

Mechanized agricultural transformation in hilly terrains of Village Mangnar- An inspiring story of Khushpal Verma

Details of the entrepreneur		
Name	Khushpal Verma	
Address	Village Mangnar, District Poonch (J&K)	
Age	34 years	
Qualification	12 th , Attended various trainings at KVK Poonch	
Mobile number	8492885891	
Landholding in acres	0.625 acres	
Name of the kvk	KVK Poonch	

Background / Situation

Sh. Khushpal Verma, a modest young farmer from the Mangnar village of District Poonch, owns 5 Kanals (0.25 ha) of land for cultivation of different types of *kharif* and *rabi* crops. Despite his hard work, the income he generated from his small land holding was insufficient to meet the growing needs of his family. Due to rugged, hilly terrain and the small average landholdings, the use of heavy farm machinery is impractical and the absence of small farm machinery in the village has become a major constraint leading to delays in sowing and ultimately affecting crop growth and productivity of farmers in the said village including Khushpal Verma. As a result, farmers like Sh. Khushpal are forced to rely on traditional bullock carts for cultivation, further shrinking already thin profit margins. Despite his tireless efforts, Sh. Khushpal struggled to make both ends meet, and the cycle of poverty remained unbroken for many years for him.

KVK Intervention

Mangnar is a small village lying very close to border in the Poonch district of Jammu and Kashmir UT. Most of the area in the district is hilly with undulated topography. Agriculture is practised on terraced fields with steep slopes due to topography. Farmers have small and scattered and holdings and there are few livelihood opportunities for poor villagers. Moreover, the village's hilly terrain limits usage of heavy farm machinery for carrying out agricultural operations which also increases cost of cultivation. To address the problem of low mechanization and higher cost, KVK Poonch introduced two power tillers under the Custom Hiring Centre (CHC) which significantly improved the timeliness and efficiency of

sowing operations, ultimately boosting crop growth and enhancing overall agricultural productivity in the village. Encouraged by the visible improvements in timeliness, efficiency, and reduced cost of cultivation, Sh. Khushpal Verma, also purchased a power tiller under the Holistic Agriculture Development Programme (HADP) with subsidy assistance in May, 2023.

Innovation/ Initiative

Recognizing its potential beyond his own land, Khushpal adopted an entrepreneurial approach and began offering custom hiring services to fellow farmers starting May, 2023.

In just one and half year, Khushpal not only repaid his loan but also earned over ₹60,000 through this approach in just one season—highlighting how timely mechanization support can lead to sustainable income generation and rural entrepreneurship. His success stands as a testament to the impact of KVK-led interventions, enabling small and marginal farmers to transition from subsistence farming to income-oriented, climate-resilient agriculture. The farmer is also engaged in vegetable cultivation with his small land holding and is earning approx. 50,000 from vegetable crops.

Socio-Economic Impact

By charging between ₹800 to ₹1000 per hour (depending on the distance and terrain complexity), Sh. Khushpal Verma provides services to multiple smallholders who lack access to mechanization. In just 18 months from the date of purchasing, he generated a gross income of over ₹2,00,000. After deducting expenses such as fuel, basic maintenance, and occasional hired help, his net profit stood at over ₹1,50,000—in addition to the recovery of his initial investment of ₹65,000. Sh. Khushpal Verma has become a source of inspiration for other farmers in the village. Witnessing his success, several fellow farmers have shown increased interest in adopting farm mechanization. He is motivating and guiding others to invest in purchasing power tillers, sharing his experience and encouraging them to leverage available subsidies and government schemes. His journey reflects not only personal growth but also his role in fostering a culture of self-reliance and innovation within the local farming community.

