



30-foot-tall metal idol of the Sun God, which stands on the sprawling

165-acre estate

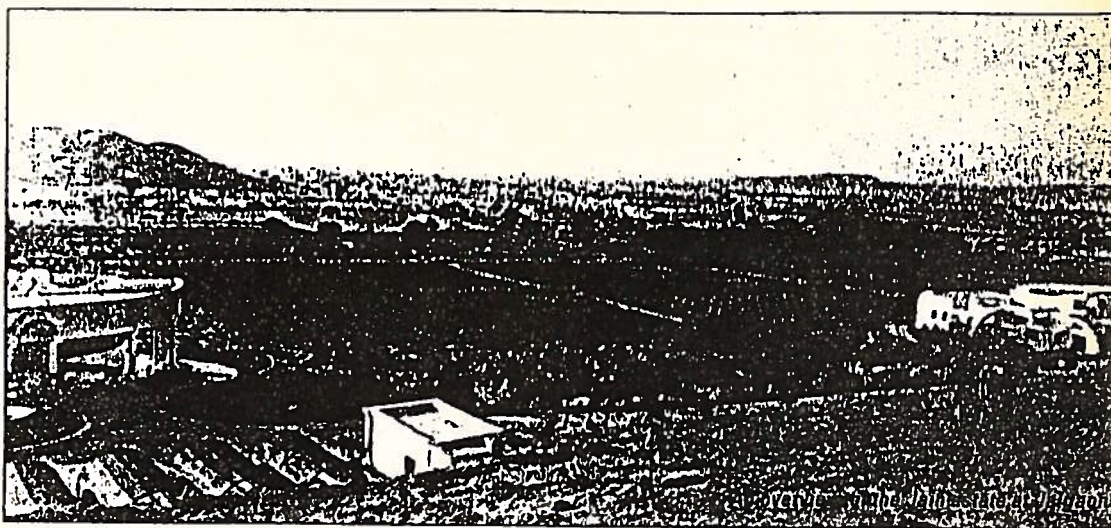
of the Jain Group of Industries, signifies the group's corporate philosophy. Prominently displayed slogans like 'Work is life' or 'Work for the pleasure of working' abound on the premises — indications, as it were, of the deeply ingrained work ethic in the place.

The success story of the Jains — a medium-sized industrial house based in Jalgaon, northern Maharashtra, which manufactures a diverse range of products — began in 1963 with Bhavarlal H. Jain, the first-generation patriarch of the group. Starting off with a small capital of Rs 7,000 in 1963, Bhavarlal traded in fertilisers, metal sheets and later tractors. In 1978, he bought over a sick banana powder-manufacturing unit — and from this point onwards began his rise to prominence in the industrial sector.

Over the years the Jains have won laurels both at home and abroad. The group has pioneered the concept of micro-irrigation systems and spirally wound lightweight, large-diameter, Rib-Loc pipes in India. It is now the second largest producer of refined papain (an enzyme used in food and pharmaceutical industries) the world over.

Recently, Bhavarlal Jain joined a delegation, headed by the Maharashtra chief minister Sharad Pawar, to Israel, even before diplomatic ties were rebuilt with that country. The visit enabled him to bring the concept of total agriculture to Indian farming. Quick to realise that water scarcity was likely to become a perennial problem, he signed an MOU for pioneering of tissues culture technology and greenhouse concepts.

A visit to the sprawling Jain estate reveals the enormous amount of work that has been undertaken. The scientists at the tissue culture laboratory



## Success story

The Jain group of industries is an example of an eminently successful entrepreneurial effort, says Harry David

are involved in re-duplication of the 'Basral' and 'Shripati' local varieties of banana. Simultaneously, work is on to develop tissue cultures of horticulture crops, ornamental flowers, teak and bamboo.

Meanwhile, four new laboratories are nearing completion with the help of the Raham Meristan group of Israel. The Jains have made an investment of Rs 20 crore in these plants, each of which will have the capacity to produce five million plants per annum (the capacity of the existing plant is 1.5 million).

Three other popular varieties of banana from Israel — Grand Main, Williams and Zelic — are being grown in greenhouses on the farm estate. Clones of these Israeli varieties — which yield upto 40 kg per stalk as against conventional Indian varieties which yield 20 kg per stalk — are expected to be supplied by the group to farmers in Jalgaon shortly.

The total micro-irrigation system (MIS), being manufactured at a newly set-up separate plant in the Jain Irrigation complex, has already started

creating waves. The domestic sales of the system to date have aggregated to over Rs 1,291 million.

A new range of chippers and a unique state-of-the-art line source tubing is being added to expand the existing product range. Field research activities have been augmented



Bhavarlal H. Jain

and a separate R&D division has been created in the manufacturing plant for meeting future needs. The company has plans of expansion in the export market by offering integrated turnkey projects to its clients involving the application of high-technology agro-consultancy. And its recent tie-

up with the Israeli Agency AGRIDEV, was towards achieving this objective.

Meanwhile Ex-Cel, the company's brand name for plastic sheets, has already become a significant player in the European market and is also doing well in the US. PVC Integral foam sheets have now been added to the Ex-Cel family of rigid foam PVC sheets; and the group will soon add to the range of polycarbonate sheet acrylic, polycarbonate corrugated and polystyrene based Timbron wood-substitute sheets. The Jains have also embarked on the manufacture of custom-moulded articles, and are currently negotiating the supply of sophisticated moulded electronic and medical components to major buyers in the US and Europe.

The group has now set its sights on the manufacture of solar heaters, and recently signed a technical licence agreement with Amco Limited, Israel, for the transfer of technology in the field of solar water heating. The product is expected to be launched in the Indian market in the last quarter of 1994.