



Indian Farmer

Volume 11, Issue 09, 2024, Pp. 330-335

Available online at: www.indianfarmer.net

ISSN: 2394-1227 (Online)

Original Article



**From Small Beginnings to Dairy Dynasty
(Success Story)**

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Received: 27/08/2024

Published: 01/09/2024

ABSTRACT

Dairy farming is the heartbeat of rural life, where tradition and innovation coexist in a daily rhythm of care and dedication. It is a way of life that requires accuracy, dedication, and endurance from the first light of morning to the final milking of the day. Dairy production requires a careful mix of cultivating the soil, caring for cattle, and maintaining livelihoods. Sukhjinder Singh a devoted business visionary from Punjab has changed his energy for dairy cultivating into a flourishing business, despite various mishaps. He restarted his dairy business in 2021 with a single Holstein Friesian cow after initial failures in the dairy and cold storage industries. His Jagroop Dairy Farm now has 74 milking cows and supplies 6 quintals of milk per day to NESTLE through innovative practices like balanced feed management, advanced breeding methods, and meticulous herd care. Expanding his business and adopting environmentally friendly practices like a Gobar Gas Plant are two of Singh's long-term goals. His journey is a source of motivation for those who want to become business owners because it emphasizes perseverance, creativity, and the significance of staying connected to one's roots.

Keywords: Dairy Farming, Holstein Friesian (HF) cows, Sustainable Agriculture, Entrepreneurship.

INTRODUCTION

Dairy farming is more than just an agricultural endeavor, it is also a delicate balance of innovation, dedication, and tradition. Dairy farming is the backbone of many rural economies. It not only provides essential nutrition but also supports the generation's livelihoods. A dairy farmer's journey is one of hard work, perseverance, and a deep connection to the land and livestock with new challenges and rewards each day. Dairy farming is a way of life that requires both passion and precision from the first light of the day until the last milking of the day. S. Sukhjinder Singh s/o S. Vir Singh is a resident of Village Kasso Chahal, District. Kapurthala, Punjab. He is 39 years old and graduated and has successfully turned his passion for dairy farming into a thriving business. It was in 1985 when Sukhjinder Singh began their journey in Animal Husbandry. Like other farmers, he also had their dreams and was full of hope and ambitions. However, he faced losses and decided to

abandon this business. After a few decades, Sukhjinder Singh decided to start the dairy farming business again and Now he is successfully running his business with NESTLE Company.



Sukhjinder Singh s/o S. Vir Singh (Jagroop Dairy Farm)

Challenges: In 1985, he started a dairy business with 25 cows which failed due to low milk yield and several cows died too, which made the situation worse for him. The losses were both financially and emotionally overwhelming. Sukhjinder decided to leave this business. Later on, he built a Cold Store worth 4 crore Near Kasso Chahal Village which also ended with a lot of disappointment because the Cold Store had to be abandoned due to increasing losses. Sukhjinder Singh was not a quitter, As he was passionate about dairy farming so after a few years he again thought about giving a chance to the dairy farming business. In 2021 during COVID-19, he started with 1 Holstein Friesian (HF) cow, which produced 60 liters of milk per day this was a great revolution for him as he started earning 10,000 rupees per month just by selling the milk to local people in the village. Sukhjinder's income flourished rapidly. However, life took a turn when the cow gave birth to a calf and died after some time. He raised that calf and also brought 5 more Holstein Friesian (HF) cows had milk production of 180 liters per day worth rupees 5 lakhs which became the first step for his journey.

Current Status: Currently, Sukhjinder Singh has 3 years of experience in Dairy Farming and is a well-known entrepreneur. Now, he has 74 Holstein Friesian (HF) herds among these 47 are milking cows that produce 6q milk per day and the rest of the cows are at the reproductive stage. Additionally, he has 15 healthy calves which leads to the ongoing growth of his business. **Jagroop Dairy Farm** is a model of the utilization of space efficiently, which covers an area of 250 sq feet with a length and breadth of 60 sq feet. This area provides a clean, safe, and comfortable environment for the herds for their productivity.



Calf of first Cow
(Milking Stage)



Calves
(1 Year)



Milking Cows

Feed management: A balanced diet is essential for better milk production and productivity so for that he introduced the **Makki Ka Achar** as fodder (prepared by crushing the whole maize stalk with combs and drying) for herds with a precise quantity of 28 kg per animal per day. To enhance the nutritional value he also incorporated the **Asees Diamond Feed** which helps in increasing the milk production (30-40Kg milk per day) and improves the fat in the milk. It contains Crude Protein 23%, Crude Fat 4%, Crude Fiber 9%, Calcium 0.8%, Phosphorous 0.5%.



Asees Diamond Feed
[Crude Protein 23%
Crude Fat 4%
Crude Fiber 9%
Calcium 0.8%
Phosphorous 0.5%]



Makki Ka Achar (28kg/animal/day)
(Whole Maize stalk with combs crushed)

Breeding: The frozen semen of the **Armada Bull Holstein, USA** is being used. The price of this semen is approximately 2000-2500 rupees. He buys this semen from the bank which is in Jainpur, Ludhiana. The semen of this bull helps in the production of healthy calves, leads to higher milk production, contains high-fat content, calves contain a healthy immune system and a high fertility rate.

Temperature management: Foggers and Misters are installed to regulate the temperature inside the herd shed. The main purpose of this system is to alleviate the temperature and humidity level of the livestock.



Foggers and Misters

Milking: Jagroop Dairy Farm has 3 dedicated team workers and they utilize manually operated machines for milking. This farm consistently produces 6q milk per day for a steady supply of milk to the consumer.



Manually Operated Milking Machines

Vaccinations: Sukhjinder Singh gives the Foot and Mouth Disease (FMD) vaccine to the livestock to protect them from the viral disease and also he uses the LSD vaccine from the Lumpy Skin Disease virus. In addition to these, he also gives Fermendazol every three months for the deworming of the herds.

Waste management: Sukhjinder as an innovative entrepreneur uses livestock waste as a natural fertilizer by converting it into Farmyard Manure (FYM) for his 300-acre cultivated land which enriches the nutrition level of the soil and also makes it more fertile for production.

Output: Jagroop Dairy Farm supplies 6 quintals of milk to the NESTLE Company daily. With a monthly income of 5 lakhs, his operations are highly profitable. He receives subsidies for machinery and on Asses Feed from NESTLE Company, which reduces his operational costs and enhances profit and productivity.

Future Goals: Sukhjinder's futuristic goal is to expand his Dairy Business by significantly enlarging the cattle shed with new and advanced technologies. He plans to bring more new 200 breeds of cows into the herd which increases milk production and overall efficiency of the farm. Additionally, A major sustainable model already approved is the construction of the Gobar Gas Plant, which will contribute to the production of energy in a natural way with zero cost. This farm modernization will help him to sustain high profits in the future.

Social Influencer: Sukhjinder Singh is known for his engagement on social media as well. He is a great Social influencer in the agricultural field for the youth. He has his own YouTube and Facebook page: Jagroop Dairy Farm. Through videos, Sukhjinder not only educates people but also inspires youngsters to start their businesses and become entrepreneurs.

SUMMARY

The journey of Sukhjinder Singh is an inspiration for all the youngsters who want their start-ups. His determination allows him to restart his Dairy Farming Business during COVID-19. He faced

obstacles during the initial stages of the journey, however, with passion, determination, and hard work he successfully established a profitable partnership with the NESTLE Company with 74 Holstein Friesian cows. His futuristic goal is to expand the herd shed and install the Gobar Gas Plant for sustainable farming.

Farmer's Message

It is not necessary to leave a country to achieve success because, with passion, determination, and by right support of our loved ones we can create prosperous lives right where we are. We should build our network and support every new entrepreneur and new organization so that they can flourish and become self- sustaining in the future.