

From Farmer to Dairy Entrepreneur: The Story of Mr. Lucky Singh

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Farmer Profile

Name: Lucky Singh

Father's Name: Inderjeet Singh

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Background

In the thriving village of Doom chheri, Punjab, lives Lucky Singh, a 35-year-old ambitious farmer who has transformed himself into a successful dairy entrepreneur. Son of Mr. Inderjeet Singh, Mr. Lucky grew up in a farming family where hard work and determination were considered a way of life. He stayed in Canada for six years to complete his higher studies and took training about the livestock management. Today, he represents a generation of farmers who move beyond cultivation alone and build agribusiness enterprises that uplift entire communities.

Dairy Farming as the Core Business

Lucky Singh currently maintains 120 cows and 25 buffaloes, making his farm one of the largest in his district. Each cow produces high-quality milk sold at 50 per litre, while buffalo milk—richer and in high demand—fetches premium value in the market. With efficient milking systems, veterinary support, and balanced feeding, Lucky ensures maximum productivity.

Income Model and Scale of Business

- **120 Cows:** Average 15–20 litres per day each → RS. 50 per litre

- **25 Buffaloes:** Average 8–10 litres per day each → Rs.60 per litre.

By selling directly to cooperatives, hotels, and local markets, Lucky avoids middlemen and secures fair prices. His annual income now runs into multiple crores, positioning him as one of Punjab's most successful dairy entrepreneurs.

Beyond Milk: Value-Added Ventures

Lucky Singh has expanded into value-added products such as paneer, ghee, curd, and butter. He also supplies directly to hotels and restaurants and runs a packaged milk brand. This diversification boosts profits and provides employment for local youth.

Sustainable Practices

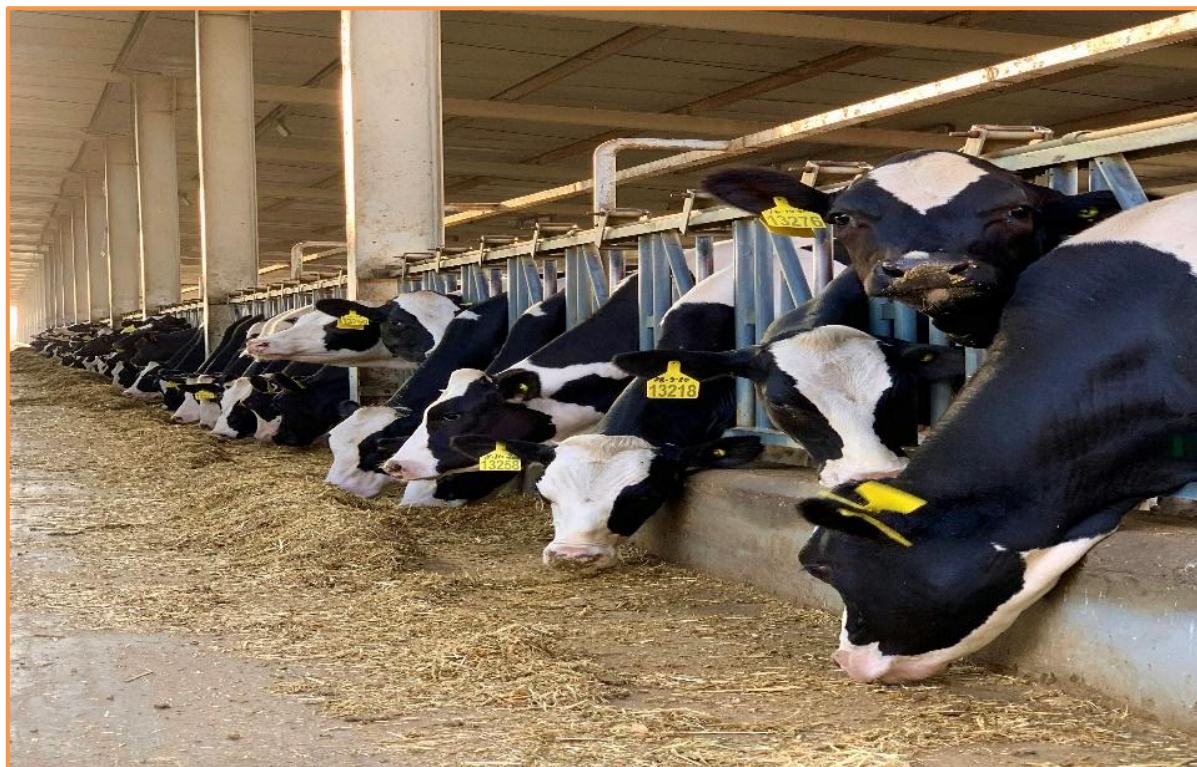
Lucky emphasizes eco-friendly methods:

- **Biogas Plant:** Converts animal waste into clean fuel.

- **Vermicompost Unit:** Produces organic manure

- **Fodder Crops:** Grown to reduce feeding costs and maintain livestock health.





A Model for Rural Agripreneurship

Lucky Singh's dairy farm is not just a business but a model of modern agripreneurship. By adopting technology, sustainability, and value addition, he has inspired many neighbouring farmers to innovate and scale their own practices.

Future Vision

He plans to expand with hybrid breeds, set up an automated dairy, strengthen his packaged milk brand, and even export ghee and butter to international markets.

Farmer's Message

At just 35, Lucky Singh of Doom chheri, son of Inderjeet Singh, has transformed his family's farming legacy into a multi-crore dairy enterprise. His story proves that with vision and innovation, farming can become a sustainable and thriving business model that inspires generations to come.