



## Turning Soil into Gold: The Remarkable Success of Farmer Ravi Rao

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### Farmer Details

Name: Ravi Rao

Age: 45

Village: Hassangarh, Haryana

Landholding: 20 Acre

Father's Name: Late. Rajesh Rao

Contact Number: 9812491341

### Introduction- A Different Kind of Beginning

Ever wonder what it takes for someone to trade a comfortable, air-conditioned office for the sun-baked fields of a village? Meet Mr. Ravi Rao Singh, a 45-year-old from Hassangarh, Haryana. Just a few years ago, he wasn't a farmer; he was a Chartered Accountant crunching numbers in the corporate world. But the call of the land, where he'd spent his childhood helping his parents, was too strong to ignore. He took a huge leap of faith, left his stable career, and decided to bet on himself and his 20 acres of land.

### Farmer's Background

Ravi Rao Singh, son of Rajesh Rao Singh, lives in Hassangarh village, Bhatari block, Haryana (Pin: 124404). He is 45 years old and owns 20 acres of farmland. Earlier, he worked as a CA in a well-known company. Though he was financially stable, he felt disconnected from his true passion. Having grown up helping his parents on their farm, he had always been close to the soil. A few years ago, he decided to resign from his corporate job and start a new journey as a full-time farmer. It was not an easy decision, but he wanted to create something meaningful and sustainable. He believed that his knowledge of finance, combined with his farming experience, could help him succeed.

### Turning Point and Innovations

After leaving his job, Ravi started focusing on value addition to make his farm more profitable. Instead of only selling raw crops, he established an "Atta Chakki" (flour mill) and "Oil Kollu" (oil press) in his village. He processed wheat, rice, sunflower, and other crops grown on his farm. This helped him earn more from the same produce and also benefited nearby villagers.

He gradually diversified his farm. Along with traditional crops like wheat, rice, cotton, sugarcane, and seasonal vegetables (tomato, onion, cucumber, sweet potato, lauki), he started dairy farming, fisheries, and rainfed crop cultivation. He invested most of his savings back into the farm to build infrastructure and adopt sustainable techniques.

Some of his innovative practices include:

- Dairy Farming – Produces 25-30 litres of milk daily and sells locally.

- **Integrated Cropping** – Grows rice (1.21ha), wheat (2.43ha), onion (2.43ha), tomato (0.81ha), cotton (0.40ha), sunflower (1.01ha), and sugarcane (1.62ha) as per season.
- **Sustainable Use of Waste** – Uses crop residues and cow dung as compost, following the principle of reduce, reuse, and recycle.
- **Water Conservation** – Uses indigenous mulch and FYM to conserve moisture in rainfed areas.
- **Wild Animal Management** – Keeps a guard dog to protect fields from monkeys and wild animals.

### Ravi's Fishery Model

Ravi created a medium-sized pond on 2 acres of low-lying land and stocked it with rohu, catla, and tilapia fish. The pond is naturally fertilized using farm waste, and clean, oxygen-rich water helps fish grow well. The wastewater from the pond is recycled to irrigate nearby crops, which also enriches the soil with nutrients.

#### Benefits of his fishery model:

- Provides nutritious food for his family
- Adds 2–3 lakh income in 6 months
- Improves farm ecology by attracting birds
- Maintains soil fertility and groundwater level

He manages the fish pond as part of a closed-loop farm system that connects his crops, livestock, and water resources.

### Training and Inspiration

Ravi got this idea from his friends to pursue but then proper knowledge he gathered from YouTube and online platforms from where he got to know about CIFE and he decided to enroll himself in training in aquaculture operations from the Central Institute of Fisheries Education (CIFE) Rohtak Regional Centre and also participated in farmer awareness camps of the Haryana Fisheries Department. At these places, he got to know about pond preparation, seed stocking, water quality management, and integrated fish crop livestock systems.

### Fish Species in the Pond

He stocked his pond with a mix of commercially profitable fishes:

- Rohu (*Labeo rohita*): In high demand in Indian markets, quick-growing, and protein-rich.
- Catla (*Catla catla*): A surface feeder with rapid growth rate and premium market price.
- Tilapia (*Oreochromis mossambicus*): Nicknamed the "aquatic chicken" because of its quick growth, strong body, and all-round availability throughout the year.

This blend makes for optimal utilization of pond resources surface, column, and bottom strata of water and results in increased productivity.

### Integrated Eco-Friendly Approach

Ravi employs crop residues and farmyard manure to fertilize the pond naturally, promoting plankton growth, which is used as fish food.

- Clean oxygen-rich water causes the fish to grow rapidly without chemical feed.
- The rich pond water is reused to irrigate his surrounding fields of mustard, wheat, and vegetables. This enhances soil fertility and minimizes the use of artificial fertilizers.
- Kingfishers and herons are drawn to the pond, maintaining the balance of the ecosystem and adding farm biodiversity.

### Achievements and Impact

Today, Ravi earns about 5–7 lakh rupees every 6 months from crops and 2–3 lakh from fishery. His cost of cultivation is low because he reuses farm outputs — for example, using wheat residues as cattle feed, cow dung for biogas, and compost for crops. His integrated approach has increased farm efficiency, improved soil health, and created employment for local workers. Many nearby farmers now visit his farm to learn about

sustainable techniques. He has become a role model for young farmers who want to take agriculture as a serious profession.

### Lessons and Message

Ravi's journey teaches us that farming is not backward or outdated. With dedication, knowledge, and innovation, it can be one of the most satisfying and profitable careers. His story shows the power of self-belief and the importance of returning to our roots while using modern ideas.

In his own words:

*“Agriculture is not behind. Done with devotion and innovation, it can be the most satisfying profession.”*

### Conclusion- What I Learned from Ravi Rao's Journey

As an agriculture student, this story is more than just facts and figures to me. It's a powerful lesson. Ravi Rao proved that a farm can be run with the same precision and intelligence as a major company. He shows us that the future of farming lies in innovation, sustainability, and treating the land not just as a resource, but as a partner. His journey is a real-life blueprint for modern, profitable, and proud farmer.

