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**FOOD**  
Retailing  
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& Packaging  
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Cold Chain  
& LOGISTICS  
Expo

India  
**ORGANIC**  
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Good Agriculture Practices  
India **GAP**  
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# AgriBusiness & Food Industry

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Our News

## Int'l Horti Expo 2008 New Farm Power!



### India's Fresh Produce Beckons Investors

**Indian Horticulture  
Marching Ahead**

**Indian Processed Foods Industry**

**Ayurveda and Geriatric Care**

#### Report

- India Int'l Potato Expo 2008
- Oshadhi 2007
- National Farmers' Conference

#### Retail Biz

- Int'l cuisine pushes retailers' profit
- Food Bazaar stocks Frito Lays again
- Future Group plans private label brands

#### Book Review

- GrapeNet: An initiative of APEDA

# Jain Irrigation Company

Pioneering Micro Irrigation in India



**J A I N** Irrigation Systems, a 29 year young corporate, has pioneered indigenous Micro Irrigation Industry in India. The

company manufactures complete range of products for precision irrigation (drip and sprinkler systems) and provides support services and training to the farmers.

Besides micro irrigation the other divisions in the company include PVC and PE pipes, PVC and PC sheets, Vegetable dehydration, Fruit processing, Fresh fruits, Tissue culture, Bio-tech research, Green house, Solar energy and Renewable energy resources and Turn key projects in Agriculture.

Its technicians install irrigation systems in the field; provides operational and maintenance support to the farmers. Its Agriculture Experts transfers high tech cultivation methods to the farmer and build capabilities for enhanced crop production.

Transfer of technology is attained through training and extension by Jain High tech Agriculture Institute. JHAI has two large Research Farms, 1200 acre each, in Jalgaon (Maharashtra) and in Coimbatore (Tamil Nadu) demonstrating all high tech technologies on a large number of crops. Different irrigation and fertigation land and soil management technologies are demonstrated "live" in the R&D & Demo farms.

JHAI has been recognized as an agriculture training centre by several universities and Institutions in Public domain in India and USA. It has been also approved as a agriculture training centre by FAO.

Through persistent efforts and

following an integrated approach in supporting the farmers of this country, Jains have emerged as the world leaders in micro-irrigation enjoying a market share of more than 60% in India and catering to the needs several developing countries. It is listed by Standard and Poor, as one of the eight Indian company that will make big difference in the coming years. The company is now expanding its activities into other continents by acquisitions in USA, Europe and Israel in manufacturing of micro irrigation components and food processing.

Water and Fertilizer management of Potato.

Irrigation management of potato crop is very critical- Deficit irrigation results in low productivity and excess irrigation causes high disease incidence and low yields. Jain Irrigation recommends the use of 1. Drip system of irrigation as the most ideal way of water management of Potato. This system allows precise application of water and fertilizers as per the timely need of the crop. This practice results in higher yields (40-55%) and saving of water (up to 60%) and fertilizer (25%), low disease incidence besides savings in power and labour compared to conventional flow/flood irrigation.

Drip system installed for Potato will be suitable for any suitable for any rotation crops (crops after potato). A standard drip system when maintained and operated as directed by Jains

## B.H. Jain received 'Padma Shri' Award

B.H. Jain, Chairman, Jain Irrigation, has been bestowed prestigious 'Padma Shri' award by Government of India.

This award is given by the Government of India to Indian citizens to recognize their distinguished contribution in various spheres of activity including the Arts, Education, Industry, Literature, Science, Sports, Social Service and public life. The word "Padma" (Sanskrit) means "Lotus".

Jain has been honoured for exceptional and distinguished work done by him in promoting science and engineering in agricultural sector, on which, majority of Indian population depends for their livelihood. He has pioneered introduction and propagation of micro irrigation technology in India for small farmers.



would provide trouble free service for 7-10 years. The extra income generated in the first two years from additional yields will cover the investment cost if one crops taken per year. If a rotation crop is also taken then the cost will be absorbed in the first year itself.

Jains have also developed a low precipitation mini-sprinkler system (Rainport system) for those farmers. This rainport system is also a water economizing irrigation and fertigation system and found to be quite acceptable to farmers in many potato growing areas. ■

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