

Socio Economic Empowerment through Combination of Organic and Conventional Farming: A Success Story

Krishan Gopal Parashar¹ and Gurshaminder Singh²

¹B.Sc. (Hons.) Agriculture and ²Assistant Professor, Chandigarh University,
Mohali, Punjab

ARTICLE ID: 51



Manjeet Singh, a farmer from village Bibipur, Kharar, Mohali Punjab, has been farming for over 15 years. Agriculture is the major occupation of the village. More than 85% of the farmers are the small farmers. With his 10 acres of land, he grows a variety of crops such as wheat, sugarcane, and fodder crops but what sets him apart is his approach to farming. He believes in using a combination of organic and conventional with modern technologies to achieve high yields and produce healthy crops.

Manjeet Singh's success story is a testament to his hard work, dedication, and innovative farming techniques. He has been able to increase his crop yield by incorporating new technologies and organic farming methods. He also uses organic fertilizers, which are made from cow dung and other natural materials. These fertilizers improve soil health and increase crop yields.



Apart from growing crops, Manjeet Singh also has a dairy farm with more than 20 cows. These cows produce 200 litres of milk per day, which he sells to the nearby Verka agency. He takes great care of his cows and ensures that they are healthy and well-fed. He uses a combination of traditional and modern methods to ensure that his cows produce high-quality milk. Mr. Singh's success may be attributed to several factors, such as his use of organic farming practices, his careful management of his cows and milk production, and his ability to market and sell his products effectively. By producing organic crops and milk, he may be able to command higher prices and appeal to health-conscious consumers who value sustainable and environmentally-friendly farming practices.

Strategies Adopted

- Socio-economic empowerment of Manjeet Singh through a combination of organic and conventional farming is achieved through several strategies-
- -Firstly, Manjeet Singh adopts a mixed farming approach where he combines both organic and conventional farming methods. This enabled him to diversify his income streams and mitigate the risks associated with relying solely on one method.
- -Secondly, He also adopts value-addition techniques such as processing and packaging to increase the value of his crops and earn higher profits.
- -Thirdly, Manjeet Singh takes advantage of government schemes and subsidies that promote organic and sustainable farming. This includes subsidies for inputs, training (in KVK's and State Agriculture Universities) and capacity building programs, and access to markets.
- -Fourthly, Manjeet Singh has joined a cooperative or farmers' group to benefit from collective bargaining power and economies of scale. This enables him to access better prices for his products, as well as access to shared resources such as equipment and storage facilities. Recently, from past 2-3 years Manjeet Singh's income has been increased by 18-24% by adopting the new techniques and his ability of marketing. His total revenue of wheat crop is approximately Rs. 50000 per acre before his implementations but after that the net revenue has increased by Rs. 75000 approximately.
- Finally, Manjeet Singh conducted online webinars and direct-to-consumer sales.

- He also preferred the Kisan Mela Programs for the marketing purpose. This helps him to reach a wider customer base and increase his income.
- Overall, a combination of organic and conventional farming provides Manjeet Singh with a sustainable source of income, while also promoting environmentally sustainable and socially responsible farming practices.

Conclusion-

In addition, Mr. Singh's success may also be due to his hard work, dedication, and entrepreneurial spirit. By identifying opportunities and taking calculated risks, he may have been able to build a profitable and sustainable farming operation.

Manjeet Singh's success has not gone unnoticed. He has been recognized by the government for his contribution to agriculture. He has also been invited to speak at various agricultural conferences and seminars. His success has inspired other farmers in the region to adopt new technologies and organic farming methods.

Message To Society-

"We pay the doctor to make us better when we should really be paying the farmer to keep us healthy."

Manjeet Singh