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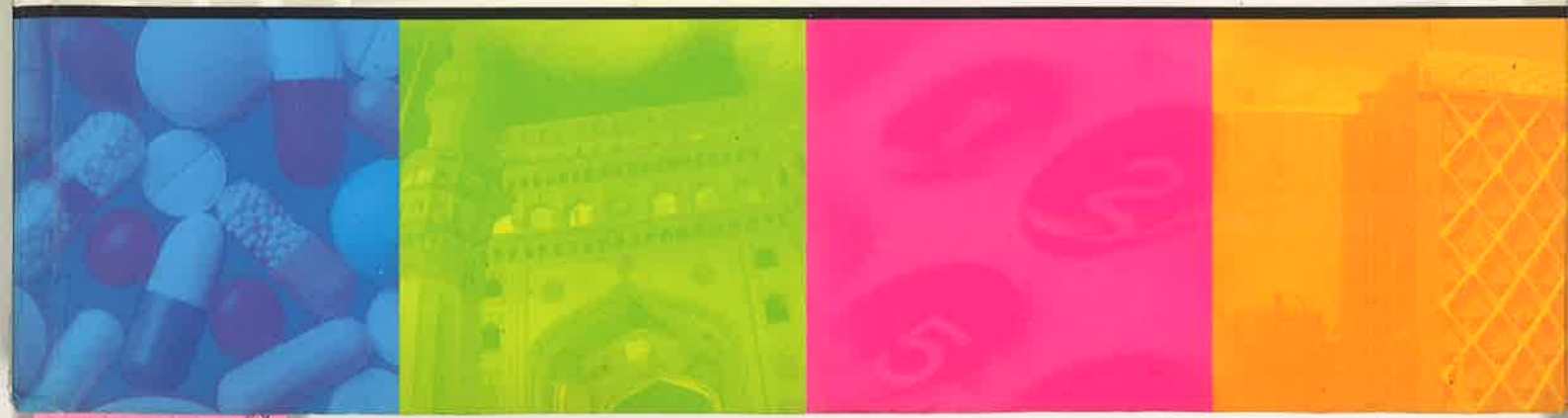
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# Celebrating the Best!

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JAIN IRRIGATION SYSTEMS LIMITED

# metamorphosis of farming

In 1963, as a young law graduate, Bhavarlal Jain, took a challenging decision. After qualifying for the Indian Civil Service examination, he decided to forego it and get into his family business of farming. Starting with just Rs.7,000, which was the accumulated savings of three generations, he has started a trading business and slowly entered into papaya latex dehydration. In 1980, on the 15<sup>th</sup> of August, he manufactured the first PVC pipe.

In 1986, Jain Irrigation Systems Limited was set up at Jalgoan in Maharashtra. The company graduated into a massive industrial conglomerate within a short time.

The company's operation was initially confined to Jalgoan and Maharashtra belts but it recently started acting in other State like Tamil Nadu, Karnataka and Andhra Pradesh.

"In Andhra Pradesh, the State government is helping the farming community by assisting them to adopt all types of modern irrigation technologies, which will enable them to increase their yield and improve their economic status. At present, the company is covering approximately 55% of the total agricultural sector and in the State it covers 35%. Close rivals like Netafem and Plastro cover only 15% and 12% of the sector respectively. According to



**IN AP, THE STATE GOVERNMENT IS HELPING THE FARMING COMMUNITY BY ASSISTING THEM TO ADOPT MODERN IRRIGATION TECHNOLOGIES. AT PRESENT, THE COMPANY IS COVERING APPROXIMATELY 55% OF THE TOTAL AGRICULTURAL SECTOR AND IN THE STATE IT COVERS 35%**

- Bhavarlal Jain, Founder, Jain Irrigation

Since its inception, the company has been providing various agricultural services and inputs. In agriculture, it deals with agricultural R&D, demonstration, training and extension, wasteland reclamation and soil conservation, water harvesting and storage, turn-key agro project consultancy and implementation. It also gives agricultural inputs like micro irrigation systems, PVC piping systems, sprinkler irrigation system, water well casing, screens and sure loc pipes, spray pipes, HDPE and MDPE piping systems.

Apart from these services, the company recently got into many other activities like tissue culture, banana plants, vermicompost, cultivation and supply of agricultural crops, processing of agricultural produce, and fruit processing.

the latest statistical information, in AP, from November 2003 to March 2006, a total 1,58,000 hectares of land has been cultivated, out of which Jain Irrigation Systems Limited covered 55,000 and captured a market share of about 40%," says Anil Kumar Katariya, president marketing.

Apart from its existing fruit processing unit in Hyderabad that processes mango, tomato, papaya, JISL recently acquired Terra Agro, Udumalpet, TN, where JISL is engaged in vegetable dehydration, and has also acquired two units in Chittoor. This would be a boon to farmers in AP, as JISL would be processing all types of fruits and vegetables as part of 'contract farming'.

The other products of Jains available in AP are:

### PVC piping systems

The widely used PVC pipe is resistant to almost all kinds of acids, corrosive liquids and gases. It is available in solvent weld socket joint and in rubber ring socket joints. It is also has acquired international standard certificate.

### Water well casing, screens and sure loc pipes

Between 1992 and 1998 Jain well casing and screens were installed in about 8,000 water wells, 70% in 33 countries around the world, which is a huge achievement for the company.

### Jain spray pipes

Spray pipes are being manufactured from virgin high performance engineering plastic material. They are UV resistant and are flexible and light weight. They have excellent resistance to pesticides and other chemicals containing acid, alkali, salt and are used for spraying agri and horticulture plants.

### Micro irrigation systems

A scientific method of irrigation carries desired water and nutrients directly to the root zone of the plant, drop by drop. The main advantages of this system is getting more crop for every drop, early maturity, better quality and higher yield, and it is ideal for terrain with problematic soils and water. It saves labour cost, while the yield can be increased up to 230%.

### Agricultural R&D, demonstration, training and extension

The company provides complete solutions for progressive farming. Classes are regularly conducted at the Jain Gurukul, Jalgaon, advanced courses are conducted for farmers, extension, training, marketing staff as well as dealers. These facilities are also being provided to other institutions. The R&D farm demonstrates the use of appropriate agricultural techniques and practices tissue culture, fertigation, water harvesting and micro irrigation.

### Sprinkler irrigation systems

Full circle irrigation sprinkler is available in 27° to 30° trajectory, cast bronze, brass body with I-beam construction for added strength. It is fully corrosion-resistant, strong, and has well-balanced gunmetal swing arm to provide correct jet dispersion. It is very easy to install and maintain.

### Fruit Processing

Recently the company came up with most modern, world class and 100% export-oriented fruit processing unit at

its headquarters in Jalgaon. Select varieties of banana, mango and papaya are grown in the valley on contract and the fruits get processed at the plant in line with modern concepts. Dry climate, fertile soil and sanitary plant design enables production of farm fresh fruit purees.

### Onion and vegetable dehydration

The company is the largest onion and vegetable dehydration plant in the country and integrated world class dehydration facility.

### Tissue culture

The company recently got into tissue culture activity which means cloning and micro propagation of tissues of select elite plants and daughter suckers. The process consists of five important steps: initiation, multiplication, shooting and rooting, primary hardening in shade houses.



### HDPE and MDPE piping systems

These pipes are very much flexible and have excellent resistance to chemicals. These are available in both straight and coils forms and have excellent flow characteristics.

### Turn-key agro project consultancy & implementation

The company has successfully undertaken over 1000 small and large turn-key agro projects from conception to completion both in India and abroad. The project begins with selection of site, preparation of soil bed, identification of appropriate crops, scheduling of irrigation, determination of agronomic practices, use of hi-tech agro inputs, providing on-going technical services, training, pre-harvesting and post-harvesting techniques. ♦