

The CEO, HKKP Visited Integrated Organic Farm in Village Mankyan, Encouraged Market Linkage

Panchkula, April 6, 2026

The Chief Executive Officer of HKKP, Dr. R. S. Chauhan visited the farm of Sh. Taranjeet Singh, a progressive farmer of Village Mankyan, Tehsil Panchkula, to review his integrated farming practices based on organic and natural farming principles. The visit highlighted the growing importance of sustainable agriculture and diversification among farmers in the region.

Sh. Taranjeet Singh has successfully developed an integrated farming model on his 1.5 acre land, combining multiple agricultural and allied activities. His farm includes poultry farming, desi cow-based dairy unit and a traditional *kohlu* for extracting cold-pressed oil. In addition, he is cultivating a wide variety of exotic vegetables using organic and natural farming techniques, ensuring chemical-free production.

During the visit, Dr. Chauhan appreciated the farmer's innovative approach and effective utilization of limited land resources. He observed that the integration of different components, not only enhances farm income but also promotes ecological balance and sustainability. He interacted in detail with the farmer and gained insights into the operational aspects of the model, including input management, marketing challenges and consumer demand for organic produce.

While acknowledging the success of the model, Dr. Chauhan also provided valuable suggestions to further strengthen the initiative. He emphasized the need to establish better market linkages and suggested that an exclusive outlet for organic produce may be opened in a nearby urban area to ensure direct access to consumers and better price realization. He also advised exploring branding, packaging and certification options to increase the market value of the produce.

Dr. Chauhan reiterated that state govt. is further committed to extend all possible help to farmers towards adoption of organic & natural farming in marketing strategies. The visit underscores the administration's commitment to promoting natural farming and integrated models as viable and sustainable options for farmers in Haryana.

