

AGRICULTURE TODAY

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INDIAN AGRICULTURE

Going Beyond the Boundaries

Pesticides: **Myth** and **Reality**



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Sense **Ruling Indian Fields**



Irrigating the future of Indian agriculture - JISL

'One who solves the problem of water is worth two Nobel Prizes, one for science and another for peace' - John F. Kennedy

Winning a lot many national and international awards as recognition over the years, last in the line being EIMA Technical Innovation 2005 Award, Jain Irrigation Systems Ltd.(JISL) has time and again proved their competence in carrying out their responsibility and obligation to do better in future than what they did in the past. Their search for innovation, exceptional merit and outstanding performance in the field of Agriculture has been unending.

The organisation's mission is to leave the world better than you find it with a vision to establish leadership in whatever they do. Their guiding principle states that in order to translate the corporate philosophy into action, they will work hard, very hard. They will manage their resources; men, material and money in an integrated, efficient and economic manner keeping in view that social responsibility and environmental concerns are equally relevant.

With this noble philosophy, the organization has trekked the heights of success in a very short span of time since its establishment in 1963. The various corporate wings comprise of Jain Food Park, Jain Agri Park and Jain Plastic Park. Along with these, the various activities of agricultural services include Agricultural R & D, Demonstration, Training and Extension, Turnkey Agro Project Consultancy and Implementation and Wasteland Reclamation and Soil Conservation, Water Harvesting and Storage. The organization has dedicated itself to the development of agriculture and agro-processing by

providing India's only one-stop-hi-tech integrated agricultural shop where the farmers are first helped to produce quality farm products, then these products are bought by the organization, required value addition is done to these and then the product is exported.

In an informal interaction at his house at Jain Hills, the chairman, Sh. B.H. Jain told that "at the core of organisation's success lies its commitment to shared values and work culture; and the organizational belief that 'work is life and life is work.' In work culture the organization has no hierarchy and ownership. Every one is owner and every one plays a role. The extent of ownership and the nature of responsibilities may differ, but the organization belongs to one and all. And this defining value system makes Jains different from other business groups", proudly claimed he.

At Jains the central theme is 'agriculture sustainability and environmental protection'. The Group offers the best mix of agriculture, environment and industry. The Agri Park deals R&D, plantations, biotechnology, resource management, training and extension etc., the Food Park deals with industrial activity and exports of processed food and the Plastic Park is a contribution to the environment. The Group thus deals right from training to agri- inputs, technologies, planting material to processing of farm produce and exports. With a shared value system, the organization has inculcated a feeling



Mr. B.H. Jain



जेन वॉली - फूड पार्क - २३६ एकर (जलगाँव)
JAIN VALLEY : FOOD PARK - 236 ACRES (JALGAON)
Fruit Processing Facility



Onion & Vegetable Dehydration Facility

of belongingness among employees, which makes them feel responsible of the unit they are handling and so a better result is generated. Besides business activities, training and extension is the major focus. The Jain Hi-tech Institute, only in the fifth year of its operations, set a landmark of 30,000 visitors this year for training and demonstration of various high-tech agricultural practices. Mr. Ajit Jain, Managing Director says that micro-irrigation system in India is not a product but, a concept, and therefore farmers need to be given training and education if we have to succeed. Incidentally, on this many players in the micro irrigation industry differ with him, and for them irrigation systems are the products. He justifies his approach saying "had it been so then JISL may not have been the consistent market leader in a industry, where even Israeli companies are present". Today, with more than 3000 committed employees working to achieve excellence for a common cause, JISL has established its leadership in diverse products like Micro & Sprinkler Irrigation, Banana Tissue Culture, Agro-Processed Products, Plastic Pipes & Sheets. With a lot many innovative ideas, progressive attitude and a leading tempo in the hearts of the management team, the organization aims to expand its business and take it to newer heights to follow none in its business. But, the success has not come by so easily. It has taken days and nights of involvement of the founder, Sh. BH Jain, his four sons, Ashok Jain, Ajit Jain, Anil Jain and Atul Jain and the worker family of JISL. The company also faced many failings. The most interesting thing that I came across during my visit was the proud listing of all failures among success in the Corporate Gallery. When I asked Bhau Ji at breakfast about this unique thing, he said "all of us fail, but like to remember only success. It is good. But, it is better to remember failures, which can guide you better than success". Over and above the excellent achievements in business, the Jain campus at the outskirts of Jalgaon, comprised of Jain Hills, Jain Valley and Jain Fields that the founder

Sh. BH Jain has built, is a place worth visiting. Commenting on the beauty of the place, the Ambassador of Israel to India, Dr. Yehoyada Haim, wrote in the visitor book, "if Shahjehan was alive today, he would have said, if there is paradise on earth, it is here". Not surprising that the campus has attracted many VIPs, including Chief Ministers of Gujarat and Andhra Pradesh, the Union Agriculture Minister, the Vice President of India and many other dignitaries over the years, besides about 30,000 other visitors last year for training and study. Not only they hailed the work done by JISL in sustainable agriculture, but also praised the beauty of the campus, so meticulously built by the great visionary, Sh. Bhanwar Lal Hira Lal Jain.

Bhau, as the Chairman is lovingly called, has achieved many accolades for his work. One of his great admirers, Dr. Rajendra Malose wrote about Bhau:

*"On hills and forests were stones all over
A dreamer-he gathered them all together
Formless and angular, these stones of no beauty or
grandeur*

*Drew ridicule and derision from every corner
But the dreamer was calm and his eyes shone
For, his vision saw an idol in every stone
Forming these idols was the mission of his strife
Love was his strength and his faith his life
His touch awakened the long inanimate
Out stood the idol his vision articulate*

*In the tale of its birth the idol does offer
A living tribute to its creator-the dreamer"*

May the foresighted dreamer achieve the targets through his vision and bring a drastic change in the face of Indian agriculture and prosperity to farming community. The blessings he has received are countless and may the numbers touch the sky.

By M J Khan