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Success story**Dairy farming entrepreneur**

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Introduction

Agriculture is the backbone of the Indian economy, and farmers are the life line of the country. Despite facing numerous challenges, farmers in India have always shown resilience and perseverance in their efforts to feed the nation. One such farmer is Paspal Singh a Punjabi-origin farmer from the village of Shakrullapur in the district of Mohali. Paspal Singh is a successful farmer who has adopted a dairy farming to improve his financial condition. In this article, we will explore Paspal Singh success story in detail and examine the strategies that he has employed to achieve success. There was a farmer from Shakrullapur village in Mohali district, Punjab, who had a passion for dairy farming. Despite facing numerous challenges and obstacles, he never gave upon his dream of making a successful living through this venture.

Earlier he has only 3 buffalo and 1 cow when he started his dairy farming business. During that time, it produced 40 to 42 litre of milk per day. As he earn around 60000 to 70000 per month. After feeding his animal good quality, of nutrition and doing proper health care, the number of cattle increased. Later, from the money earned by selling milk he purchased some more cows and buffalo. As he sells milk of cow charges RS. 35 per litre and the milk of buffalo charges RS.70perlitreinthedairy market



With his hard work and dedication, he managed to raise a herd of 9 buffalo and 4 cows, which together gave him an impressive yield of 130 to 140 litre of milk per day. The farmer knew the potential of this milk and decided to sell it in the local market to earn a decent livelihood. So we calculate the profit now Mr Paspal Singh earn around by selling both milk of cow and buffalo from 1.8 lakh to 2lakh per month.

Feed cost of buffalo = $1200-1500 \times 30 \text{ days} = 38000$ to 40000 approx per month
 Veterinary cost of buffalo = $1300-1600 \times 9 = 14000$ approx per month

Feed cost of cow = $1000-1300 \times 30 \text{ days} = 32000$ to 34000 approx per month
 Veterinary cost of cow = $1100-1400 \times 4 = 5000$ approx per month

Miscellaneous cost of both = 5000 approx per month
 Total expenditure = 1 lakh approx per month
 Total profit = $80000-100000$ approx per month

At first, he faced stiff competition from established dairy farms, but he persevered and used innovative marketing techniques to make his products stand out.

He started supplying his milk to local dairies and retailers, who appreciated its quality and freshness. Gradually, his customer base expanded, and he started getting orders from neighboring villages and towns as well.

As his business grew, the farmer reinvested his profits into expanding his herd and improving the quality of his products. He also provided his animals with proper care and nutrition, which resulted in healthier and reproductive cattle.

Today, the farmer is a well-known name in the local dairy industry, and his success story is an inspiration to many others who dream of making a living through farming. He has created a sustainable source of income for himself and his family, and his hard work and perseverance have paid off in more ways than one.



Conclusion

Paspal Singh's success story as a farmer from Shakrullapur village in Mohali district, Punjab, is a testament to the power of hard work, dedication, and perseverance. Through his passion for dairy farming, Paspal was able to turn a small herd of cattle into a successful business venture, earning a sustainable source of income for himself and his family.

Paspal's innovative marketing techniques and commitment to providing high-quality products helped him stand out in a competitive market and build a loyal customer base. His success story has become an inspiration for many other farmers in the region, who look up to him as a role model in the farming community.

Despite facing numerous challenges and obstacles, Paspal never gave up on his dream of becoming a successful farmer, and his unwavering dedication has paid off in more ways than one. Paspal's story serves as a reminder that with hard work, determination, and passion for what you do, anything is possible.