

JB ENTERPRISES / JBE GROUP

A PRODUCT & GROWING GUIDE

Green Agrow

Bringing nature closer



From country-cow formulations to everyday organic goods, Green Agrow connects considered cultivation with the people it serves.

GREEN AGROW · A JB ENTERPRISES BRAND

Grounded in cultivation. Built for connection.

Green Agrow is the product and marketplace brand of JB Enterprises within JBE Group. The supplied brand story describes an ambition to connect organic growers with customers through both business supply and direct access.

Our starting point

The Green Agrow source brochure dates JB Enterprises to 2007 and describes a research foundation beginning in 1995. This sits alongside JBE Group's broader research period of 1995–1999; the group's inherited Goshala tradition dates further back to 1823.

The farmer connection

The brand supports traditional and regenerative farming, promotes organic-input routines and aims to create fairer routes to market for participating growers. Its source brochure also describes an online B2B and B2C marketplace.

What this guide covers

Country-cow formulations, botanical crop support, tailored livestock inputs, pantry and grocery lines, and an organic floor cleaner. Availability, specifications and documentation should be confirmed with the JB Enterprises team.

A NOTE ON EVIDENCE

Product performance statements and testing or certification references in this guide are attributed to the supplied Green Agrow brochure. JB Enterprises reports supporting Agricultural University certification; ask the technical team for the relevant product-specific report and current documentation.

01 / NATURAL FERTILIZERS



Amruthrasaa

A Panchagavya-based organic liquid formulation made with country-cow inputs and complementary natural ingredients.

Inside the formulation

Cow dung, cow urine, cow curd, cow ghee and cow milk; supported by jaggery, well-ripened banana and tender coconut water.

Application in the source guide

Apply every 15 days and stop at flowering, according to the supplied brochure. It describes 3% dilution for vegetables, flowers and crops, and 5% for fruit trees, coffee and tea, via the listed drip or spray methods. Confirm current label directions before use.

- From the supplied Green Agrow brochure: The formulation is described as helping plants withstand up to 21 days without water and reducing water consumption by up to 30%. These are source-brochure claims, not universal outcomes.

APPLY WITH LOCAL ADVICE

Results and suitable application rates vary with soil condition, moisture and rainfall. Contact the JB Enterprises technical team for crop- and location-specific guidance before use.

02 / NATURAL FERTILIZERS

Urvarasaa

A botanical crop-support formulation combining the Amruthrasaa base with country-cow inputs and plant extracts.

Preparation and application

The supplied brochure describes a 48-day fermentation in cow urine. For foliar use, it recommends a filtered 3% solution; for seed treatment, a 3% dip for 20 minutes before planting. Apply only in line with the current product label and local agronomic guidance.

Crops described in the source

Vegetable and plantation crops, roses, gerbera, tea and coffee. The source brochure describes use against thrips, powdery mildew and blister blight in particular crops; effectiveness and suitability depend on conditions and should be checked with the technical team.

Why organic inputs matter

The Green Agrow approach pairs soil-focused inputs with crop-specific practice. It aims to support root development, plant growth and healthier cultivation routines without treating a single dose as appropriate for every field.

TECHNICAL GUIDANCE

For dilution, timing, crop compatibility and evidence behind product claims, request the latest technical sheet and supporting reports from JB Enterprises. Local soil, moisture and precipitation can materially change results.

03 / SPECIALIST INPUTS



Beyond the field

The source catalogue extends from crop formulations into aquaculture and tailored livestock supplementation.

Aquaculture

Green Agrow describes Panchagavya-based supplements for shrimp and fish farming. Suitability depends on the species, pond conditions and feed programme; consult the technical team before use.

Poultry & cattle

The supplied brochure offers customized supplementary feeds for poultry, cattle and other livestock. It also lists Amruthrasaa applications in broiler feed and cow and sheep programmes. Use species-specific formulations only with professional guidance.

- From the supplied Green Agrow brochure: The source brochure cites 25 g average prawn weight after 60 days and benefits to poultry growth and laying, cow milk production and sheep weight gain. These figures are context-dependent and should be supported by the relevant test or field reports.

04 / THE PANTRY



The everyday harvest

Green Agrow presents food sourced from growers connected with its organic-cultivation approach. Confirm current origin, availability and certification for each product before ordering.

Traditional rice

A selection of rice varieties for everyday cooking and regional dishes. The source catalogue names Organic Panni Boiled Rice and Organic Jolly Rice.

Cold-pressed oils

Sesame, groundnut and coconut oils prepared for culinary use; the source brochure also describes traditional cold-pressing methods.

Ghee

A dairy offering presented alongside the group's cow-based economy. For batch origin, sourcing and current specifications, contact the team.

STORAGE & SOURCING

Follow the packaging for storage, shelf life and ingredient information. Product images and lines in the source brochure are illustrative; confirm the current range and supply terms with JB Enterprises.

05 / THE PANTRY

A broader organic table

The supplied Green Agrow catalogue spans pantry essentials, traditional foods and everyday ingredients.

Pulses & dals

Whole and split lentils and pulses for everyday cooking.

Masala & spices

A selection of seasoning and spice products; exact blends and origin vary by line.

Papads & vathals

Traditional sun-dried accompaniments made for regional meals.

Nuts & dry fruits

A pantry selection for cooking, snacking and gifting.

Jams & beverages

Fruit-based preserves and coffee powder described in the source catalogue.

Health mixes & wholegrain flours

Blends of grains, pulses and nuts for porridge, smoothies and baking.

Natural sweeteners & snacks

Jaggery powder, palm candy, honey and traditional sweet or snack lines.

06 / HOME CARE

Organic floor cleaner

A concentrated cleaner described in the Green Agrow range, made with distilled country-cow urine, neem extract, water and pine oil.

Where it fits

The source guide lists floors, toilets and other washable surfaces in homes, offices, educational institutions, hotels and public facilities. Check material compatibility and the current label first.

Dilution

The supplied brochure recommends 50 ml of concentrate in 10 litres of water. Its alternate “5%” wording conflicts with that ratio, so this edition retains the explicit 50 ml / 10 L instruction pending label confirmation.

- From the supplied Green Agrow brochure: The source brochure describes the cleaner as biodegradable, free of chlorine bleach, effective against 99.9% of germs and with a 24-month shelf life. Ask for the relevant test reports and product label to establish scope, conditions and current validity.

SAFE USE

Follow the current label for dilution, surface suitability, storage and handling. Do not use as a medical disinfectant unless the specific product documentation supports that use.

TECHNICAL NOTES

Good results begin with the right context.

Organic inputs are not one-size-fits-all. Crop, soil, water, climate and application method all affect how a formulation performs.

For growers

Discuss your crop, soil condition, moisture levels and local rainfall or precipitation with the JB Enterprises technical team. They can help interpret the current label and recommend suitable dilution, method and timing for your location.

For buyers

Request the latest ingredient list, testing reports, product-specific certifications, labels, batch information and supply terms for the products you are considering.

About the claims in this guide

Quantified agronomic and performance claims, as well as references to FSSAI, ISO, SGS and NABL in the supplied brochure, are reproduced here as claims of that source. These bodies play different regulatory, standard-setting, testing and accreditation roles; no blanket certification of all products is implied.

SUPPORTING DOCUMENTS

JB Enterprises states that Agricultural University certification supports its claims. Ask the technical team for copies and scope of the relevant documentation; results may vary by soil condition, available moisture, rainfall and management practice.

WORK WITH GREEN AGROW



Cultivate the conversation.

For product specifications, local application guidance, supporting documentation or business supply, speak with the JB Enterprises team.

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