

**Indian Farmer**

Volume 10, Issue 12, 2023, Pp. 472-473
 Available online at: www.indianfarmer.net
 ISSN: 2394-1227 (Online)

Success Story

From Dairy Farming Pioneer to Agricultural Visionary: The Inspiring Journey of Naresh Kumar

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Received: 25/11/2023

Published: 05/12/2023

Introduction:

In the heart of Bilaspur, Yamunanagar district, Haryana, a remarkable journey unfolded as Naresh Kumar, a passionate farmer, transformed his modest beginnings into a thriving dairy farming empire. His story is not only one of success but also an embodiment of innovation, dedication, and a keen understanding of the agricultural landscape. Naresh's initial venture into dairy farming began with just one HF breed cow, initially intended for household use. However, Naresh's foresight and dedication soon led him to expand his herd by purchasing young cows from different states at economical rates. Implementing a carefully curated diet rich in multivitamins and minerals, Naresh ensured optimal growth, ultimately reaping substantial profits by selling mature cows at premium prices.

Revenues from an automated dairy farming system :

In 2006, Naresh took a giant leap forward by establishing "Naresh Dairy Farm" on Chourahi Road, Bilaspur. This marked the beginning of a new era in dairy farming, characterized by the integration of modern machinery for increased efficiency. The farm now proudly houses 134 HF breed cows and 6 Jersey breed cows, a testament to Naresh's commitment to quality and innovation. Diversifying their revenue streams, Naresh Kumar and his team strategically sell cow milk, producing an average of 1450 liters per day, priced at Rs. 45 per liter. The yearly revenue generated can be calculated as $1450 \text{ Ltr/day} * 365 \text{ days} * \text{Rs. } 45/\text{Ltr}$, showcasing the financial success of Naresh's dairy enterprise.

Crucially, Naresh Kumar prioritizes cost-effective operations, with the cost of handling kept at half of the profit generated. This strategic financial management speaks to Naresh's business acumen, ensuring sustained profitability for "Naresh Dairy Farm." Efficiency is a hallmark of Naresh's farming practices, as evidenced by the incorporation of cutting-edge machinery. From automated feed mixers to milking machines, Naresh harnesses technology to streamline operations, maximize output, and elevate the overall productivity of the farm



Recognizing the value of every resource, Naresh Kumar has taken an eco-friendly approach by storing cow dung and urine categorized as litter i.e. well known for having high source of potassium, and they make a revenue of 36 lakhs by selling it, that can be used as natural fertilizer. This not only contributes to sustainable farming practices but also presents an additional revenue stream for the farm.

Conclusion

Naresh Kumar's journey from a single cow to a flourishing dairy farm is a testament to the unwavering spirit of Indian farmers. His innovative practices, financial acumen, and commitment to sustainability make Naresh Kumar not only a successful dairy farmer but also an agricultural visionary, inspiring others to embrace progress and contribute to the growth of India's agricultural landscape. Despite numerous challenges and setbacks, Naresh never gave up on his dream of becoming a successful farmer, and his determination has paid off in more ways than one. Naresh's story serves as a reminder that anything is possible with hard work, determination, and a strong desire to succeed.

