UNION TERRITORY OF JAMMU & KASHMIR
OFFICE OF THE DEPUTY COMMISSIONER/DISTRICT DEVELOPMENT COMMISSIONER KATHUA

Advertisement Notice for Engagement of Krishi Udyami(KU)/Agricultural Entrepreneur in District Kathua

Sub: Advertisement Notice for Engagement of Krishi Udyami (KU)/Agricultural Entrepreneur in District Kathua under Holistic Agriculture Development Program.

Advertisement Notification No. 05 CAOK of 2026
Dated: 12/11/2026

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

A. KEYDETAILS:

S.no.	Details	Description
1.	Position	Krishi Udyami (KU) (Agricultural Entrepreneur)
2.	Number of positions	One (01) across pre-identified panchayat Level Kisan Khidmat Ghar of District Kathua(List enclosed at Annexure-I)
3.	EngagementDuration	Initially for a period of 2years, with the possibility of Annual extensions subject to the satisfactory performance of the PLE.
4.	Qualification	Diploma* in Agriculture & Allied Fields or Graduation inScience(BSc),Graduation** in Agricultureand 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 recognized 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.	Jobprofile	Operate Kissan Khidmat Ghar(KKG) under the Holistic Agriculture 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	25-11-2026

B. GENERAL TERMS & CONDITIONS:

I. Detailed information including application form can be obtained from office of **Chief Agriculture Officer, Kathua 184101**

II. Candidate must have the requisite qualification for the post applied.

III. Age should be between 21 and 45 years as of the last date of submission.

IV. **The Candidate must submit an affidavit attested by a Ist Class Magistrate that he/she will make available space comprising two rooms / shops, (approximately 750 to 800 Sq. Ft.) on his/her own for which no rent shall be claimed by the candidate.**

V. 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

VI. **Completed application forms should be submitted to the office of the Chief Agriculture Officer, Kathua in person or through registered post.**

VII. Any postal delay shall not be the responsibility of the APD/advertising authority.

VIII. Incomplete applications will be summarily rejected without further notice.

IX. Original documents shall have to be presented during the verification process.

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

I. 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.

II. Nature of Engagement: The selected KU will work on a franchise-franchisee basis, the operation of Kisan Khidmat Ghars (KKG) at the panchayat level will be carried out by KU under the support and frame work 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.

III. No Right to Regular Appointment: KU is not entitled to claim any regular appointment.

IV. Asset Ownership and Maintenance: Assets provided by the department for KKG shall remain the exclusive property of the department. KU will function as custodian of the infra structure and facilities, being responsible for their maintenance.

V. Management under Supervision: KKG shall be managed by KU under the supervision of a Designated APD Officer from the respective locality, ensuring alignment with departmental goals and guidelines.

VI. Training and Fee Entitlement: KU 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 sessions and programs.

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 effective functioning.

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.

X. 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 services.

XII. Service Charges and Compliance: KUs shall charge nominal service charges and adhere to 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 departments is mandatory.

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. KU, 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. OBJECTIVES, FUNCTIONS & SCOPE OF KISAN KHIDMAT GHARS

The Holistic Agriculture Development Programme 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 out reach and providing comprehensive services to farmers at the grass roots 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.

a. Objectives

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 predefined prices.
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.
ii. 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.
iv. Sale of Produce: Support to farmers in selling produce on e-marketing portals like e-NAM
v. 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, Krishi Mitras, 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.
x. 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.

xii. 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 services.

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.

c. 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):

i. Application Submission:

Interested candidates are required to submit their 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.

ii. Eligibility Criteria:

Candidates must meet the eligibility criteria outlined in the official notification, including educational qualifications, age limits, and any other specified requirements.

iii. Selection Process:

The selection of KUs will be based entirely on a point-based system, as detailed below:

Description	***MaximumPoints***
Domicile of Local Panchayat	25 Points
Female candidates	05 points
Educational Qualification	45 Points
*Diploma in Agri./BHT/BATetc**	*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
TOTALMarks	**100 points**

*Diploma courses: Diploma in Agriculture, Horticulture, Veterinary Sciences, Forestry, Fisheries, Sericulture, Agri. Engineering, BHT, BAT from government recognized institution

**Agri Allied courses: BSc in Agriculture, Horticulture, Forestry, Fisheries, Sericulture; B.Tech in Agriculture Engineering, BVSc & AH from a Government recognized institution

***Diploma/Certification course in computers of 3 or more months duration from a government recognized institution

The highest-scoring candidates meeting the eligibility criteria will be considered for the position.

iv. Document Verification:

Short listed candidates will be required to undergo document verification. Original certificates, mark sheets, and other essential documents must be presented for verification.

v. Publication of List of Selected Candidates:

The list of selected candidates, subject to document verification, will be published on the official websites of the District and the Agriculture Production Department.

vi. 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.

vii. Agreement Signing:

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

viii. Declaration:

Applicants must submit a declaration (Annexure B) affirming the accuracy of the information provided in the application.

F. JOB PROFILE

a) 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 liaison between farmers and various government departments.

b) Key Responsibilities:

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

ii. Agri-Input Sales Handling: KUs oversee the sale of recommended agricultural inputs, including seeds, fertilizers, and pesticides, ensuring farmers have access to quality inputs.

iii. Development Departments Liaison: KUs facilitate communication between farmers and relevant development departments, fostering collaboration and ensuring seamless delivery of services.

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

v. 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.

vi. Utilization of Digital Portals: KUs manage the utilization of digital portals created by the Agriculture Production Department, facilitating processes such as booking inputs & custom 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.

vii. 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.

viii. Infrastructure Maintenance: KUs maintain an inventory of KKG infrastructure, ensuring the proper functioning of facilities and equipment.

ix. Record Keeping and Reporting: KUs are responsible for maintaining functional records of KKG activities and submitting regular reports, contributing to effective monitoring and evaluation.

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:

a) Service Charges:

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.

b) 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 by the APD.

c) **Business-to-Business (B2B) and Business-to-Consumer (B2C) Marketing Commission:**
KUs involved in facilitating the marketing of farmers' produce through B2B and B2C channels 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 or programs 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 the Union Territory of Jammu & Kashmir.

Sd/-
District Development Commissioner
Kathua

No. CAOK/Plg/2026-27/HADP/ 1628-31 **Dated :** 12/11/2026

Copy to the:-

1. Principal Secretary to Govt. Agriculture Production Department J&K for favour of kind information.
2. Director, Agriculture Production & F.W. Department Jammu for favour of information.
3. District Informatics Officer, NIC Kathua for information and with the request to upload the advertisement notice along with application form on the official website of District Kathua.
4. District Information officer Kathua for information and with directions to publish the advertisement notice in the leading newspapers in English/Hindi and social media platforms and uploading the notice on District Web portal.

Chief Agriculture Officer
Kathua

AnnexureA-ApplicationForm

Affix latest passport size photograph with white background

Application Form for Krishi Udyami (Agricultural Entrepreneur)

1. Name of the applicant:_____
2. Parentage _____
3. Panchayatappliedfor:_____
4. Presentaddress:_____

   _____
5. Permanent address(Domicile):_____
6. Aadhaar no:_____
7. Contactno.:_____
8. Email:_____
9. Date of Birth:_____
10. Highest Education Qualification_____
11. Gender_____
12. Age as on last date of submission (years, months & days)_____
13. Qualification Details:

S.No	Qualification	Year of passing	Board / University	Subjects	Marks& Percentage
A					
B					
C					
D					
E	ICT knowhow (Degree/Diploma/certificate course)				

14. AnyotherQualification/Experience/achievementrelevanttojob

_____ _____

_____ _____

_____

_____

Annexure-B

(DeclarationonNotarizedAffidavit)

I, ---------- Son/Daughter of ---------- Resident - ---------- hereby solemnly affirm and declare that the entries made herein in the applicationform 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 beenconcealed therein. I undertake that if any misrepresentation of facts or concealment of anyinformation in the above application is found at any stage, my candidature/selection shall beliabletobecanceledabinitio,withoutgivinganynoticetome.

Signature of candidate

Date:
Place:

Annexure-I

Information regarding Establishment of "Kisan Khidmat Ghars" under Holistic Agriculture Development Plan (HADP) in respect of Agriculture Department Kathua

S. No.	Sub-Division	Block	Name of the Cluster	Village / Panchayat for KKG
1	Billawar	Duggain	Dhanuparole & Goduflal	Dhanuparole

Chief Agriculture Officer,
Kathua