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## Jassar Silage and Farm by Amandeep Singh

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Punjab has always been the land of farmers and today they are shaping Indian Agriculture with its efforts and innovation. One such progressive farmer is Amandeep Singh from Doona majra village, Punjab, who has successfully combined modern farming with agribusiness entrepreneurship.

Amandeep started his journey in agriculture with a vision to improve farm income and promote better fodder availability for dairy farmers. In 2008, he established a silage business under the name Jassar Silage, which focuses on producing and supplying high-quality maize silage for livestock feed. Silage is a preserved green fodder that provides nutritious feed to cattle and plays an important role in improving milk production.

Starting on a small scale, Amandeep gradually expanded the business by adopting modern machinery and improved silage production techniques. Today, his unit produces around 12,000 quintals of silage annually, with an impressive productivity of about 150 packets per acre. His silage is supplied to major dairy markets including Gujarat and Palampur dairy farms, showing how a village-based enterprise can reach markets across states.

Apart from the silage business, Amandeep is also a successful farmer. He cultivates rice and potato crops on nearly 90 acres of land, using modern agricultural practices. His farm is equipped with advanced machinery such as harvesting equipment, tractors, and silage-making machines, which help in reducing labour costs and increasing efficiency. By adopting mechanization and scientific farming methods, he has been able to improve both productivity and profitability.



Amandeep's entrepreneurial approach has not only increased his own income but has also created employment opportunities for local workers during the silage production season. His success demonstrates how diversification in agriculture and value-added products like silage can help farmers achieve sustainable income.

Today, Amandeep Singh stands as a role model for farmers in his region. His journey from a traditional farmer to a successful agripreneur highlights the importance of innovation, modern technology, and market-oriented farming. His work continues to inspire many young farmers to adopt progressive agricultural practices and explore new opportunities in the farming sector. He is a great example of shaping agriculture with its innovative ideas and risk taking abilities.

And today, Jassar Silage is 1st silage exporting company in India. At Jassar Silage, he is driven by a single, clear mission: to fuel your dairy profits with high quality corn silage. As pioneers in the agricultural industry, we take pride in being the first silage exporting company

in India, committed to enhancing the productivity and profitability of dairy farms across the nation and beyond.

With dedication, innovation, and a deep understanding of modern agriculture, Amandeep Singh has transformed Jassar Silage into a symbol of progress in the livestock feeding industry. His journey reflects how vision, hard work, and the adoption of advanced technology can turn traditional farming into a successful agribusiness. As Jassar Silage continues to expand its reach across India and beyond, it remains committed to providing high-quality silage that supports dairy farmers, improves livestock productivity, and strengthens the future of sustainable agriculture. Through his inspiring work, Amandeep Singh continues to motivate farmers to embrace innovation and build a more prosperous agricultural sector.

Amandeep Singh’s innovative “jugaad” approach to affordable, customized machinery reflects the strength of India’s engineering in empowering modern farming. His vision, through Jassar Silage, aims to transform dairy productivity nationwide while tackling challenges in policy support and farm leadership.

Founded with a vision to revolutionize livestock feeding, Jassar Silage has grown to lead the way in the silage industry. With over 150+ acres of dedicated farmland, we harness the power of innovative agricultural practices, European machinery, and superior quality materials to produce and preserve the finest corn silage. This story inspires a lot of farmers and agricultural students to take a new approach in Indian farming sector. The Jassar silage aspires the farming sector with its approach of sustainability with silage, traditional farming with potato and rice and using modern tools like its own website that make it a perfect agribusiness ecosystem.