats Available** No NEET NO BOPEE

# NOTICE

I, Neelam Sharma D/o Lt Shiv Ram Sharma R/o 157 Shastri Nagar, Jammu declare that Shiv Ram Sharma Alias Sewa Ram is the same person. Objection if any may be conveyed to concerned authority and J&K Housing Board

Jammu within 7 days.

## NOTICE

RAJAN GUPTA S/O SH ARJUN GUPTA R/O 166/3, EKTA VIHAR, KUNJWANI, JAMMU, proprietor of M/s PARX PLASTICS situated at IGC. SIDCO. Phase-I. Samba registered with DIC Samba under EM-II No 070191100986, dtd 28-09-2020 is being applied to the office of General Manager, District Industries Centre, Samba for Deregistration & Transfer of lease hold rights of the captioned unit in favour of M/s GUPTA FROZEN CO a proposed unit. If anybody is having any objection may approach to the office of the General Manager, DIC Samba within seven days from the date of publication.

## NOTICE

office has received application from Arjun Anand S/o Nakul Sen Anand R/o H. No.10 Anand Villa Canal Road, Jammu regarding legal heir certificate and state that only the following persons are legal heirs of Lt Sh. Nakul Ser Anand namely as under: . Arjun Anand - Son, Pita Anand - Wife

. Yashodhara Anand Dayal - Daughter, Any person having objection in the mentioned names can file his/he objection personally or through any authorized person before Office of the Tehsildar Jammu within seven days from the publication of this notice failing which it shall be presumed that there is no objection regarding legal hei

# Schengen (Europe)

Work visa **Vacancy for Driver. Should** be able to communicate in English.

For details contact: 8803010087

# FOR **BOOKING** ADVERTISEMENT CONTACT

91 9086175696 advt.statetimes@gmail.com.





#### UNION TERRITORY OF JAMMU AND KASHMIR OFFICE OF THE DEPUTY COMMISSIONER/DISTRICT DEVELOPMENT COMMISSIONER UDHAMPUR

Advertisement Notice for Engagement Krishi Udyamis (KUs)/Agricultural Entrepreneur in District under Holistic Agriculture Development Programme. Subject:-

> Advertisement Notification No DDCU of 2024 Dated: 29-02-2024

#### REFERENCE ADVERTISEMENT NOTICE FOR ENGAGEMENT OF KUS

Applications on prescribed format are invited from eligible candidates for engagement as Krishi Udvamis (KUs) on contractual basis for a period of two years (extensible) subject to terms and conditions laid down in contract agreement.

#### A. KEY DETAILS:

S. no	Details	Description
1.	Position	Krishi Udyami (KU) (Agricultural Entrepreneur)
2.	Number of positions	2000 across pre-identified panchayat level Kisan Khidmat Ghar's of the UT (List of Panchayats under Phase I for engagement of KU/AEs under establishment of KKG of HADP is annexed as Annexure-C)
3.	Engagement Duration	Initially for a period of 2 years, with the possibility of annual extensions subject to the satisfactory performance of the PLE.
4.	Qualification	Diploma* in Agriculture & Allied Fields or Graduation in Science (BSc) Graduation** in Agriculture and Allied Fields. (BSc/BVSc) Additional preference will be given to candidates possessing post-graduation (science/agri & allied) & computer*** diplomas/certifications.  * Diploma courses: Diploma in Agriculture, Horticulture, Veterinary Sciences, Forestry, Fisheries, Sericulture, Agri. Engineering, BHT, BAT from government recognised institution  **Agri Allied courses: BSc in Agriculture, Horticulture, Forestry, Fisheries Sericulture; B. Tech in Agriculture Engineering, BVSc & AH from a Government recognised institution  *** Diploma/Certification course in computers of 3 or more months duration from a government recognised institution  Please see selection criteria (E) for full details
5.	Job profile	Operate Kissan Khidmat Ghars (KKGs) under the HolisticAgriculture Development Programme in Jammu & Kashmir as per details mentioned at (F)
6.	Remunerations	The engagement is based on a self-earning/entrepreneur basis. Full details of KKG operations can be viewed at (G)
7.	Last date for receipt of complete applications	The application complete in all respects should reach the office of Chief Agriculture Office Udhampur by or before 15 <sup>th</sup> of March 2024 (before 4:00 PM) (Email Id: caoudhampur@gmail.com)

### B. GENERAL TERMS & CONDITIONS:

- Detailed information including application form can be obtained from office of Deputy Commissioner ...... or downloaded from official websites of Agriculture Production Department (https://jkapd.nic.in and https://hadp.jk.gov.in)
- Candidate must have the requisite qualification for the post applied. Age should be between 21 and 45 years as of the last date of submission.
- Self-attested photocopies of the following documents must be attached with the application form:
  - a. Date of birth certificate (Matriculation certificate). b. Marks certificate of all qualifying examinations.
  - c. Domicile Certificate.
  - d. Character certificate issued by competent authority
  - Completed application forms should be submitted to the office of the DeputyCommissioner in person or through registered post.
- Any postal delay shall not be the responsibility of the APD/advertising authority. Incomplete applications will be summarily rejected without further notice.
- Original documents shall have to be presented during the verification process.

# C. OTHER TERMS AND CONDITIONS FOR KRISHI UDYAMIS (KUS):

- The selected KU shall enter in to an agreement with the APD and shall have to deposit a refundable security amount of Rs 10,000 (Rupees ten thousand only) in the form of Fixed Deposit Receipt from any scheduled commercial bank.
- Nature of Engagement: The selected KU will work on a franchise-franchisee basis, the operation of Kisan Khidmat Ghars (KKGs) at the panchayat level will be carried out by KUs under the support and framework provided by the Agriculture Production Department with the aim of fostering entrepreneurship, local empowerment, and the effective delivery of agricultural services in the Union Territory of Jammu & Kashmir.
- No Right to Regular Appointment: KUs are not entitled to claim any regular appointment.
- IV. Asset Ownership and Maintenance: Assets provided by the department for KKGs shall remain the exclusive property of the department. KUs will function as custodians of the infrastructure and facilities, being responsible for their maintenance.
- Management under Supervision: KKGs shall be managed by KU under the supervision of a Designated APD Officer from the respective locality, ensuring alignment with departmental goals
- Training and Fee Entitlement: KUs shall be provided with requisite training to enhance their skills. They will be entitled to a payment of fees out of contingency for participating in such training
- VII. Input License Provision: The Directorate of Agriculture shall provide/facilitate Entrepreneurs with the requisite input license, ensuring compliance with regulatory standards.
- VIII. Nodal Agency for Establishment and Administration: The Mission Director HADP shall act as the nodal agency responsible for the establishment and administration of KKGs, overseeing their
- IX. Technological Support: Development Departments and Krishi Vigyan Kendras (KVKs) shall provide regular technology support to KUs, ensuring they stay abreast of the latest advancements in agricultural technology. SKUAST cyber extension hub shall be integrated with the KKG software ecosystem for continuous and sustainable technology backup.
- Facilitation of Linkages: The Agriculture Production Department/Mission Directorate HADP shall facilitate the linkage of KKGs with input companies and financial institutions by entering into Memorandums of Understanding (MOUs) with these institutions, fostering collaborative efforts.
- XI. Extension of Functions: Village/Panchayat level workers of Agriculture and allied departments shall extend their functions through KKGs, enhancing the reach and impact of agricultural
- XII. Service Charges and Compliance: KUs shall charge nominal service charges and adhereto all requisite norms for extending services. A rate card for service charges shall be issued by the Mission Director HADP from time to time. Weekly reporting to Panchayat, Block, and Line
- XIII. Succession Plan on Disengagement: In the event of a KU leaving the assignment or being disengaged, the functioning of KKG will directly come under the control of the designated APD Officer for the said KKG, till the process of engaging new KU is completed.
- XIV. Agreement Termination Conditions:
  - a. The Agreement may be terminated by both parties (KU & APD) with a 3-month prior notice. KUs, however, must provide an undertaking to stay in the agreement for a minimum of two years. In the case of exit before two years by the KU, the security amount of INR 10,000 (Rupees Ten thousand) will be forfeited. This is in addition to the 3-month prior notice.
  - b. For all purposes, the Designated APD Officer will be the overall custodian of the entire KKG setup, including monitoring of services rendered and assets.
- XV. Flexibility in Terms & Conditions: All the conditions mentioned in the advertisement notice shall constitute the terms and conditions of the agreement. However, APD reserves the right to change or add any other condition at the time of signing of the agreement.

#### D. OJECTIVES, FUNCTIONS & SCOPE OF KISAN KHIDMAT GHARS The Holistic Agriculture Development Program is a 5-year transformative initiative aimed at

revolutionizing agricultural practices in the Union Territory of Jammu & Kashmir. Under this visionary program, the establishment of Kisan Khidmat Ghars (KKGs) represents a crucial step towards enhancing agricultural outreach and providing comprehensive services to farmers at the grassroots level.

The KKGs, as part of the Innovative Extension Project, serve as one-stop service centers strategically located at the Panchayat level. These centers act as focal points for the dissemination of information, advisory services, and the delivery of agricultural schemes directly to farmers' doorsteps. The primary goal is to bridge the gap between farmers and essential resources, ensuring timely access to quality inputs, information, and support.

In order to address the significant gap in the extension worker-to-farmer contact ratio in Jammu & Kashmir, it is proposed to establish 2000 "Kisan Khidmat Ghars" at the panchayat level. These Ghars will act as ground-level convergence points for all services under the agriculture and allied

sector. The key objectives include:

- i. Serving as a one-stop service center for agriculture and allied services at the Panchayat level.
- ii. Extending all schemes and services by the agriculture and allied department to the farmer's doorstep.
- iii. Delivering ICT-driven dissemination of relevant advisory and information.
- iv. Ensuring the timely availability of quality agri-inputs to farmers at predefinedprices. v. Creating 2000 Krishi Udyamis (KUs) by providing self-employment opportunities to youth across the UT.
- vi. Each Kisan Khidmat Ghar is envisaged to have "multi-functional kiosks installed with a software interface," supporting KUs in delivering multiple services and acting as intermediaries between the government and the farmers. Similar to the common service centers (CSCs) model, KUs will charge nominal fees for all services provided at Kisan Khidmat Ghars.

#### b. Functions of Kisan Khidmat Ghars:

- Key services to be delivered by Kisan Khidmat Ghars include:
- i. Farmer Registration for Schemes & Services: Application for HADP & CSS schemes, Crop Insurance, etc., and creation of a unique farmer profile with necessary documentation and specific information during registration.
- Sale of Farm Inputs: Sale of seeds, fertilizers, pesticides, and other farm inputs at the Panchayat level through market linkages provided by APD.
- iii. Booking of Farm Machinery: Booking of farm machinery from the nearest custom hiring centre (CHCs) and KVKs.
- Sale of Produce: Support to farmers in selling produce on e-marketing portals like e-NAM
- Static & Dynamic Advisory: Integration of static guides on crop management, disease management, post-harvest management, etc., developed by SKUAST, and real-time updates on weather forecasting, agro-advisory, market intelligence, etc.
- vi. Consultation with Experts from KVK: Real-time consultation with experts from KVKs on different areas of expertise through video conferencing. vii. Linkages to Line Departments: Integration of an information directory and contact
- mechanism for all relevant service providers under the agriculture and allied sectors, including AHELP workers, KrishiMitras, FPOs in the region, ambulance services, veterinarians, etc.
- viii. Delivery of Decision Support System: Providing personalized insights to registered farmers on optimizing crop planning, resource allocation, crop management, and operational processes through a decision support system.
- ix. Farmer Education Programs: Conducting educational programs for farmers to enhance their knowledge and skills in modern agricultural practices, sustainable farming, and the adoption of advanced technologies.
- Soil Health Management: Implementing soil health management practices, including soil testing services, nutrient management, and recommendations for improving soil fertility.
- xi. Integrated Pest Management (IPM): Offering guidance on integrated pest management strategies, pest identification, and eco-friendly approaches to pest control.
- Livestock Services: Providing information and support for livestock management, veterinary services, and animal husbandry practices.
- xiii. Awareness Campaigns: Initiating and conducting awareness campaigns on various government initiatives, agricultural best practices, and schemes. xiv. Government Scheme Facilitation: Assisting farmers in understanding and availing
  - themselves of various government schemes, subsidies, and financial assistance programs. xv. Data Collection and Reporting: Collecting essential data related to agriculture, farmer profiles, and service utilization, and submitting regular reports to the Agriculture
  - Production Department. xvi. Collaborative Initiatives: Facilitating collaborative initiatives with local agricultural research institutions, universities, and other stakeholders to bring cutting-edge technologies
  - and practices to the grassroots level. xvii. Continuous Learning: Keeping abreast of advancements in agriculture, attending training programs, and continuously upgrading knowledge to provide up-to-date information and
  - xviii. Community Engagement: Actively engaging with the local community, encouraging participation in agricultural activities, and fostering a sense of community responsibility
  - xix. Conflict Resolution: Resolving any conflicts or issues that may arise within the community related to agricultural practices or the functioning of Kisan Khidmat Ghars.

# Scope of Kisan Khidmat Ghars:

The scope of Kisan Khidmat Ghars extends to providing comprehensive support and services to farmers, promoting sustainable agricultural practices, and contributing to the overall development of the agricultural sector in the Union Territory of Jammu & Kashmir. The program aims to create a robust and farmer-friendly ecosystem that empowers both farmers and Krishi Udyamis, ensuring the prosperity and growth of the agriculture community.

# E. PROCEDURE AND CRITERIA FOR SELECTION OF PLE

The following procedure and criteria shall be adopted for the recruitment of Krishi Udyamis(KUs):

Application someons of the control of the Applications as per prescribed format (Annexure A). Applications must be submitted on or before the specified deadline. Any postal delay shall not be the responsibility of the APD/recruitment authority. Eligibility Criteria: terna:

ist meet the eligibility criteria outlined in the official notification, including alifications, age limits, and any other specified requirements.

Selection Process The selection of KUs will be based entirely on a point-based system, as detailed belo Description Domicile of Local Panchavat 25 Points Female candidates 05 points Educational Qualification 45 Points Diploma in Agri./BHT/BAT etc\* 15 Points General Graduation (Science) 25 Points Graduation in Agri. & Allied Courses\*\* 45 Points Post-Graduation (Science/Agri & Allied) 10 Points Diploma/Certification in computers\*\*\* 15 Points TOTAL Marks 100

Diploma courses: Diploma in Agriculture, Horticulture, Veterinary Sciences, Forestry, Fisheries, Sericulture, Agri. Engineering, BHT, BAT from government recognised insti

\*\*Agri Allied courses: BSc in Agriculture, Horticulture, Forestry, Fisheries, Sericulture; B. Tech in Agriculture Engineering, BVSc & AH from a Government recognised institution \*\*\* Diploma/Certification course in computers of 3 or more months duration from a government

recognised institution The highest-scoring candidates meeting the eligibility criteria will be considered for theposition

Document Verification

Shortlisted candidates will be required to undergo document verification. Original certificates, marksheets, and other essential documents must be presented for verification. Publication of List of Selected Candidates: he list of selected candidates, subject to document verification, will be published on the official rebsites of the District and the Agriculture Production Department.

**Engagement Duration:** 

Successful candidates will be engaged initially for a period of two years, with the possibility of annual extensions based on satisfactory performance and continuation of scheme.

Agreement Signing:
Selected candidates will be required to sign a Agreement with the Agriculture Production Agreement againg.

Selected candidates will be required to sign a Agreement with Department, outlining the terms of engagement and responsibilities. Declaration:

nust submit a declaration (Annexure B) affirming the accuracy of the information

# F. JOB PROFILE

Job Summary: The role of establishing and managing Kisan Khidmat Ghars (KKGs) at the panchayat level is undertaken by the Krishi Udyami (PLE) in collaboration with APD. Responsibilities encompass the provision of agricultural services, dissemination of information, and serving as a liaisor between farmers and various government departments.

# b) Key Responsibilities

Kisan Khidmat Ghars Establishment: KUs are responsible for establishing and managing KKGs in the designated panchayat, ensuring the availability of operational facilities.

Agri-Input Sales Handling: KUs oversee the sale of recommended agricultural inputs including seeds, fertilizers, and pesticides, ensuring farmers have access to quality inputs. Development Departments Liaison: KUs facilitate communication between farmers and relevant development departments, fostering collaboration and ensuring seamless delivery of

Application Processes Facilitation: KUs assist farmers in the application processes for various schemes and services, including schemes under the Holistic Agriculture Develop Program (HADP), Centrally Sponsored Schemes (CSS), and crop insurance.

Advisory Services Provision: KUs provide interactive advisory services to farmers on crops diseases, inputs, and weather through multi-functional kiosks, enhancing farmers' knowledge and decision-making. Utilization of Digital Portals: KUs manage the utilization of digital portals created by the Agriculture Production Department, facilitating processes such as booking inputs & custon hiring services and connecting with marketing channels to streamline agricultural activities

They shall also help in enrollment & training of farmers on the Daksh Kisan portal. B2B and B2C Marketing Management: KUs play a crucial role in facilitating the marketing of farmers' produce through business-to-business (B2B) and business-to- consumer (B2C) channels, contributing to the economic well-being of farmers.

Infrastructure Maintenance: KUs maintain an inventory of KKG infrastructure, ensuring the proper functioning of facilities and equipment. Record Keeping and Reporting: KUs are responsible for maintaining functional records of KKG activities and submitting regular reports, contributing to effective monitoring and

c) Expected Skills: Strong communication and interpersonal skills.

- Basic knowledge of agriculture and allied sectors Familiarity with computer applications and digital platforms

### G. REMUNERATIVE MODEL FOR KRISHI UDYAMIS (KUS):

The Krishi Udyamis (KUs) engaged in the Holistic Agriculture Development Program will have a structured earning model designed to ensure fair compensation for their efforts and contributions. The primary sources of income for KUs are as follows:

KUs are entitled to earn by charging a fee for the various services they provide through the KKGs. These service charges may include facilitating applications, providing advisory services, assisting in marketing farmers' produce, and other services outlined in the program. The rates for these services shall be notified by Mission Director HADP from time to time.

Input Sales Commission:
KUs will receive a commission for the sale of recommended agricultural inputs, such as seeds, fertilizers, and pesticides. This commission is a percentage of the sales made through the KKGs. Necessary licenses for the same shall be provided/facilitated bythe APD.

c) Business-to-Business (B2B) and Business-to-Consumer (B2C) Marketing

KUs involved in facilitating the marketing of farmers' produce through B2B and B2Cchannels will receive a commission based on the successful transactions. d) Contingency Fee for Training:

KUs will be entitled to payment of a contingency fee for any training sessions orprograms they undergo as part of their professional development. It is essential to note that the earning potential of KUs is directly linked to the efficient and effective operation of KKGs, the volume of services provided, and the successful facilitation of various agricultural processes. The program aims to create a sustainable and rewarding income structure for KUs, aligning their success with the overall progress of agricultural development in

**District Development Commissione** 

Resident of

Store

Rasli thakrai

## DIP/J-15660/23 Dt. 03-03-24

the Union Territory of Jammu & Kashmir.

No: DDCU/2024//HADP/

-02-2024

13. Qualification Details:

Annexure A - Application Form Affix latest Application Form for Krishi Udyami (Agricultural Entrepreneur) passport size Name of the applicant: photograph with white background 2. Parentage \_\_\_ 3. Panchayat applied for: \_\_\_\_\_ 4. Present address: \_\_\_\_\_ Permanent address (Domicile):

7. Contact no.: 9. Date of Birth: 10. Highest Education Qualification\_\_\_\_\_ 11. Gender

12. Age as on last date of submission (years, months & days)\_\_\_

Qualification Board Subjects Marks & University passing Percentage D

14. Any other Qualification/ Experience/ achievement relevant to job Annexure-B

(Declaration on Notarized Affidavit)

Son/Daughter of

hereby solemnly affirm and declare that the entries made herein in the application form for engagement as a Krishi Udyami (Agricultural Entrepreneur) for Kisan Khidmat Ghar (KKG), are true and correct to the best of my knowledge and belief, and nothing has been concealed therein. I undertake that if any misrepresentation of facts or concealment of any information in the above application is found at any stage, my

candidature/selection shall be liable to be canceled abinitio, without giving any notice to me.

Signature of the Candidate Date:

> Annexure-C OFFICE OF THE CHIEF AGRICULTURE OFICER, UDHAMPUR

List of Panchavat under Phase 1 for engagement of KU/AEs under Establishment of KKG of HADE Debrah, Beli Lansi, Krimchi, Jar Udhampur Udhampur Krimchi AEO AEO Kandal, Sorap Mansar, Pangara Udhampur Udhampur Udhampur Mansar AEO Tikri A, Tikri B Udhampur Udhampur Tikri Tikri A&B Office Katwalt, Bachhal. Katwalat/Ko Kosar, Dhar Udhampur Shivgarh, Sukhmahadev, Haridwar Chenani Chenani Tandar/Gha Tandar, Gharia Kalan/Kulas JAEO Office Nagulta Nagulta A Nagulta B Ancha, Margana JAEO Udhampur Chenani Chenani Kud/Lower Lower Kud Kud, Upper Kud Ritti, Kuperla, Udhampur Udhampur Ritti, Kooh Ritti Seed Store Jaganoo Mandolat, Kooh, Dudhar, Barta Udhampur Udhampur Udhampur Seed Store Sunari AEO Amroh. 8 Udhampur Ramnagar Ramnagar Amroh, Incha Amroh Incha Udhampur Latti Latti-B Latti Latti B Office AEO Kaghote, Bhatyari Kaghote B Ramnagar Bhatyari Sub-Kheen, Kirmoo, Dehari Divisional Ramnagar

and Dehari

Rasli Thakrai &

Gadheran

Rasli Gadherar

Chakal, Lehad

Chakal.

Basantgarh