

# Icons

W. J. K. S. S.



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# AROUND THE WORLD



are Vision

What makes Bhavarlalji Jain different is his unique style of working. While doing things, he keenly monitors every thing personally, however, big or small.

A look at "Anubhuti", the International Residential School based on experiential learning, reveals how painstakingly he has decided where each and every building should be located. Significantly, his decisions are strictly based on reasoning. Be it the positioning of the library, a classroom, the hostels or the dining hall, he has a strong reason to give each one a specific location.



**Bhavarlal H. Jain**  
>>> Founder Chairman, Jain Irrigation Systems Ltd.

**“W**oh phool sar chadha jo chaman se juda hua: Izzat use milee jo watan se nikal gaya” (A flower, when plucked from the garden, is worshipped. So also, the man who leaves his homeland for a cause earns respect).

Like many others in Jalgaon, Bhavarlalji is a migrant to the city. However, what distinguishes him from others is that, his forefathers faced the rigors of migration twice. First from Rajasthan to Wakod and then from Wakod to Jalgaon. This perhaps was fortunate for him, as blessings also came to him twofold, not only in the form of means and money, but also in the form of vision and wisdom.

It is this 'vision and wisdom', not the means and money of the 70-year-old Founder-Chairman of Jain Irrigation which has helped him take his establishment, a MNC, yes an Indian Multi National Company to such heights not only in our country

but around the world in 107 countries.

Reaching such a goal requires a different kind of determination, hard-work and commitment. However, a closer look at Bhavarlalji's life clearly reveals that he did all this and more. Bhavarlalji himself recalls, "I had a meager 7000 rupees, the combined savings of three generations, in my hands when I started selling kerosene in Jalgaon on a pushcart in 1963."

Kerosene? "Yes", he replied and said, "I had a keen interest in agricultural products and in rural life. Can you dissociate kerosene from such life?" he asked and then elaborated further. Recalling his mother's advice, "She said to me, you can fill your belly easily, like anyone else in this world, and there is nothing great in this. You should try to do something that would also feed someone else." He paused for a moment and then continued, "Her advice remained stuck in my mind for ever.

# WITH A HAND CART

THERE ARE SOME PEOPLE IN THIS WORLD WHO ARE KNOWN BY THEIR DEEDS, AND BHAVARLALJI JAIN IS ONE AMONG THOSE FEW, WHOSE ACHIEVEMENTS PROCLAIM THE MAN

I kept thinking about her advice and decided to do something, which would not only feed other people but would also care for the birds, the cattle and other animals. Hence I opted for agriculture, the only industry which is capable of doing all this".

So, with a pushcart, his journey began in 1963. Since he did not have enough money to fulfill his dreams, he spent fifteen years of his life, selling kerosene and then marketing agro-products - from tractors and PVC pipes to sprinklers and seeds. He also worked as a dealer with various manufacturers.

**Bhavarlalji Jain interacting with students of Anubhuti International Residential School**



Eventually, he earned the respect and trust of his business associates. This background helped him in his industrial ventures.

In April 1978, Bhavarlalji took over a sick unit in Jalgaon and started producing purified Papain from Papaya latex and soon became the top-most supplier of highest purity refined Papain in the world. Papain put Bhavarlalji on the international map. Then there was no looking back. Just two years after this landmark achievement, Bhavarlalji started manufacturing PVC pipes in 1980, Micro-Irrigation Systems in 1989



**Bhavarlalji Jain with his sons - Ashok, Anil, Ajit and Atul**

and then started Food Processing in 1994. During this period, he kept his organisation engaged in R&D which resulted in Jains introducing hi-tech concepts to the Indian agriculture industry such as Integrated System Approach, One-Stop-Shop for Farmers, Infrastructure Status to Micro Irrigation and manufacturing Micro & Sprinkler Irrigation, Agricultural Inputs, Agro-Processed Products and Plastic Pipes & Sheets. The Jain's strong dealer-distributor network in the rural areas helped him become the largest producer of PVC pipes in the country by 1997.

After his success with business at home and around the world, Bhavarlalji has turned his attention to social work. He believes that one must give back to society through whatever means possible and this is not necessarily with money alone. With this thought, he has started a residential international school, named Anubhuti, which provides education through the 'experiential learning method'. Deserving children from the rural community are being given scholarships here so that they too would have an opportunity to get a good education.

The way that the 70-year-old Bhavarlalji has completed his school project in nine months, shows how young he is - to face any kind of challenge even at this age. Today, people regard him as a very successful businessman, who heads a Rs 2,000 crore Indian Multi National. However, on meeting him one fails to find a businessman in Bhavarlalji. Instead, one finds a reformer, a man with rare vision and a caring, father-like person.

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