



From Traditional Farming to Profitable Beekeeping and Desi Poultry: The Journey of Narendra Pal Singh

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Farmer Details

Name: Shri Narendra Pal Singh

Age: 36

Village: Dumna

Farm: Nawi Farm

Phone Number: 9592727400

Enterprise: Poultry And Apiary



Mr. Narendra Pal Singh

Early Career of Narendra Pal Singh

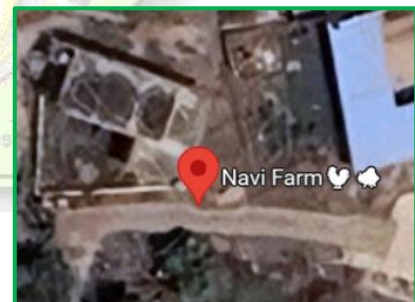
Mr. Narendra Pal Singh completed his education and had been working in an MNC for 10+ years. All these years Mr. Narendra longed for his home and to be closer to his family. Thus, he moved to his hometown (Dumna, Punjab) and started working as a freelancer. Later, in 2022 he started a goat farm inspired by social media, which to his dismay didn't make satisfactory profit. He kept on with his freelance until he met an old acquaintance.

Inspiration for Navi Farms an OPC (one person company)

Mr. Narendra met an acquaintance who ran a migratory apiary business i.e. he takes his apiary boxes to different farms and leaves them there for foraging. It struck Mr. Narendra as a potential business opportunity. He consulted his friend who advised him to seek training from Kvk, Ropar for beekeeping. At the end of 2024 Mr. Narendra completed his 3-week training.

Establishment of Navi Farms

The training at KVK made him eligible for "NBHM" (National Bee Keeping and Honey Mission) which allowed him to buy his first apiary box at a discounted rate of 40%. He started with one bee colony of "Italian Bee" at start. In 2025, Mr. Narendra, inspired by social media, established a poultry farm. Where he raised a range of poultry birds in his farm for eggs and chicks.



Coordinates- 30.829969, 76.473644

Enterprises in Navi Farms

Apiary: This bee keeping business was the true foothold of Navi Farms. Starting with a suggestion from a friend and growing into a profitable enterprise, after receiving the right training from Krishi Vigyan Kendra. Mr. Narendra started with one box and through introducing new queens and forming new colonies Navi farms currently has 9 active apiary boxes. He raises bees primarily for honey with intensive care. Navi farms produce two kinds of honey



Apiary unit

based on floral consumption, i.e. Multifloral and **Mustard** honey. Each Box roughly produces 12 L of honey per cycle which is 45 days. Which he sells locally or on order. He sells Multifloral honey .at 700 Rupee /Kg and Mustard Honey at 400 Rupee /Kg.

Care; Italian bees require shades in extreme heat and coverings in cold to raise them. In the times of no forage sources available in winter Mr. Narendra provides 2:1 sugar syrup and soy flour as an alternative. In the past, he used formic acid to control.

Poultry: Navi Farms has a **free-range poultry** as Mr. Narendra believes that these animals grow best in their natural state without being caged. Mr. Narendra started the poultry business through self-financing in 2025. Navi farms hosts chicken varieties of Rhode Island Red which produces 150 eggs /year, Black Australorp which produces around 200 brown eggs per year. Navi farms sell each desi egg at the rate of 15 Rs per egg. Each day his egg production is up to 60 eggs which brings out his revenue to roughly 900 per day from chicken eggs alone. Furthermore, Navi Farms raises guinea fowls, duck and chicken pairs for sales to other farmers who wants to establish their own poultry farms.



Figure 3. Free range Poultry

Growth and Success

Navi Farms have been running for almost a year and half and have grown exponentially in productivity of both poultry and bees. From local sales he has expanded towards order-based selling and has also built a social media presence. Moreover, Mr. Narendra is expanding his poultry business to have more layers and growers in his poultry. Navi Farms has also built a social media presence through their **Instagram Handle**. @Navi-Farms.

Conclusion

The journey of Shri Narendra Pal Singh clearly demonstrates how going unconventional can also result in a profitable venture. By shifting from his family's traditional enterprise to integrated ventures of beekeeping, desi poultry and agriculture farming, he successfully utilized his limited 2.5 acres of land to generate sustainable income. His willingness to learn through training at Krishi Vigyan Kendra and his ability to experiment with new enterprises played a crucial role in establishing Navi Farms as an integrated productive model. Through the production of quality honey and free-range poultry products, Mr. Narendra has created a reliable source of income for his family and inspired other farmers in the region to explore and set up their own poultry and apiary unit.