



## Case Study: The Transformation of Rural Entrepreneurship-A Success Story of Progressive Farmer: Devender Singh

\*Durva Bisht, Navjot Singh Gill and Dr. Gurshaminder Singh

University Institute of Agricultural Sciences, Chandigarh University, Mohali

\*Corresponding Author's email: [bishtdurva4@gmail.com](mailto:bishtdurva4@gmail.com)

### Farmer details

Name: Devender Singh

Age: 62

Village: Deh Kalan

### The Farmer with a Vision

In the fertile heart of Village Deh Kalan, the story of agriculture is often told through the lens of tradition. However, Devender Singh, a 62-year-old veteran of the land, is busy writing a different chapter. With over forty years of experience, Devender does not fit the stereotype of a senior farmer resistant to change. Instead, he represents a rare bridge between decades of ancestral wisdom and the high-tech demands of the 2026 market. For Devender, the "good old days" of farming are not something to look back on with nostalgia, but a foundation upon which he has built a diversified, multi-million rupee enterprise.

Living within a vibrant joint-family structure, Devender has managed to balance the social fabric of village life with the high-stakes risks of modern agri-business. He recognized early on that for a farmer to truly thrive, they must stop viewing themselves as a laborer and start acting as an entrepreneur. His journey from simple crop-sharing to managing a massive, tech-integrated farm is a blueprint for the next generation of rural youth who often look toward cities for opportunities that Devender has found right in his own backyard.

The core of Devender's success is a sophisticated refusal to put all his eggs in one basket. In an era where a single bad monsoon or a market crash can ruin a household, Devender has built a "diversification shield." His fields are a masterclass in rotation and soil health. While his **Wheat (Kanak)** consistently hits high-performance marks of **20 Quintals per Killa**, and his **Rice (Jiri)** reaches upwards of **30 Quintals**, he doesn't stop there. By integrating Aaloo (Potato), Berseem, and Javi (Fodder) into his cycle, he ensures that his soil remains nitrogen-rich and productive year-round.

However, the real genius of his operation lies in the synergy between his fields and his livestock. Devender maintains a steady inventory of **three cows and two buffaloes**, which he describes as his "daily liquidity engine." While crops take months to pay out at the Mandi, his dairy provides a consistent **12 kg of milk for sale every single morning**. This creates a beautiful, closed-loop ecosystem: the manure from the cattle fertilizes the wheat, and the wheat fodder feeds the cattle. This natural cycle drastically reduces his dependence on expensive chemical fertilizers, proving that "progressive" farming is often about returning to the smartest versions of nature's own systems.

If the dairy is the engine, the poultry business is the rocket ship of Devender's career. Many years ago, he took a calculated risk, starting with a modest investment in **500 hens**.



Where others saw a hobby, Devender saw a scalable industry. Through relentless reinvestment and a deep study of market competition, he has scaled that operation to a staggering **10,000 birds**. This 20-fold growth required him to move away from manual labor toward mechanized systems, specifically for his **Boiler Hens**, ensuring that his output meets the high-quality standards of the modern food industry.

The true strength of his business acumen was tested during the COVID-19 pandemic. While the poultry industry nationwide was reeling from supply chain collapses and rumors, Devender's deep understanding of market monopolies allowed him to pivot. He managed a remarkable **6 Lakh return** during one of the most difficult financial periods in modern history. This resilience wasn't just luck; it was the result of years spent tracking rates—which fluctuate between 100 Rs and 200 Rs—and knowing exactly when to move his product to maximize profit.

What truly separates Devender from his peers is his technical self-reliance. At an age when many are uncomfortable with new gadgets, Devender operates with the mind of an engineer. He holds an **ITI certification as an Electrician** from Fatehgarh, a skill that has saved his farm from countless hours of "critical downtime." In a village, a broken tractor or a failed generator during harvest can mean the difference between profit and loss. Because Devender can maintain his **three tractors** and various cutting machines himself, he keeps his overhead low and his productivity high.

This forward-thinking mindset led him to his most significant investment eight years ago: **Solar Energy**. Recognizing that erratic power supply and rising electricity bills were the biggest hurdles to irrigation, he utilized government subsidies to install a comprehensive Solar Power System. Now, his irrigation motors run on the sun. This shift didn't just make his farm more sustainable; it significantly widened his profit margins. By eliminating one of the highest recurring costs in agriculture, Devender has proven that green energy isn't just for city high-rises—it is the future of the Indian farm.

Despite his massive success, Devender remains grounded in the realities of rural challenges. He is a vocal advocate for better agricultural infrastructure, often noting the frustrations of "Report Delay Issues" in government soil testing. He doesn't wait for the system to change, though; he uses his **Touch Phone** and internet access to stay ahead of the curve. By tracking market trends and staying connected with the local **Sarpanch**, he ensures he is the first to know about new subsidies or farming groups.

As the sun sets over the solar panels in Deh Kalan, the message of Devender Singh's life is clear: **Innovation has no retirement age**. He has proven that with a bit of technical education, a willingness to diversify, and a heart for sustainability, a farmer can move from being "debt-ridden" to being a "market leader." His legacy is not just the 10,000 hens or the high-yield wheat; it is the living proof that the Indian village is a land of immense professional opportunity for anyone with the courage to lead.