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

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### Farmer Details

Name: Mr. Jaswant Singh

Village: Deh kalan

Age: 48

Enterprise Adopted: Dairy

### Early Life and Beginnings

At 34 years of age in 2012, Jaswant Singh, a farmer from Deh Kalan village in Punjab, has emerged as a successful dairy farmer and a role model in his community. Along with managing his agricultural land, he has developed a thriving dairy enterprise that serves as the main source of his income. His journey reflects dedication, innovation, and sustainable practices, highlighting how dairy farming can provide stability and growth for farmers in changing agricultural conditions.

### Dairy Farming with Modern Practices

Punjab is widely known as the breadbasket of India, but Jaswant Singh has gone beyond traditional crop farming by adopting advanced dairy practices. Through proper shed management, balanced feeding, and regular veterinary care, he ensures high productivity and good animal health. Clean housing and scientific management help maintain hygiene and improve milk quality.

**Milk Production:** Jaswant produces around 350–400 liters of milk per day from his dairy unit.

**Animal Strength:** His farm consists of high-yielding cows and buffaloes selected for better productivity.

These achievements are made possible through the use of improved cattle breeds, nutritious feed, timely health check-ups, and modern dairy techniques. By integrating scientific methods with practical experience, he has established a profitable and sustainable dairy farming system.

### Dairy Farming: An Additional Pillar of Success

Diversification is one of Jaswant Singh's strongest strategies. His dairy farm houses 40 high-yielding cows and buffaloes, producing on average 350–400 liters of milk per day. A large portion is supplied to local milk cooperatives, while the rest is sold directly in the village, ensuring a steady cash flow. The dairy unit complements his farming operations: cattle dung is converted into organic manure and partially used in a biogas plant for household energy needs. This integration reduces costs and supports sustainable farming practices.

## Remarkable Growth and Economic Success

Through successful dairy farming, Jaswant Singh has established a stable and reliable source of income. His annual earnings are estimated at ₹18–20 lakhs, with the majority of his income coming from his well-managed dairy enterprise. This steady income helps him overcome market uncertainties and ensures financial security for his family. His success has made him a role model in Deh Kalan and nearby villages, inspiring other farmers to adopt modern dairy practices and focus on sustainable, income-generating opportunities.

## Conclusion: Inspiring Agricultural Transformation

Jaswant Singh's journey from a conventional farmer in Deh Kalan to a successful dairy entrepreneur is a remarkable story of growth and economic achievement. With around 400 liters of milk produced daily, along with sustainable farming practices, he has secured financial stability while inspiring fellow farmers. Farmers like Jaswant represent the future of Indian agriculture—innovative, resilient, and economically empowered.



## Farmer's Message

Farming today is very different from the way our fathers and grandfathers did it. To succeed, we must blend their experience with modern methods. Improved cattle breeds, balanced feeding, clean housing, and even mobile apps for farm management can make dairy farming more productive and profitable. My message to fellow farmers is simple: do not fear technology—let it become your partner. When tradition and innovation work together, the farm—and the herd—give their best results.”