

IndustryOutlook

AGRI BIOTECH COMPANIES

THEINDUSTRYOUTLOOK.COM

NOVEMBER, 2024



JSS BIOSUCCESS

JAISHANKAR NAGARAJAN
MANAGING DIRECTOR

FOSTERING PROFITABLE
& SUSTAINABLE
FARMING PRACTICES

₹150



JSS
Biosuccess
is an innovative
agricultural solutions
provider focused on
sustainability, farmer
empowerment, and
cutting-edge research
collaborations

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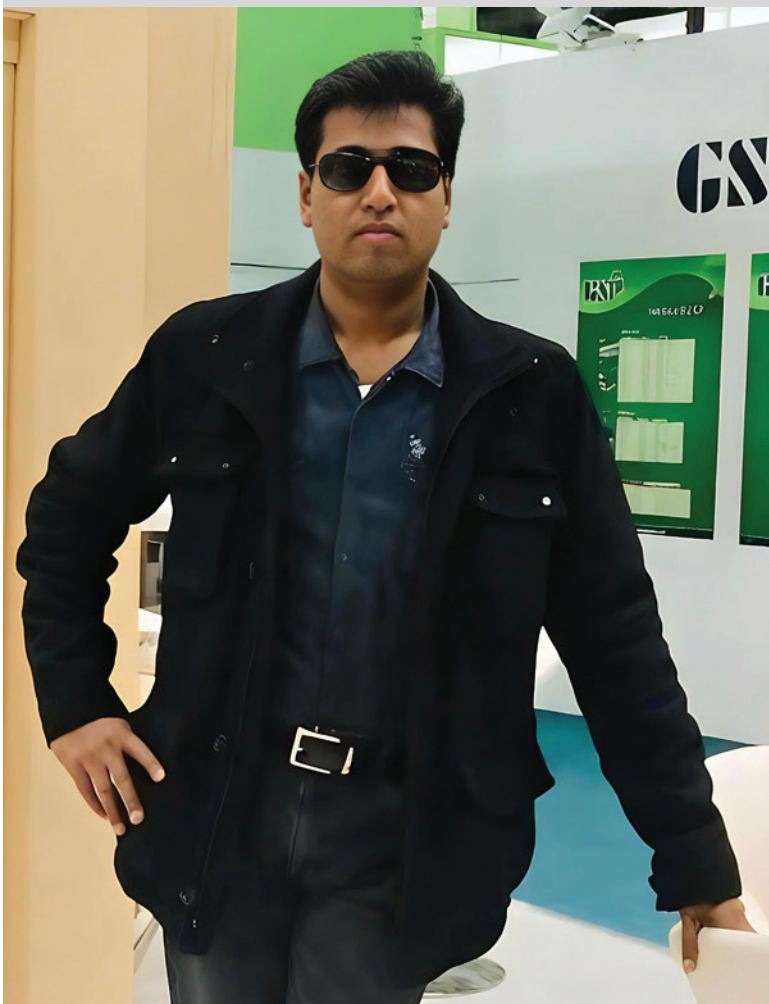
BY RUPA

The agricultural biotechnology sector in India has seen significant growth over the past five years, driven by sustainable farming practices and a focus on food security. Adopting biotechnological inputs such as biofertilizers, bio-pesticides, and genetically modified crops has expanded to over 10 million acres, improving crop yields and soil health. Integrating big data and remote sensing, precision agriculture tools have further enhanced farm management. These advancements are transforming Indian agriculture, promoting sustainability and resilience. However, farmers face several challenges when transitioning to biotechnology-driven farming, including concerns about yield reduction, high cultivation costs, and a lack of expert guidance. JSS Biosuccess, founded in 2002, is an innovative leader in sustainable agricultural biotechnology, dedicated to transforming farming through eco-conscious solutions and direct farmer engagement. With a portfolio of organic products and a holistic, knowledge-driven approach, the company fosters resilient, environmentally friendly practices that empower communities and drive long-term agricultural success.

Leads in Agricultural Biotechnology Solutions

Since its inception, JSS Biosuccess has been a trailblazer in agricultural innovation in Tamil Nadu, introducing the concept of ‘Agripreneurs’ with the launch of India's first Mobile Agri Clinic. Founded by a visionary committed to transforming farmers and agricultural professionals into successful entrepreneurs, the company has educated and empowered over 7,000 individuals in the past two decades. By challenging outdated beliefs, the company instills creative, market-making thinking in its clients, enabling them to carve out unique markets and avoid direct competition. In JSS Biosuccess's heart lies a commitment to innovation and Total Quality Management (TQM). Rather than measuring success through commercial turnover, the company focuses on the holistic progress of its Agripreneurs and their satisfaction. By treating customers as ‘Human Spirits’ and valuing their trust, the firm builds lasting partnerships beyond mere transactions.

Geographically, the company expanded from its Villupuram base to open a new office in Coimbatore in 2010, followed by a branch office in Charlotte, North Carolina, USA, in 2017, enhancing its global footprint. Its innovative 10-minute soil testing kit garnered recognition from Dr APJ Abdul Kalam, and the company has empowered



500 women in agriculture, solidifying its reputation for quality and sustainability. The company has helped 1,000 customers achieve organic farming certification, enabling them to contribute to a healthier ecosystem. Additionally, 500 Agripreneurs are now engaged in value-added marketing and exports, expanding their market reach. Jaishankar Nagarajan has been chosen to undertake High Degree Research (HDR) at the University of Western Australia (UWA). This prestigious opportunity enables collaboration with one of the foremost authorities in agricultural science, supporting impactful research and fostering advancements in sustainable agriculture. He has also been offered a prestigious Higher Degree Research position at the University of Queensland, recognizing his significant contributions to the field of agricultural science and research.

Dynamic portfolio of organic products

JSS Biosuccess offers a dynamic portfolio of over 80 certified organic products, crafted to support sustainable agriculture and enhance soil and crop health. Among its flagship products is Bioxy, a bio-stimulant that revitalizes soil by fostering microbial activity, thereby boosting nutrient absorption and crop vitality. Another key innovation, BioDiamond, is designed to enhance soil fertility and increase crop resilience, aiding farmers in cultivating healthier, more robust yields.

To streamline farm operations, JSS Biosuccess introduced B2AGRI Grand, a liquid alternative to traditional farmyard manure, which reduces labor and resource costs without compromising nutrient quality. This solution aligns with the company's eco-conscious B2Agri model, which transforms farming into a knowledge-driven practice in harmony with Earth's natural cycles. Adding to this suite is the “Ultimate” nutrient product, providing a balanced blend of essential macro and micronutrients tailored for diverse agricultural needs, ensuring optimal crop growth.

JSS Biosuccess embraces a Direct-to-Farmer model, cutting out intermediaries to foster stronger, personalized relationships with farmers. This hands-on approach is supported by a dedicated Farmers Call Centre, offering immediate, expert assistance to address any challenges in real-time. Reflecting a philosophy of continuous learning, JSS Biosuccess not only prioritizes the professional growth of its team but also empowers farmers, viewing each challenge as an opportunity for innovative, sustainable solutions.

To drive this mission, the company operates under its PSPD Framework, focused on Profitability, Sustainability, Predictability, and De-Risking. By applying the Blue Ocean Strategy, JSS Biosuccess creates new, uncontested market spaces that bypass the saturation seen in conventional agriculture. This strategic model allows the company to

build unique, proactive solutions that serve farmers’ needs while advancing sustainable agripreneurship.

Addressing the entire agricultural lifecycle

JSS Biosuccess distinguishes itself in agricultural biotechnology with a strong focus on direct farmer engagement, sustainability, and innovative solutions. Employing a holistic approach, the company addresses the entire agricultural lifecycle, from pre-sowing guidance on soil testing and preparation to post-harvest strategies for value addition, marketing, and exports. This forward-thinking model, inspired by visionaries like Henry Ford and the Tata Group, drives the company's rejuvenation every five years, ensuring continued adaptability and relevance. The company distinguishes itself as a high-performance, high-potential organization by implementing the SMART framework (Specific, Measurable, Achievable, Realistic, Timely) to maintain goal-oriented yet adaptable operations. With a keen awareness of the external factors influencing agriculture, the company leverages PESTEL analysis (Political, Environmental, Social, Technological, Economic, Legal) as part of its Anticipative Management strategy, staying ahead of industry trends and adapting to emerging challenges.

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When man AWAKENS to his inner wisdom and realizes that All is One, he transforms his relationship with the Earth; the FARMER, as the heartbeat of the LAND, nurtures both PEOPLE and PLANET in harmony with the COSMOS, guided by human consciousness and science; cosmos-friendly agriculture becomes a collective responsibility, requiring the collaboration of farmers, governments, scientists, and all people to sustain and protect our planet


Embracing what it calls ‘Big Picture Thinking’, JSS Biosuccess integrates Cosmic Conscious Cultivation, a unique approach combining scientific knowledge with an awareness of the interconnectedness of life. Through its foundational pillars of Business, Technology, Solution, Service, and Attitude Innovation, the company brings a



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fresh, conscious perspective to agriculture. This framework fosters harmony between nature and human innovation, setting new standards in sustainable agripreneurship. JSS Biosuccess insists strongly that human consciousness, i.e. inner intelligence or wisdom, which is nothing but cosmic consciousness should drive farming and all other related activities instead of human acquired, borrowed knowledge.

Innovation and knowledge management lie at the heart of its operations, empowering the company to create sustainable value through both human knowledge and customer capital. The organization's philosophy is deeply customer-centric, seeing feedback as a valuable tool for continuous improvement. Complaints are approached not as obstacles but as opportunities to strengthen relationships, enhance services, and deepen trust. JSS Biosuccess takes full responsibility for any shortcomings, treating challenging situations as lessons that drive organizational growth and resilience. Beyond profits, the firm prioritizes building wealth in character, goodwill, and reputation, laying a foundation for a lasting legacy that will benefit future generations. This vision reflects a holistic approach, where success is defined by the positive impact on society, the environment, and its clients. Through its dedication to ethical practices, adaptability, and a profound sense of purpose, JSS Biosuccess continues to lead with integrity, creating meaningful contributions to the global agricultural landscape.

JSS Biosuccess is committed to driving future growth through innovation, sustainability, and an expanded role in the agricultural sector. In 2025, the company will introduce a pioneering strategy to combat global challenges like soil degradation and climate change, advancing a resilient agricultural framework. Dedicated to empowering youth and women in agriculture, JSS Biosuccess aims to foster thought leadership and inspire a conscious, sustainable approach to farming. This vision underscores the company's mission to create lasting impact, building a future where agriculture thrives in harmony with nature and empowers the next generation of agripreneurs. 

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IS PROUD TO PRESENT

JSS BIOSUCCESS

AS ONE OF THE

TOP 10

**AGRI BIOTECH
COMPANIES**

2024

*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

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Managing Editor
Industry Outlook