

Seeds of Hope: KVK Training Empowers Youth into the Nursery Business

Details of the entrepreneur	
Name	Sh Tahir Hussain
Address	Kehnu Poonch, District Poonch (J&K)
Age	32 years
Qualification	12 th , Attended 01 month skill training on Garden keeper at KVK Poonch
Mobile number	91497 76186
Landholding in acres	2 acres
Name of the kvk	KVK Poonch



Background / Situation

Shri Tahir Hussain, a progressive farmer from village Kehnoo in district Poonch, located about 18 km from the district headquarters, represents the spirit of determination and innovation among rural youth. Born and raised in a remote border village, he faced limited employment opportunities due to the absence of developed industries in the region. Like most farmers in the area, his family was dependent on traditional agriculture, which provided low and uncertain income. Determined to improve his livelihood and make productive use of his two acres of land, Shri Tahir Hussain explored improved and innovative farming practices. Through his hard work, willingness to adopt new approaches, and guidance from agricultural institutions, he gradually transformed his small landholding into a sustainable source of income by raising fruit plants and floriculture nurseries. Today, his journey serves as a source of inspiration for other farmers and rural youth in the district, demonstrating that agriculture, when practiced scientifically, can be both profitable and rewarding.

KVK Intervention

Regular interaction with Krishi Vigyan Kendra (KVK), Poonch proved to be a turning point in his farming journey. Through his participation in various on-campus and off-campus trainings, exposure visits, and advisory services organized by KVK Poonch, he received technical guidance on crop diversification, improved varieties, balanced nutrient management, integrated pest management, and efficient use of farm resources in propagating fruit samplings and flowers/ornamental plants.

KVK-Poonch imparted a vocational training programme under title “Skill Development Course for Garden Keepers” during the year 2022, the skill development training programme

infused the technological acquaintance to budding and grafting techniques. The youth learned practical techniques about plant propagation (seeds, cuttings, grafting), pruning, and the raising of saplings in nurseries. After the completion of training programme he planned to establish his own enterprise on nursery raising of fruit saplings initially, thereafter he well established two more nurseries with respect to ornamental and flower plants as the district offers wide potential in temperate fruits and ornamental gardening. He also procured a power tiller by availing the subsidy scheme offered by the Department of horticulture.

Innovation / Initiative

Being a member of a farming family and with complete support from his family, the youth initially established a fruit nursery in his ancestral village on one acre of land. With scientific guidance and technical support from KVK Poonch, he began propagating quality fruit plant saplings. In the initial phase, the planting material was sold through a roadside nursery at **Chandak**.

He started his nursery enterprise at a time when a substantial demand for quality planting material was generated due to the implementation of the Holistic Agriculture Development Programme (HADP) in the Union Territory of Jammu & Kashmir. With the increasing demand for planting material, he further diversified into ornamental plants and floriculture to expand his enterprise. Subsequently, he established two additional nurseries at **Poonch city and Surankote**.

These nurseries opened up significant livelihood opportunities, as there is a high demand for fruit saplings, flowers, and ornamental plants from the Army, government offices, and local population of the district. Since Poonch is a border district adjoining Pakistan, a large contingent of the Army is stationed in the area, resulting in a consistent year-round demand for fruit, flower, and ornamental plants. In addition, he is supplying planting material to HADP beneficiaries as well as to local farmers and residents of the district.



Flower nursery of entrepreneur at Poonch

Fruit and flower nursery of entrepreneur at Kehnu

Socio-Economic Impact

The economic transformation that followed was significant. In 2022, when he relied on conventional farming i.e Wheat and maize cropping pattern, his net annual income was only ₹0.58 lakh. After establishing one number of Fruit Nursery, his income rose to ₹2.30 lakh in 2023, ₹4.80 lakh in 2024 when he established two nurseries, his income reached ₹9.50 lakh in 2025 as he expanded by establishing three nurseries (**fruit / Ornamental / flower plants Nursery**)

Table: - Year wise Annual Expenditure and Income in Nursery business model(₹)

Year	Gross Income (₹)	Expenditure (₹)	Net Income (₹)	Comments
2022	1,06,000	55,000	58,000	Conventional farming (Wheat / Maize)
2023	4,10,000	1,80,000	2,30,000	Raising fruit Nursery (1 No.)
2024	10,00,000	5,80,000	4,80,000	Raising fruit / Ornamental plants / flower plants Nursery (2 No.)
2025	20,00,000	10,50,000	9,50,000	Raising fruit / Ornamental plants / flower plants Nursery (3 No)

Note: Total land in possession is two acre.

Today, Tahir Hussain journey serves as a source of inspiration for other farmers and rural youth in the district by demonstrating the model when practiced smartly and scientifically can be both profitable and rewarding. It is pertinent to mention here that he has not only established his own entrepreneurial venture but has also provided employment to four other

youths. As a result, he is playing a meaningful role in curbing youth migration from this hilly, backward border area to metropolitan cities.

Many youth visiting KVK-Poonch with the request to impart skill oriented training courses to the school dropouts so that they can also establish their ventures on the similar analogy of Tahir Hussain.

Awards and Recognitions

Tahir Hussain achievements have been widely recognized. He has received the best Garden Keeper District Award in 2025, followed by the best youth progressive farmer award from Krishi Vigyan Kendra-Poonch (KVK).