

## Rasti Dhanoa: A Young Dairy Farmer Blending Tradition with Technology

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In the small but vibrant village of Barouli, Punjab, 29-year-old Rasti Dhanoa is redefining what it means to be a farmer in today's world. A proud member of the Jatt Sikh community and a postgraduate in Sociology, Rasti has built a name for himself not just through his education, but by transforming his 10-acre ancestral land into a model for integrated farming and dairy excellence.



While many youths from rural areas look for jobs in cities or abroad, Rasti chose to stay rooted. His love for the land and animals pushed him to pursue dairy farming alongside traditional crop cultivation. Today, he manages a thriving dairy farm with 40 high-yielding cows, producing 3–4 quintals (300–400 liters) of milk daily, and also cultivates wheat, rice, and maize on his land.

### From Books to Barn: A Sociology Graduate's Journey into Dairy Farming

After completing his MA in Sociology, Rasti realized that true change begins at home. While his friends pursued government jobs or settled abroad, he returned to Barouli with a clear vision—to modernize farming by combining knowledge, technology, and social responsibility.

He invested in a well-planned dairy setup, ensuring hygienic conditions, proper ventilation, and automatic water systems for his cows. Each of his 40 cows is tagged and monitored for health, feeding cycles, and milk productivity. He uses automatic milking machines, chilling units, and a small in-house processing plant where the milk is filtered, cooled, and packaged—all on the farm itself.

## Technology Meets Tradition

Rasti's farm is equipped with modern dairy software that helps in milk recording, animal health tracking, and feed planning. He also uses biosecurity protocols, including regular veterinary check-ups, vaccinations, and controlled feeding systems to ensure the cows stay healthy and productive.



"The idea is not just to have more cows, but healthier cows," Rasti says. His commitment to quality over quantity has helped him maintain consistent milk production and a reputation for purity.

## Managing Two Farms, One Vision

Alongside dairy, Rasti cultivates wheat, paddy, and maize on his 10-acre farm. He follows a rotational cropping system, guided by experts from Punjab Agricultural University and the local Krishi Vigyan Kendra. The crop residues are effectively utilized as fodder for his dairy animals, ensuring zero waste and a sustainable cycle.

He also practices organic composting using cow dung and leftover feed, which reduces his dependency on chemical fertilizers. This integrated system allows him to run both farms in harmony, keeping costs low and productivity high.

## Training & Learning

Rasti never stops learning. He has attended various government and private training programs on:

- Scientific dairy management
- Fodder production techniques
- Clean milk production
- Dairy entrepreneurship
- Value addition and milk processing

He frequently visits Punjab Agricultural University (PAU) for field workshops and interacts with veterinarians and dairy consultants to stay up-to-date with the latest practices.

## A Role Model in the Village

Rasti is now a local role model. Young farmers in nearby villages often visit his farm to learn about dairy setup, milk processing, and smart crop practices. His number, 90824-00036, is widely known among farmer groups, and he's always happy to guide anyone willing to work with honesty and vision.

### Message from Rasti Dhanoa

“Farming is not backward—it is the future. You just need to bring in planning and the right mindset. I could've taken a job in the city, but the satisfaction I get here—working with animals, producing clean food, and being my own boss—is unmatched.