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From Traditional Farming to Rural Agripreneurship: An Inspiring Story of Innovation, Hard Work, and Success in Diversified Agriculture and Dairy Farming

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Introduction

Name – Amandeep Singh

Village – Thablan

Tehsil - Bassi pathana

District – Fatehgarh Sahib

30° 42' 34.92" N [Latitude]

76° 24' 30.24" E [Longitude]

Background

In the heart of Thablan village, Punjab lives Amandeep Singh, a young and progressive farmer carrying forward the legacy of his father Balvinder Singh. With a family of four members and 20 killa (10 acres) of cultivable land, Amandeep represents a new generation of farmers who are not limited to traditional practices but are eager to innovate, diversify, and maximize income opportunities from every available resource.

The Beginning

Like most farmers of Punjab, Amandeep's family initially depended mainly on wheat and paddy cultivation. Although farming ensured food security, the rising input costs, limited margins, and fluctuating market prices made it difficult to maintain financial stability. Moreover, the problem of crop residue (straw) disposal and underutilization of livestock by-products posed additional challenges. Amandeep realized that to secure his family's future, he needed to diversify beyond conventional farming. With determination, he started exploring allied sectors like dairy, composting, and waste management.

Dairy as a Steady Income

Amandeep invested in quality livestock, and today he maintains:

- 7 cows, yielding around 20 liters of milk daily
- 2 buffaloes, giving 3 liters of milk daily
- 2 goats, serving as an additional support for household use and occasional income

The milk is supplied regularly to Verka Milk Cooperative, Chandigarh, ensuring a steady and assured income flow. This partnership also provides him transparency in pricing, veterinary support, and access to a larger market.



Turning Waste into Wealth

One of the most striking features of Amandeep's model is how he has turned farm and animal waste into valuable products:

- **Straw Management:** Instead of burning rice and wheat straw, Amandeep sells it to companies manufacturing biodegradable packaging and agro-industrial products. This not only generates revenue but also contributes to solving Punjab's stubble-burning problem.
- **Vermi compost Unit:** By setting up a vermicompost unit, Amandeep converts cow dung and crop residues into nutrient-rich organic manure. This manure is used on his own fields to improve soil health and is also sold to neighboring farmers, adding another income stream.
- **Cow Dung Cakes:** Amandeep also prepares cow dung cakes, which are sold in the village and nearby markets as a traditional and eco-friendly fuel source.



Through his integrated farming system, Amandeep Singh has reached an annual income of around ₹15,00,000. His earnings now come from multiple sources:

- Crop cultivation on 20 killa
- Dairy farming (cows, buffaloes, goats)
- Vermi compost sales
- Straw supply to industries
- Cow dung cakes

This diversified model reduces risk, ensuring that even if one sector faces challenges, others support the family's livelihood. Amandeep's success has not only uplifted his own family but also created awareness in Thablan village. Other farmers now look at him as a role model for adopting sustainable farming practices. His method of selling straw instead of burning has shown how farmers can contribute to environmental conservation while earning income.

His vermi compost unit has also inspired local youth to think about organic farming and rural entrepreneurship.

Future Vision

Amandeep Singh plans to expand his vermin compost unit to meet the growing demand for organic manure. He is also exploring opportunities to establish a biogas plant from cattle waste, which can provide clean energy for household use and reduce reliance on LPG. Additionally, he dreams of starting a value-added dairy unit, producing paneer, ghee, and curd to fetch better market prices.

The story of Amandeep Singh is a shining example of how a farmer with limited resources but a clear vision can transform challenges into opportunities. By combining traditional farming with dairy, waste management, and innovative practices, he has secured a prosperous livelihood and set a model for sustainable rural development. His journey proves that farming, when diversified and managed wisely, is not just a livelihood but a successful enterprise.