



# 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

## Diversification for Stability: A Farmer's Path to Sustainable Success

\*Devender Kumar, Dr. Navjot Singh Gill and Dr. Gurshaminder Singh

University Institute of Agricultural Sciences, Chandigarh University, Mohali, India

\*Corresponding Author's email: [devanverma0200@gmail.com](mailto:devanverma0200@gmail.com)

### Farmer Detail

**Farmer Name:** Satnam Singh

**Age:** 66

**Father's Name:** Gurmik Singh

**Village:** Mandlan

**District:** Mohali

**State:** Punjab

### Introduction

Satnam Singh, a 66-year-old progressive farmer from village Mandlan in district Fatehgarh Sahib, Punjab, belongs to a traditional farming family where agriculture has been the main occupation for generations. Since childhood, he remained closely connected with farm life. He spent his early years accompanying his father to the fields, where he learned the basics of sowing, irrigation, weeding, and livestock care through direct observation and practice. These small beginnings slowly built a deep understanding of agriculture and a lifelong respect for the land. For Satnam Singh, farming was never just a source of income but, it was a way of living, a responsibility, and a shared family tradition. Like many farmers in Punjab, he was raised witnessing both the dignity and the challenges of farming life. Agriculture sustained the family with food, yet it required immense patience, relentless effort, and the strength to cope with uncertainties each season.

### Background and Early Struggle

**Before 2010:** In the initial years, Satnam Singh followed the conventional farming system common in his area, relying on traditional crop production that supported his family's livelihood for some time. However, as years passed, the realities of farming began to shift. Input costs—including seeds, fertilizers, pesticides, diesel, electricity, and labor—rose sharply, while crop returns failed to keep pace, making profits increasingly difficult to secure. At the same time, farming became more uncertain due to irregular weather conditions and fluctuating market prices; often, crops that looked promising in the field did not translate into satisfactory income after harvest. These repeated challenges led Satnam Singh to realize that farming could no longer rely on routine practices alone. He understood that to sustain agriculture as a stable livelihood, it required better planning, diversification, and more efficient use of resources.

**The Turning Point (2012):** The major turning point in Satnam Singh's journey came when he decided to change the way he farmed. Instead of remaining confined to traditional methods, he chose to expand and reorganize his farming system. He leased around **45 acres of land in Hoshiarpur district**, which marked a major shift in his agricultural journey. This was not a small decision. Managing such a large area required courage, planning, and the willingness to take responsibility for bigger risks.

**Establishment of the Integrated Farm (2016):** To strengthen his income and improve stability, Satnam Singh added dairy farming to his agricultural system. On his farm, he developed a small but well-managed dairy unit and gradually expanded it to **10 dairy cows**. This decision changed the rhythm of his farm life. Crop farming gave seasonal income, but dairy farming provided him daily cash flow. He managed his dairy animals with care and discipline. The cows were fed a balanced diet that included green fodder, dry fodder, and nutrient-rich concentrate feed. He ensured that the animals had clean drinking water and proper housing conditions. Hygiene was maintained in the cattle shed to reduce the risk of disease and to keep the animals comfortable and productive. Regular vaccination, deworming, and veterinary check-ups became part of the routine. This systematic approach improved animal health and helped maintain milk production at a steady level.

**A Major Milestone: The Milk Cooling Unit (2019):** One of the most important developments in Satnam Singh's journey was the installation of a **milk cooling and storage unit in his village**. Before this facility was available, he faced difficulty in selling milk. He had to sell it immediately after milking, often at lower prices to local vendors. This created pressure and reduced his bargaining power. Milk quality could also be affected when storage was not possible. The cooling unit changed everything. With the ability to store milk safely, Satnam Singh no longer had to depend on immediate sales. He was able to maintain milk quality for a longer time and supply directly to **Verka dairy**, which offered him more stable and better prices. This transformation minimized his dependence on middlemen and boosted both his income and confidence.

**Production and Yield (2020–Present):** Today, Satnam Singh's dairy unit produces a regular and dependable quantity of milk. On average, each cow gives around **12–15 litres per day**, bringing the total daily production to nearly **120–150 litres of milk**. This consistent output provides him with a dependable source of income throughout the year.

### **Social and Economic Impact**

Satnam Singh's success has had a visible impact not only on his own life but also on the surrounding farming community. Farmers from nearby villages now visit his farm to see how crop farming and dairy farming can be combined effectively. His farm has become an example of practical and profitable integrated farming. What makes his story inspiring is not simply that he earned more income, but also transformed the mindset of those around him. He demonstrated that a farmer need not be confined to a single farming pattern; with proper planning, diversification, and scientific management, agriculture can become more stable and rewarding.

### **Conclusion**

The success of Satnam Singh highlights the effectiveness of integrated farming in enhancing income stability and resilience. By combining crop and dairy enterprises, adopting scientific practices, and improving market access through a milk cooling unit, he reduced risks and strengthened profitability. From an extension viewpoint, his farm serves as a practical model of diversification, resource efficiency, and farmer-led innovation. His journey demonstrates that with proper planning and support, farmers can shift towards more sustainable and rewarding agricultural systems.