

Response Feature

JALGAON

EXPANDING HORIZONS

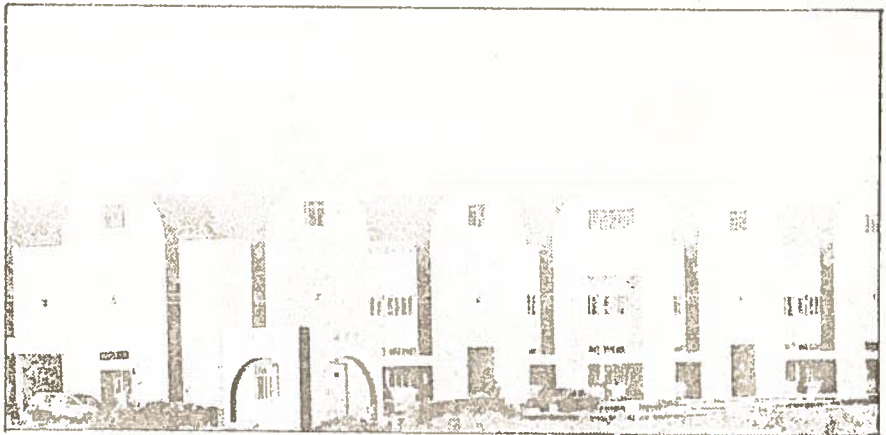
Ushering in a second green revolution

Today, the Jain group is a giant in Jalgaon. Undoubtedly, the industrial scenario in Jalgaon will be incomplete without talking about the Jains. **Vikas Malikayil** and **Prashant Prabhu** report on the various activities of this group

WHEN, OVER 70% of India's population is dependent on agriculture, the Jain group has indeed done a yeoman service to our farmers by introducing the latest concepts in irrigation.

The Jains have had humble beginnings. With a family fortune of just Rs.7000, the Bha-varlal Jain managed to secure an agency from Esso, the then American petroleum giant. During 1963 to 1977, many more dealerships of reputed companies were acquired in the fields of petroleum, farm inputs and equipment. The sales turnover reached to about Rs.10 crores and the Jains were soon acknowledged as leaders in most of the fields they covered.

In 1978, the Jains ventured into the purchase of a sick unit which was originally conceived to be a banana powder factory. The Jains adapted this equipment for processing papaya latex into refined Papain — an industrially important export oriented enzyme. And, in the December of 1978, the first assignment of Papain the shores of India to the United States. From then onwards, the company has never looked back. Today, the export of this product has spread throughout the world and has reached a high of Rs.10 million per year. The Jains were the first in India to export such a non-traditional product — a feat which has been



recognised by both the central and state government by way of awarding the company with more than a dozen awards.

In 1980, the Jains conceived of an idea of getting into the manufacture of PVC pipes and fittings, yet another product related to the farming community. Utilising the potential to the fullest, the production grew phenomenally. The company also took benefit of the various incentives offered by the state government for the promotion of industries in backward areas and the Jains put up as many as seven units in a span of two and half years. Two more pipe units were commissioned in Sendhwa, a tribal area of Madhya Pradesh and have an annual turnover of

around Rs.84 crores. Today, the Jains are the single largest manufacturers of PVC pipes in India accounting for about 30% of the production.

Computerisation was introduced way in 1982. Today, they are used for a variety of functions and are involving an investment of Rs.50 lakhs. The Printing and Publishing unit was started in 1987 which is fully equipped with desk-top publishing units and computerised equipment.

The Jain group has gone public with their much publicised micro irrigation project with a fixed capital outlay of Rs.7.8 crores. Jain Irrigation Systems Ltd. is floated in collaboration

with the world leaders in the field, James Hardie Irrigation. JISL has already become a household name in Maharashtra and has ambitious plans to spread their network to other states.

Over the last three years, the company has supplied and installed micro irrigation systems on over 40,000 acres of land, covering 31 different crops and valued at over Rs.45 crores. Today, the group's turnover is over Rs.107 crores and has fixed assets of over 20 crores. The Jains, is perhaps the only group in India which has totally committed and dedicated its efforts towards the farming community of India, and undoubtedly they deserve it.