

Towards Sustainable Farming: HKKP Proposes Formation of Farmer Organic Clubs in Haryana

Chandigarh, October 14, 2025



A meeting was held today under the Chairmanship of the Hon'ble Agriculture Minister, Haryana, to discuss the formation of Farmer Organic Clubs in the state. The meeting was proposed by Dr. R. S. Chauhan, Chief Executive Officer, Haryana Kisan Kalyan Pradhikaran (HKKP) and was attended by Sh. Sanjeev Singh, Chief Marketing Enforcement Officer, HSAMB, Sh. Aman Kumar, representative of Gurugram Farmer Club, along with other related senior officials.

At the outset, a proposal was presented to the Hon'ble Minister for promoting organic and natural farming in Haryana through the formation of Organic Farmer Clubs at district levels. He explained that the initiative aims to organize and motivate farmers to adopt eco-friendly, low-input farming methods while ensuring marketing support and visibility for their produce. Dr. Chauhan suggested that the project may begin as a pilot initiative in selected districts, especially in the vicinity of major urban centers and district headquarters. These regions would serve as demonstration zones due to their strong market connectivity and consumer demand for fresh, organic products. He also highlighted that such clubs could play a crucial role in certification, branding and collective marketing, thereby improving farmers' profitability. During the discussion, Sh. Aman Kumar emphasized on how organized farmer groups can successfully engage in direct marketing, reduce middlemen involvement and ensure consumer trust in organic labels. He also explained the success and profitability of similar organic club run by him in Gurugram. Sh. Sanjeev Singh also supported the idea, noting that HSAMB could assist in developing market linkages and promotional platforms for organic produce.

The Agriculture Minister appreciated the proposal and expressed his support for initiating the pilot project. He stated that organic and natural farming represent the future of sustainable agriculture and assured that the government would provide all necessary facilitation. The Minister further conveyed his concurrence to the Principal Secretary, Agriculture and Farmers Welfare Department, Haryana, directing that a follow-up meeting be held on 15th October to finalize the roadmap for implementation. The next meeting will decide the modalities for routing or clubbing incentives to genuine organic producers through these farmer clubs.



This initiative is expected to pave the way for making Haryana a frontrunner in sustainable and chemical-free agriculture.