HIMACHAL PRADESH
JICA AGRICULTURE PROJECT-II
DAILY DIARY
HAMIRPUR: 31 OCTOBER, 2026

# 30 Farmers Learn Modern Farming & Market Systems under SHEP Program of JICA Agriculture Project



**Gohar, October 28:** With the objective of enhancing the income of smallholder farmers and encouraging them to adopt market-oriented farming practices, the Block Project Management Unit (BPMU), Gohar, organised a training program under the SHEP (Smallholder Horticulture Empowerment and Promotion) Approach of the JICA Agriculture Project. A total of 30 farmers from Deoli to Delag Tikkari participated in the programme. During the training, farmers were provided with valuable information on modern agricultural and horticultural techniques, market surveys and improved crop management practices.

Dr. Khoob Ram, Subject Matter Specialist from the District Project Management Unit (DPMU), Mandi, along with officials and staff of BPMU Gohar, a Horticulture Extension Officer from the Horticulture Department, staff of the Agriculture Department and stakeholders of Dr. Orchard, participated in the programme. The experts provided detailed information about the SHEP approach, its key activities and the importance of market-oriented farming. They explained that making agriculture more profitable requires farmers to understand not only production techniques but also market demand, consumer preferences and the prevailing prices of agricultural produce.

As part of the programme, market surveys were conducted at the Agricultural Produce Market Committee (APMC), Dadaur, and SMY, Chailchowk. Farmers were familiarised with the functioning of agricultural markets, the demand and availability of different vegetables, and fluctuations in market prices.



They were explained how informed crop selection and production planning based on market demand and prevailing prices could help them secure better economic returns. The primary objective of this activity was to encourage farmers to make informed production decisions in accordance with market requirements.

To strengthen the practical component of the training, the farmers were taken on an exposure visit to the Kansa Khad-Plahota sub-project area. During the visit, they were provided with practical information on crop care, crop management practices in polyhouses and modern agricultural technologies. They were also sensitised to the use of mulching sheets in fields, particularly their role in conserving soil moisture, controlling weeds and promoting healthy crop growth.

The SHEP approach emphasises the importance of making farming market-oriented rather than focusing solely on increasing production. Through market surveys and practical field-based training, farmers were encouraged to understand market demand, consumer preferences and remunerative prices before making decisions about what and when to grow. The programme motivated participants to adopt modern agricultural technologies, make informed crop choices and utilise available resources efficiently to improve farm profitability and enhance their income.