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Transforming Agriculture: Shri Manjeet Singh's Inspiring Story of Increased Farm Profitability with Crops and Dairy

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Deepti Mayee Gochhayat*, Dr. Gurshaminder Singh

UIAS, Chandigarh University, Gharuan, Mohali, Punjab

Name: Shri Manjeet Singh

Village: Nogawan, Bassi Pathana, Fatehgarh Sahib

Age: 62

Mobile no.: 9872577808

Enterprise Adopted: Crops and Dairy

In the fertile plains of Punjab, agriculture is more than just a profession—it's a legacy. Shri Manjeet Singh, a 62-year-old farmer from Nogawan village, Bassi Pathana, Fatehgarh Sahib, Punjab, exemplifies this legacy. What started as a modest farming operation on 2 acres of inherited land has now blossomed into a thriving 10-acre integrated farm, combining advanced crop production and dairy farming to ensure economic sustainability and community progress.

Early Life And Beginnings

Shri Manjeet Singh was born into a farming family that owned just 2 acres, cultivating only rice and wheat using traditional methods. These practices barely met the family's needs, with low productivity and no crop variety, leaving them vulnerable to seasonal uncertainties and rising costs. Despite having only a 10th-grade education, Manjeet was determined to



break free from subsistence farming. He actively sought guidance from agricultural experts and government programs, experimenting with crop diversification by adding sugarcane, sorghum, and maize. He also integrated dairy farming with 12 cows, using sorghum as fodder to feed animals. Today, his progressive efforts have transformed the farm into a thriving 10-acre operation—6 acres under direct cultivation and 4 acres leased—setting a benchmark for rural success.



Figure 1: Interaction with Shri Manjeet Singh

The Turning Point: Vision And Struggle

Shri Manjeet Singh's journey from a traditional farmer to a progressive agricultural entrepreneur began with strong determination to improve his family's financial condition. His deep understanding of farming and relentless spirit motivated him to explore new possibilities. After years of observation, experimentation, and consulting agricultural experts, Manjeet adopted a diversified cropping strategy, transforming his small farm into a modern enterprise. With the support of government subsidies, he expanded his land holdings and invested in modern agricultural practices. Subsidies for quality seeds, machinery, and irrigation helped him bring additional land under cultivation. He introduced three high-value crops – sugarcane, sorghum, and maize – alongside traditional paddy and wheat. Sugarcane became a high-value cash crop, boosting market returns. Sorghum served as grain and fodder for livestock, while maize improved land productivity and soil health through crop rotation. Manjeet improved yields by focusing on scientific soil fertility management and balanced use of fertilizers like urea, DAP, MOP, and zinc sulfate, based on soil tests. He attended training programs and workshops organized by Punjab Agricultural University (PAU), Ludhiana, and also through KVK, etc for gaining knowledge of advanced agronomic practices, pest control, and water-saving methods.

The “Apni Kheti” mobile app became key to his success, providing real-time updates, expert advice, weather forecasts, and crop-specific guidance, helping

him make timely decisions on sowing, fertilization, and harvesting. Besides crops, Manjeet expanded into dairy farming using government subsidies for milch animals, modern sheds, and fodder units, creating a sustainable dairy business. Combining government support, scientific knowledge, innovative technology, and hard work, Shri Manjeet Singh became a role model for progressive farming in rural Punjab.



Figure 2: Paddy Field



Figure 3: Maize Field

Modernization And Mechanization: Transforming Farm Efficiency

Determined to modernize his 10-acre farm, Shri Manjeet Singh invested in advanced machinery using government subsidies. He purchased two tractors and an autorikshaw for ploughing, land preparation, and transport, along with a trolley for easier crop

movement. A rotavator and cultivator improved soil turning and seedbed preparation, while a leveller ensured uniform fields, optimizing irrigation and reducing water waste. He also added a large spray tank for accurate fertilizer and pesticide application. These machines reduced labor dependency, cut costs, and boosted productivity. Through mechanization, Shri Manjeet Singh transformed his farm into an efficient and progressive agricultural model.



Figure 5: Tractor and spray tanker



Figure 6: Disc harrow

Remarkable Growth And Economic Success

Today, Shri Manjeet Singh's farm has expanded into a highly productive 10-acre operation, with 6 acres under his direct cultivation and 4 acres leased in to boost output. His integrated farming approach—combining diverse crops like sugarcane, sorghum, maize, and a

well-managed dairy—has significantly improved his income. His overall annual earnings now range from ₹10–12 lakhs, with the dairy providing a steady approx monthly income of ₹80,000–90,000, ensuring financial stability and growth.



Figure 7: Dairy farming

Conclusion: Inspiring Agricultural Transformation

Shri Manjeet Singh's journey from traditional farming to a progressive agricultural entrepreneur exemplifies determination, innovation, and resilience. By diversifying crops, integrating dairy farming, and adopting modern machinery, he transformed his livelihood into a successful agricultural model. Overcoming challenges with a forward-thinking mindset, he embraced knowledge and technology to improve productivity and efficiency. His success not only boosts his farm's contribution to the local economy but also inspires rural Punjab farmers to adopt modern practices. Shri Manjeet Singh stands as a role model, demonstrating that perseverance and innovation lead to sustainable growth, better livelihoods, and a brighter future for the farming community.

Farmer's Message

“My journey shows that farming is not just about tradition, but about innovation and learning. I encourage fellow farmers to explore new ideas like crop diversification and integrating dairy farming to increase income and reduce risks. Usage of scientific methods for soil health and balanced fertilizers, and take advantage of government subsidies and training programs from KVK, workshops and through agricultural universities like PAU, etc. Technology, like the ‘Apni Kheti’ app, provides useful real-time information to make smarter decisions. Mechanization reduces labor and boosts efficiency. Be open to change, stay determined, and adopt modern practices to transform your farm into profitable enterprise.”