

Chief Executive Officer, HKKP Visited Innovative Mushroom Production and Value Addition Units in Mahendergarh

Mahendergarh, 01 September 2026

Dr. R. S. Chauhan, Chief Executive Officer (CEO), Haryana Kisan Kalyan Pradhikaran (HKKP), visited innovative agricultural enterprises in District Mahendergarh on 01, September 2026 to interact with farmers and assess their experiences, challenges and potential for value addition and income enhancement.



During the first visit at Village Khaira, Mahendergarh, Dr. Chauhan visited the mushroom production unit of Sh. Yogender Yadav. Sh. Yogender was honoured at several occasions by different departments for his achievements. Dr. Chauhan interacted with the farmer and reviewed the production activities, infrastructure and marketing aspects of mushroom cultivation. He appreciated the farmer's efforts towards adopting mushroom production as an alternative and remunerative agricultural enterprise and encouraged him to further explore opportunities for value addition, branding and market linkages. The farmer also apprised about the products made by him. He informed that the nutritional validation of the products has been done by NIFTM Sonipat.

The second visit was made to Village Bawania, Mahendergarh, where Dr. Chauhan visited the value addition unit run by 10 women farmers headed by Smt. Banarasi Devi and Smt. Renu Yadav. He interacted with them regarding the processing and value addition activities being undertaken at the unit and discussed the opportunities for improving product quality, packaging, branding and market access. The lady farmers have made different products like pickle, laddu, biscuits, murabba, chwyaprash and many other products which are marketed through online and offline stores. Smt. Banarasi Devi has been awarded at several occasions by Agriculture Dept., Horticulture Dept. and CCSHAU. She expressed her gratitude to the Agriculture University, Hisar for providing technical and financial support under SARAL by ATARI, Jodhpur. Dr. Chauhan appreciated her initiative and emphasized the importance of value addition in enhancing farmers' income and generating rural employment.

During both visits, the CEO, HKKP emphasized that such farmer-led initiatives demonstrate the potential of diversification, entrepreneurship and value addition in strengthening rural livelihoods. He also stressed the need for institutional support, technical guidance and better market linkages to enable farmers to scale up their enterprises and achieve sustainable income.

