



AGRI MAGAZINE

(International E-Magazine for Agricultural Articles)

Volume: 03, Issue: 04 (April, 2026)

Available online at <http://www.agrimagazine.in>

© Agri Magazine, ISSN: 3048-8656

An Inspiring Journey of Innovation, Dedication, and Success in Diversified Farming and Dairy Entrepreneurship

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In the Deh kalan village, Punjab, lives Sanpreet Singh, a 34-year-old progressive farmer and his father, Mr. Davinder Singh. With a small family of four, himself, his wife, son and his father. Sanpreet represents a new generation of farmers eager to embrace innovation and diversification. Sanpreet's father used to cultivate rice, wheat and berseem only but unlike his father, who was just stick to wheat and paddy, Sanpreet aims to make the most of every resource available. He used to cultivate only 11 acres of his own fertile land 10 years ago and now manages an additional 30 acres of leased farmland. He started leasing land in 2018, from 5 acres leased land in 2019 to 30 acres of leased land in 2025. 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. Like most farming families in Punjab, Sanpreet's household once relied mainly on wheat and paddy cultivation. While this ensured food security, it did not increase financial growth. High input costs, uncertain market prices, and diminishing profit margins made farming increasingly challenging. Sanpreet wanted to improve crop waste management. Burning paddy straw is common in Panjab, but Sanpreet recognised this practice harms the environment and wastes valuable resources. Underusing livestock by-products was another issue in traditional farming that Sanpreet sought to fix.

Motivated by these challenges, 2 years after starting farming, Sanpreet Singh decided to branch out into dairy, composting, and efficient waste management areas that could lead to sustainable, year-round income. Sanpreet also became the Sarpanch of his village.

Sanpreet invested in high-quality dairy animals and developed a strong foundation for his farm business. He started with 5 cows and buffaloes in 2015, Today, he proudly cares for 15 cows and buffaloes 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 kharar, which guarantees him steady income, clear pricing, and veterinary services. By connecting directly with the cooperative, Sanpreet 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.

Sanpreet's profitable resources

Straw Management: Instead of burning crop residues, Sanpreet 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, Sanpreet 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: Sanpreet also makes traditional cow dung cakes, which he sells locally as ecofriendly fuel. This creates another source of income.

Sanpreet Singh's integrated farming model ensures multiple income streams, making his business less vulnerable to seasonal challenges. His annual income now stands at around ₹2500000 which comes from:

Crop cultivation on 11 acres (owned) and 30 acres (leased)

Dairy farming (15 cows and buffaloes)

Vermicompost sales Supplying straw to industries and cow dung cake production.

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

Sanpreet 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, Sanpreet 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.

Sanpreet 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, Sanpreet 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.