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From Traditional Farming to Rural Agripreneurship

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An inspiring journey of innovation, dedication, and success in diversified farming and dairy entrepreneurship

Farmer Profile

Name: Mr. Amar Singh

Father's Name - Mr. Balwinder Singh

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Background

In the Thablan village, Punjab, lives Amar Singh, a 34-year-old progressive farmer and his father, Mr. Balvinder Singh. With a small family of three—himself, his wife, and their young son—Amar represents a new generation of farmers eager to embrace innovation and diversification. Unlike many who stick to just wheat and paddy, Amar aims to make the most of every resource available.

He cultivates 11 acres of his own fertile land and manages an additional 4 acres of leased farmland. This provides him with security and the opportunity to expand his agricultural operations. His vision is clear: farming should not only feed the family but also serve as a profitable and sustainable business.

The Beginning

Like most farming families in Punjab, Amar's household once relied mainly on wheat and paddy cultivation. While this ensured food security, it did not foster financial growth. High input costs, uncertain market prices, and diminishing profit margins made farming increasingly challenging.

Adding to this was the problem of managing crop waste. Burning paddy straw is common, but Amar recognized this practice harms the environment and wastes valuable resources. Underusing livestock by-products was another issue in traditional farming that Amar sought to fix.

Motivated by these challenges, Amar Singh decided to branch out into dairy, composting, and efficient waste management—areas that could lead to sustainable, year-round income.

Dairy as a Reliable Income Source

Amar invested in high-quality dairy animals and developed a strong foundation for his farm business. Today, he proudly cares for 15 cows that produce a significant amount of milk daily. This forms the backbone of his agribusiness.

He regularly supplies the milk to Verka Milk Cooperative in Chandigarh, which guarantees him steady income, clear pricing, and veterinary services. By connecting directly with the cooperative, Amar has cut out middlemen and ensured a fair market for his products. His dairy business provides a steady and reliable income stream, complementing his crop cultivation.

Turning Waste into Wealth

One of Amar's most innovative actions is converting farm and animal waste into profitable resources:

- **Straw Management:** Instead of burning crop residues, Amar supplies straw to industries making biodegradable packaging and other agro-products. This generates extra revenue and helps reduce Punjab's stubble-burning issue.

- **Vermicompost Unit:** By processing cow dung and crop residues, Amar produces high-quality organic manure. He uses this on his own fields to improve soil health and sells it to neighbouring farmers at a good price.

- **Cow Dung Cakes:** Amar also makes traditional cow dung cakes, which he sells locally as eco-friendly fuel. This creates another source of income.



A Diversified Farming Model

Amar Singh's integrated farming model ensures multiple income streams, making his business less vulnerable to seasonal challenges. His annual income now stands at around ₹12,00,000, which comes from:

Crop cultivation on 11 acres (owned) and 4 acres (leased)

Dairy farming (15 cows)

Vermicompost sales

Supplying straw to industries

Cow dung cake production

This model reduces financial risk and ensures long-term stability. His success story has motivated many other farmers in Thablan village to explore innovative and sustainable farming practices.

Future Vision

Amar Singh aims to expand his vermicompost unit to meet the growing demand for organic manure. He is also looking into setting up a biogas plant using cattle waste to generate clean, renewable energy, which will lessen household reliance on LPG.

Additionally, Amar plans to enter the market with value-added dairy products such as paneer, ghee, and curd, which sell for better prices than raw milk. His goal is to establish his own brand, bringing him closer to becoming a true rural Agripreneur.

Farmer's Message

Amar Singh's journey shows that farming, when combined with modern methods and diversified practices, can be more than just a livelihood; it can be a profitable business. At 34, Amar has secured a prosperous future for his family, uplifted his community, and set an example in sustainable agriculture.

His story demonstrates that with vision, dedication, and innovation, farmers can transform traditional practices into successful agribusiness models—ensuring financial security while positively impacting the environment and society.