

JAIN GROUP

Largest PVC pipe manufacturer in India

SINCE the Jains entered the field of PVC processing, the town of Jalgaon and its environs have experienced a sea-change within a decade. The Jain PVC Pipe Division from a mere 20kg per hour in 1980 have built up a capacity of 30,000 MTs and produce as much as 25,000 MTs and PVC Pipes per annum. To the advanced high capacity extrusion lines imported from Cincinnati—Milacron, Austria they added their own revolutionary technical innovations which make them the leaders in the field.

Today they are the single largest manufacturers of PVC Pipes in India with a market share exceeding 302 per cent. With 8 units already functioning the turnover from PVC Pipes alone will cross by March 1992.

Micro irrigation

25 years ago, the Jains—began establishing their business to serve the small farmers, little realising that they had taken a step forward in revolutionising the agriculture sector. This came by in 1987 when in tech-

nical collaboration with James Mardie Irrigation they set up a modern processing plant for the system in Jalgaon.

India is a vast agricultural country still quite dependent on the net work of its rivers and the seasonal monsoon rains. Uncertainties of natural Calamities made the concept of drip irrigation popular and it has not looked back since. By March 1992 the sales of drip irrigation systems manufactured at Jalgaon will cross.

12 million US\$

The Jain Irrigation Systems Ltd. (JISL) has been structured with survey, design, installation, maintenance, production, quality control, extension service and R&D as its divisions manned by experienced technicians, engineers and experts. The company has built a truly professional reservoir of human talent.

The success JISL has resulted in satisfied customers from some of the developed countries in Europe and the USA placing large orders with them. To meet the high export stan-

dards, the Group has set up a full-fledged Export Division in Jalgaon backed by an experienced team of engineers and motivated marketing men to meet the requirements of the world market. The unique export selling features of the Jain Group products are: quality, competitive price, strategic geographic location and quick supplies.

Papain

Export is not a new field for the Jains. They have been exporting Papain, a sensitive agro-based enzyme, for over 10 years to the developed countries and meeting as much as 20 per cent of the global demand.

PVC foam sheet

The Jains have continued their ceaseless efforts in new product development. They have started extrusion of uPVC foam sheet. These light weight sheets can be used for indoor and outdoor applications such as shelving, partitioning, shop fittings, exhibition stands, insulation panels etc.

RIB-Loc pipes

Spirally wound uPVC pipes (with licence from Rib-Loc of Australia).

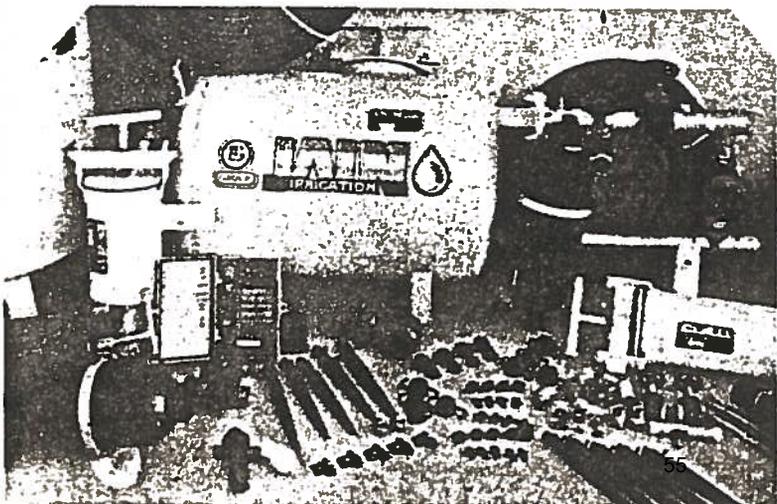
Custom moulding

Custom moulding, a new concept, provides customers with a total range of services from engineering and design to making proto-type finished products in desired quantities. Besides these, speciality PVC pipes, fittings, foot valves and window frames are also made.

Power transformers

An interesting diversification for the Jain group has been in power transformers. The company, EMCO—Bombay, is in collaboration with the world renowned S.A. Ateliers de Secheron of Switzerland incorporating latest developments in transformer technology.

With the booming demand for its PVC products and the government's liberalised policies, this unusually and consistently well managed Group's annual turnover may grow beyond \$400 million by the year 2000 making the Jains of Jalgaon one of the elite companies of the latest mega industrialist genre.



The range: drippers, filters, polytubes, sprinklers etc.

An entrepreneur does not have to disturb the environment or encroach upon the ecological balance of Nature just to satisfy his creative urge. It is not that a monstrous chemical-complex alone is a symbol of entrepreneurship. To bring into being where nothing was before - is what creativity implies. Anything which has a tinge of originality, any piece of work done imaginatively, is a matter of the entrepreneur's creativity

By his very instincts, an entrepreneur seeks growth and also involves himself in the progress and prosperity of the environment in which he works. We thus find that a real entrepreneur derives great pleasure in improving the standards of not only the persons with whom he works but also of his overall surroundings. He would consider this aspect as his social responsibility.

Vital Importance: The development of entrepreneurship is of vital importance for any and every nation. For our country, it is a matter of survival. With entrepreneurship, we prosper; without it we will perish. Will India occupy only two percent of the world's land area, but has to support 14 percent of the world's population. It, however, is not a matter to get dejected about because we have always had a fine blend of crafts and culture. With the world's third largest technical and scientific force; with abundance of many basic raw materials and natural resources; all that we need is to develop an enduring spirit of entrepreneurship in the minds of our people.

And where else, if not in India, could entrepreneurship grow faster? We have a breed of people who almost inherit initiative and perseverance which are amongst the main characteristics of entrepreneurship. These were the traders who specialized in buying and selling for centuries. What we need to tell them is, to change their attitudes and approach. Instill in them the courage to adapt to the new environment. They already have the expertise and knowledge of marketing. Their ways are amiable and manners pleasing. To be an entrepreneur however, they need to know something of industrial licensing, manufacturing processes, economics, finance, labour affairs, management problems, research and development, productivity, government relations, and above all, they must possess and portray a humanitarian approach.

To be successful, the entrepreneur will have to acquire some technical insight into his industry, travel extensively in and out of the country, adopt and study new techniques, organize and participate in seminars, symposia and workshops. He must also learn to appreciate the good work of the people who work along with him and also get accustomed to living with tension and disappointment as part of his life and career. He should remember: 'Kites rise, not with the wind but against it'.

Entrepreneurs should take shortages of raw materials, the absence or poor availability of infrastructure, the current Licensing Apparatus, the

State monopolies, the lopsided Industrial Legislations and Regulations, the punitive-tax-structures and an over-bearing bureaucratic set up which indulges in delays rather than in decisions-as existing irritants. He must not allow himself to be bogged down with these. Instead, he should move forward with a positive outlook, constructive approach and resourcefulness.

The difficult problems, the real constraints, in fact, lie within the organisation. Thus, entrepreneurs must closely monitor the chronic shortage of working capital to funnel their continuous expansion. Bankers would invariably interpret such expansion as 'OVERTRADING'. Growth will be throttled if the morale and motivation of his organization is not continuously kept up. Unless an entrepreneur adopts an innovative approach, and keeps reorienting his organization, it is unlikely to go ahead with him. He must, therefore set high standards of performance, excellence and integrity for their sake. A keen sense of commitment towards the product, the people and all that go with it, will alone carry him through the tedious path. He must always set and fulfil his targets efficiently if he is to successfully direct, organize, motivate and control the organization he is to found and head. If he fails, he has only himself to blame.

The author is the Chairman of the Jain Group of Industries, Jalgaon, Maharashtra.