

The Success Story of Jardwinder Singh: A Farmer's Journey Towards Dairy and Sustainable Farming

*Sujal Sithta and Gurshaminder Singh

University Institute of Agricultural Sciences (UIAS), Chandigarh University,
Mohali, Punjab, India

*Corresponding Author's email: sujalsinghsithta@gmail.com

Jardwinder Singh hails from a hardworking farming family in Punjab, owning about 12 acre of land. His livestock comprised 2 cows, buffalo, around 14-15 hens, and 2 goats. From an early age, Jardwinder was deeply involved in daily farm work, learning the rhythms of the land and animal care from his elders.

Diversifying the Farm

Aware that traditional wheat and paddy farming alone could not maximize his farm's potential, Jardwinder began experimenting with crop diversification. On part of his 12 acre, he introduced vegetables like cauliflower, spinach, and peas, which matured quicker and fetched better market prices. This shift allowed him to bring more earnings in less time, balancing risk across crops. Income from diversified vegetable crops on part of his land ranged between ₹1.5 lakh to ₹3 lakh per acre annually, higher than traditional cereal farming. He also started growing fodder crops such as maize and oats to feed his animals, reducing dependence on costly external feed.

Strengthening Livestock Income

- Jardwinder put emphasis on improving dairy animal care.
- His 2 cows produced an average of 10-12 liters of milk per day each, while the buffalo gave about 8-10 liters daily.
- By ensuring good nutrition and cleanliness, Jardwinder's milk quality was high enough to sell directly to local milk cooperatives or nearby towns at ₹50-₹60 per liter.
- The daily milk yield of about 28-32 liters brought steady dairy revenue of ₹1,400-₹1,900 per day, approximately ₹42,000-₹57,000 monthly.
- In addition, his 14-15 hens produced enough eggs to supply the local market, creating another reliable income source. His 2 goats contributed further by providing manure and occasional sales for meat.



Sustainable and Innovative Practices

Jardwinder adopted drip irrigation on vegetable patches to conserve water and boost crop quality. He also integrated vermicomposting using livestock waste and organic materials, improving soil fertility naturally without heavy chemical fertilizers. His farm became a model for combining traditional knowledge with scientific methods, inspiring neighbors to adopt more sustainable practices.

Growth and Recognition

Within a few years, Jardwinder Singh's diversified farming approach and improved livestock management allowed him to surpass traditional farming income by almost double, with household earnings estimated around ₹10 lakh per year. His approach reduced financial risk and improved family livelihood stability. Neighbouring farmers began seeking his advice, and local agricultural extension officers recognized his farm as a leading example of rural entrepreneurship and sustainability in Punjab.

Jardwinder Singh's Farm Income and Productivity

Resource	Quantity	Estimated Yield/Incomes
Land	12 acre	Mixed crops: ₹1.5–3 lakh/acre/year
Milk Animals	2 cows, 1 buffalo	28-32 liters/day; ₹42,000–57,000 monthly milk income
Hens	14-15 hens	Eggs sold locally, steady small income
Goats	2 goats	Manure, occasional sales

Practices

Drip irrigation, vermicompost, organic manure Sustainability, cost savings

Conclusion

Jardwinder Singh's journey emphasizes how thoughtful crop diversification, modern dairy care, and sustainable practices can transform a small to midsize Punjab farm into a thriving, resilient business that nurtures both land and livelihood.