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JK Agri Genetics

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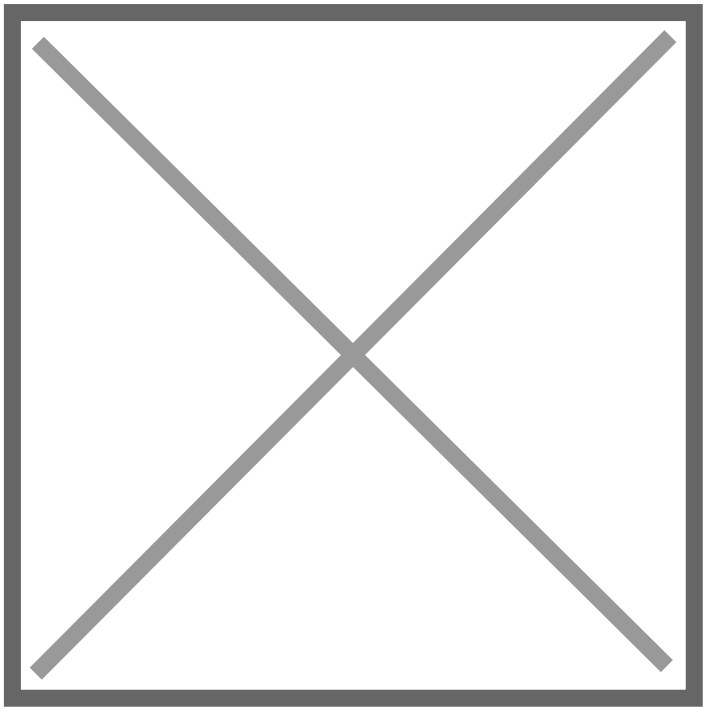

JK Agri Genetics

Business: R&D and marketing of agri biotech products (Bt cotton seeds)

Biotech Revenue: Rs 18.75 crore

CEO: P S Dravid (President)

Address: 1-10-177, 4th floor, Varun Towers, Begumpet, Hyderabad Ã¢â?¬â?? 500016

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Website: www.jkseeds.net

JK Agri Genetics got approval to launch its Bt cottonseeds in 2006 and has sold 2.5 lakh packets. JK Agri has sold four hybrids namely JKCH 1947 in the north zone, JK Varun in central zone and JK Durga and JKCH 99 in the south zone. Its sales revenue from Bt cottonseeds stood at Rs 18.75 crore. JK Agri set up its biotech research and development center in 1999. Initially it was concentrating on crop improvement programs in various mandate crops. It has been working on several genes for various traits like biotic and abiotic strains. It is also working on number of other crops for developing salinity/drought tolerant hybrids. It is building up its R&D as well as marker-assisted selection with novel traits with the help of biotechnology tools.

JK Agri has developed technology in collaboration with IIT, Kharagpur by giving sponsored research projects to IIT for incorporating Cry 1Ac gene in its lines. It also looked at staking second gene obtained from NBRI, Lucknow over the Cry 1Ac to have the product suitable for wider pest control. Its Bt gene / event is branded as 'X Ã¢â?¬â??gene'.

Now it is focusing on educating the farmers through field days, field visits that were conducted on large scale in different parts of cotton growing areas. Large number of farmers meetings was conducted in villages to spread awareness. It is also conducting technical trainings for its employees and field staff for upgrading their technical skills.