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The Rise of a Progressive Dairy Farmer in Punjab

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In the fertile lands of Punjab, where farming is a way of life, one progressive farmer has redefined rural prosperity by combining scientific dairy management with integrated farming practices. His journey from conventional crop cultivation to managing a thriving dairy enterprise of 40 cows and buffaloes stands as a powerful example of how vision, hard work, and the right approach can transform challenges into sustainable success. This is the story of Amandeep Singh, a progressive and hardworking farmer of Mandlan village of district Fatehgarh Sahib (Punjab). A man who transformed traditional agriculture into a highly profitable dairy enterprise becoming an inspiration for many. Amandeep inherited 15 acres of land from his father, managing it from a young age. Coming from a conventional farming background he initially relied mainly on wheat and rice cultivation. However, in 2022, due to arising problems like fluctuating crop prices, and high input costs; he planned to diversify his source of income by starting a small dairy farm. He started slowly, but with determination, proper financial planning, and guidance from veterinary professionals he was able to gradually increase his herd to 40 high yielding cows and buffaloes by the end of 2023. To achieve high productivity Amandeep adopted scientific dairy management practices. Including practices like feeding management, housing and hygiene, and health care. To meet the dietary requirements, he cultivated maize, berseem, and sorghum, ensuring a balanced diet consisting of green fodder, dry fodder, and concentrate mixture. He also made sure to do regular health checkups, regular vaccination and deworming with the guidance of a local veterinary doctor. To save time and labour he bought milking machine which also helped maintain hygiene and efficiency. One of the major factors that influenced his success was the regular supply of fresh milk to Verka (a well-known dairy brand in Punjab). By delivering milk there he was able to receive assured and timely payments. His dairy unit has now become a source of steady income ensuring regular monthly payments and year-round cash flow. Amandeep has started practicing integrated farming. He utilizes the crop residue from rice and wheat as cattle feed while the cow dung is used as a source of organic manure to improve soil health. This sustainable cycle has helped him reduce input costs, enhancing crop yield. Through hard work, scientific management and cooperative marketing, Amandeep Singh has proven that dairy farming combined with crop cultivation can transform the economic condition of farmers in Punjab and serve as a model for rural development.



Cattle shed



Wheat field

