

Agriculture is not just a job! It is a way of life.

Vadamalai Media Group

March 2009 - Rs.70

AGRICULTURE & INDUSTRY SURVEY

India's Leading Business Magazine for Agriculture

Wheat : Potential crop for future food supplies enormous!

What is being done in wheat research?

Hydroponics
Gardening
Agri Meshes
Herbal Extracts
Grapes
Biotechnology
Tissue Culture
Consultancy Services
Agri Equipments
Security Fencing
Drip Irrigation

Next to foodgrains is the fisheries!
As the big food sector!

Fisheries is over exploited. Fishing is now a big priority issue in world food programme. Countries are not complying with the UN Code of Conduct for Responsible Fisheries. It's time some changes were made, say experts.

Let the country know what the leader of the Opposition intend to do if they are offered the top job of the Prime Minister post?

Vasundhara Enterprises

Offers several types of drip irrigation systems, lawn and garden pop ups, overhead sprinkler irrigation, rain gun irrigation system, etc.

Vasundhara Enterprises was incorporated in 1994. The company manufactures a wide range of pipes and fittings. It offers several types of drip irrigation systems, lawn and garden pop ups, overhead sprinkler irrigation, rain gun irrigation system, plastic control and elastic valves, filtration equipment, fertigation & chemigation equipment. It caters to diversified industries like agriculture, construction, engineering, sanitary and hardware materials used for the domestic purpose. Vasundhara clocks an annual turnover of more than Rs. 1 crore and has around 20 employees working in the organization. Product Profile

The company is located in Gurgaon, Haryana. Mr. Narenra Yadav is the proprietor of the company. Mr. Yadav is a commerce graduate by qualification. He has over 16 years of work experience in the field of irrigation.



Products

The range of products manufactured by the company is the following:

Drip Irrigation Systems

Drip Irrigation System delivers water to the crop using a network of mainlines, sub-mains and lateral lines with emission points spaced along their lengths. Each dripper/emitter supplies a measured, precisely controlled uniform application of water, nutrients, and other required growth substances directly into the root zone of the plant.

Drip irrigation system is the proven way of efficiently using the water in the soil. With the combined forces of the gravity and capillary the water and the other

nutrients enter the soil from the emitters, moving into the root zone of the plant. The plants withdraw the moisture and it never suffers from the water loss. The company focuses on the low cost, simple drip irrigation system that is affordable to the low budget clients.

Lawn and Garden Pop Ups

The pop-up spay heads are installed flush with the turf. A nozzle pops-up to deliver the spray during operation and recedes within the body when inoperative.

“These sprinklers are used in lawn, golf courses. They are installed underground. It starts working when we start the pump; these come up and start to work,” explains Mr. Yadav.

Overhead Sprinkler Irrigation

Overhead Sprinklers are designed for a wide range of general field uses. They are available in portable, semi-portable and solid set systems varieties, to meet the demands of economic irrigation systems. Featuring a sophisticated field tested construction and the use of highly corrosion resistant materials, they ensure safe operation and long life service requiring minimum maintenance. The company offers a wide range of overhead sprinkler starting from small nozzle size with low flow rates to large nozzle size with high flow rates. Sprinkler Irrigation is a method of applying irrigation water which is similar to rainfall. Water is distributed through a system of pipes usually by pumping. It is then sprayed into the air and it irrigates entire soil surface through spray heads so that it breaks up into small water drops which fall to the ground.

“Overhead sprinkler is useful for small fields. We can save water as well as we can get more irrigation through the overhead sprinklers. We can save water, electricity, as well as manpower,” explains Mr. Yadav.

Rain Gun Irrigation System

Explaining the mechanism of rain gun irrigation system, Mr. Yadav says, “It is just like giving the water to the crops like rain. This system is really very effective for crops. The farmer is able to adopt the system very fast.” In permanent set up, the rain gun riser stands are permanently fitted to solid set pipeline network. While



in semi permanent system only the rain gun is shifted from one location to other. In shiftable system entire pipeline network along-with raingun riser stand and raingun can be shifted from one location to another.

Plastic Control and Elastic Valves

The company provides complete solution for control and elastic valves. “Our high performance valves are with manual and or automatic control. Our plastic valves are cost effective, easy to install and maintain, value driven and customized for specific requirement. We also provide turnkey services for survey, designing and installation,” says Mr. Yadav.

Filtration Equipment

It offers a varied range of filtration equipment that is ideal for the drinking, bathing, agricultural and other uses. The range includes sand separators to remove silt, sand from water; media filters to remove organic impurities like algae, trash, leaves etc. from water and complete range of screen filters to remove any physical impurities from water are available in our filtration range.

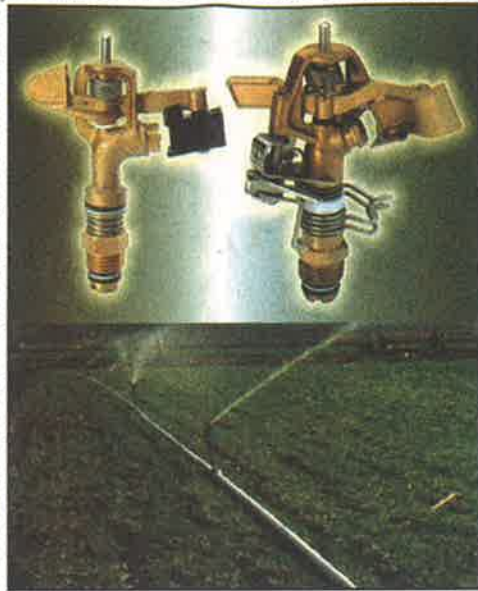
Fertigation & Chemigation Equipment

Fertigation system & chemigation are widely accepted for cost saving and brings higher profits. Optimum and efficient use of fertilizers is one of the major advantages of drip irrigation systems. Fertigation systems and chemigation equipment range includes Jain Fertilizer Tank, Jain Fertilizer Injector, Ventury Injector, J-Injector Pump and Manifold Fertigation.

Pipes

Vasundhara offers a wide range of pipes. It owns piping system that can be installed on surface, buried, slip lined, trench less,

Drip Irrigation



Yadav says, "As you well aware that now the only industry that will survive, would be the ones with solid network for their products and after sale service, nowadays customers are not bargaining of prices, but the customer wants after sale service. We are providing after sales service to our customers, which is our main strength."

Infrastructure

Vasundhara owns five factories, which are operational in Maharashtra. "We get diversified demand for our pipes and fittings from both the domestic and the international clients," says Mr. Yadav. "We are making efforts to achieve a manufacturing capacity of 5000 metric tonnes annually of rigid PVC pipes and fittings, SWR pipes and fittings, PVC suction hose, PVC braided hose, PVC flexible tubing, PVC flexible corrugated conduit pipes, rigid PVC conduit pipes and fittings, PP pipes and fittings and HDPE pipes and fittings." For transportation of products, the company has its own fleet of vehicles that ensure smooth delivery of its products at the clients' doorstep.

Research and Development

Mr. Yadav maintains that the company invests heavily in R & Development applications. "With our extensive R & D programmes, we invest in our resources annually in order to make changes and improve our existing products. We put our best efforts to make our products more accurate, economical and durable. We have employed extensive research and development at our range of machines to monitor the quality of products. We are also equipped with the testing labs that undertake the superior quality assurance." Speaking about the quality of their products, Mr. Yadav says, "Our products are strong, resistant and lower cost." He adds, "Our pipes are manufactured under strict quality controls, under vigilance of a team of highly qualified professionals. We train our team members from time to time so that the quality jobs are assured."

Future Plans

The company has plans for expansion in the future. "We have assessed that market of irrigation systems in future has very potential. So we making our team for achieve the maximum business," avers Mr. Yadav.

Our correspondent

floating and submerged. The pipes can be used in fluids transport, which include lifting, transporting, conveying, distributing, disposing or tapping of water, waste-water (drainage & sewage), compressed gases/air, odorous and corrosive gasses, chemicals and hazardous wastes/effluents. Solids conveyed include coal ash, slurries, sand and cables.

The various pipes include the following:

- o PE Pipes Jointing and Connections
- o PVC Well Casing And Screen Pipes
- o PVC Pipes
- o HDPE Pipes

Benefits of Drip Irrigation

When asked about the advantages of drip irrigation, Mr. Yadav points out that it can solve the water scarcity problem. "Though initially motivated the farmers to use drip irrigation, now they have themselves experienced the result and have assessed for themselves that there is no option except drip system to solve the water scarcity problem," he says.

He adds, "We want that the every farmer of India should understand the water scarcity & adopt maximum hi-tech irrigation systems for improving their income. Government should also promote the drip irrigation system through sharing the cost as subsidy."

Marketing

The company sells its products both in India and abroad. Vasundhara exports to Europe, Tanzania, Australia and UAE beside others. In India it has a marketing team, which helps the farmers for survey, designing, layout of the systems and after sales service.

Market Competition

Speaking about market competition, Mr.

PROJECT REPORTS ON SALE

Medicinal crops:

Amla	Rs. 2,000.00
Aloe vera	Rs. 2,000.00
Aswagandha	Rs. 1,000.00
Coleus	Rs. 1,000.00
Isabgol	Rs. 1,000.00
Kalmegh	Rs. 1,000.00
Patchouli	Rs. 2,000.00
Safed Musli	Rs. 2,500.00
Senna	Rs. 1,000.00
Stevia	Rs. 3,000.00
Tulsi	Rs. 1,000.00

Horticulture crops

Vanilla	Rs. 3,000.00
Colour capsicum	Rs. 3,000.00
Banana	Rs. 2,000.00

Essential Oil crops

Lemon Grass	Rs. 1,000;00
Citronella	Rs. 1,000.00
Menthane	Rs. 1,000.00

Ornamental Crops

Hawaiin	
Hibiscus	Rs. 1,000.00

Contact :

Vadamalai Consultancy Services
Bangalore.

Email : help@vcs.in Web : www.vcs.in

JAIN
Irrigation Systems Ltd.
Small Ideas. Big Revolutions.

P. O. Box - 72, Jalgaon-425001 (India). Tel : 0267-2258011/22.
E-mail: jls@jains.com, Website: www.jains.com
Offices: Bangalore 080-25361257; Bijapur 9448260501; Chennai 044-24339794;
Coimbatore 0422-2349318; Delhi 011-26493159; Hyderabad 040-2332476.

PROFESSIONAL INSPECTION & CERTIFICATION



CONTROL UNION CERTIFICATIONS

"Summer Ville", 8th Floor,
33rd - 14th Road Junction, Khar (W),
Mumbai - 400052, Maharashtra, India

T: +91-22-67255390-94

F: +91-22-67255394

E: cuc@controlunion.in

ORGANIC STANDARDS

- NPOP, EU, USDA-NOP, JAS
- Input (CUC Private Standards)
- GlobalGAP, UTZ Certified
- Biosuisse, Naturland, Demeter

TEXTILE STANDARDS

- Global Organic Textile Standards (GOTS)
- Organic Exchange
- Dyes & Chemicals

You can't beat the Ibex Gallagher Power Fence System



WORLD LEADERS IN POWER FENCING™

With over 65 years of history, with millions of fences and a representation in over 100 countries, Ibex Gallagher are the best in animal control. PowerFence™ Systems are safe, inexpensive, easy to maintain and conform to all National and International standards. Using the power of the sun it's eco-friendly.

Solar PowerFence™ can be monitored from the house or shed.

Totally safe as it meet all standards of safety.

PowerFence™ can be custom designed to keep out different animals.



Visit us at www.ibexgallagher.com

Ibex Gallagher Pvt. Ltd., 175/34, Ratnavilas Road, Basavanagudi, Bangalore - 560 004
Phone: (080) 26611590 / 26602064 email: animalcontrol@ibexgallagher.com Fax: (080) 26602908

Mycorrhizal Inoculant

Josh
Root Booster

TERI - DBT, New Delhi Know how

BETTER NUTRIENT UPTAKE

GOOD VEGETATIVE GROWTH

DISEASE PROTECTION

SOIL FERTILITY

HIGH YIELD

KALISENA SA KALISENA FS

Kalisena

IARI, New Delhi Technical Know how

IMPROVED SEED GERMINATION

PLANT GROWTH PROMOTER

SOIL BORNE DISEASE PROTECTION

INCREASED PHOSPHATE UPTAKE

HIGHER CROP YIELD

CADILA PHARMACEUTICALS
Plant Tissue Culture Lab
Hrapur, Tal : Dascroi, Ahmedabad-382435
Tel : 02718-245260 Fax : 02718-245495
Email: rsahay@cadilapharma.co.in

CONTACT FOR DISTRIBUTOR IN YOUR AREA

BOOKS ON

AGRO BASED PROJECTS

1.	Cultivation Of Fruits, Vegetables And Floriculture	Rs. 1100/-
2.	Tropical, Subtropical Fruits And Flowers Cultivation	Rs. 1075/-
3.	Modern Technology Of Milk Processing & Dairy Products 2nd Edn.	Rs. 750/-
4.	The Complete Technology Book On Dairy & Poultry Industries With Farming & Processing	Rs. 975/-
5.	The Complete Book On Spices & Condiments (With Cultivation, Processing & Uses)	Rs. 1500/-
6.	The Complete Book On Coconut & Coconut Products (Cultivation And Processing)	Rs. 975/-
7.	Hand Book On Fisheries And Aquaculture Technology	Rs. 1100/-
8.	The Complete Book On Jatropha (Bio-Diesel) With Ashwagandha, Stevia, Brahmi & Jatamansi Herbs (Cultivation, Processing & Uses)	Rs. 1100/-
9.	Handbook On Mushroom Cultivation And Processing (With Dehydration, Preservation And Canning)	Rs. 1075/-
10.	Hand Book Of Neem & Allied Products	Rs. 975/-
11.	Potato and Potato Products, Cultivation, Seed Production Manuring, Harvesting, Organic Farming, Storage and Processing	Rs. 1275/-
12.	The Complete Book on Beekeeping & Honey Processing	Rs. 1075/-

Send full payment in advance through draft in favour of NIIR PROJECT CONSULTANCY SERVICES. Add Rs. 60/- for each Book as shipping charges.

More than 30,000 Project Reports are readily available

Ask for Free Copy of Entrepreneur India An Industrial Monthly Journal

NIIR PROJECT CONSULTANCY SERVICES
106-E, Kamla Nagar, (Nr. Delhi University), Delhi - 110 007
Ph.: 91-11-23843955, 23845654, 23845886 Mob.: 9811043595
Facsimile: 91-11-23841561 E-mail: info@niir.org Website: www.niir.org