

Foreword by F C KOHLI Founder of TCS and Father of Indian Software Industry

knowledge



why cats
don't take
part in the
rat race

'...very interesting pathway for development of
superior knowledge-base'

RATAN TATA

PARAG KULKARNI

BLOOMSBURY

Systemic Knowledge Innovators: Jain Group, Jalgaon

From a small town Jalgaon in northern Maharashtra, where temperatures in summer reach as high as 45 degrees Celsius, an entrepreneur, Bhavarlal Jain, saw a big dream. In 1963 he started a small PVC manufacturing operation. On the barren land of Jalgaon, where water problems were soaring, and people were keen to go to some other place for survival, he had seen a knowledge opportunity, an opportunity to create sustainable value. While industries in Jalgaon were striving for survival, Jalgaon infrastructure was yelling for help, and water-cuts became a part of everyone's daily life, he had seen an opportunity to empower the town with his associative abilities. During the period of 1987 to 1998, he pioneered innovative and indigenised ways of micro-irrigation. While other PVC pipe manufacturing companies, and agro companies were building business relationships with farmers, Bhavarlal Jain and the Jain Group, made them knowledge partners. They realised the systemic problems, and built complementary products and solutions for drip irrigation, pipes, casing pipes, papain, and revolutionised farming in the area. The JISL modern complex is more than 1000 acres, where he experimentally and effectively showcased successful measures of wasteland agriculture development, and soil and water conservation. They have also introduced the innovative bio-fertilizers, and bio-pesticides. With effective farm management and increased productivity for different crops, Jain Group contributed to increase agricultural production multi-fold. He has changed the face of Jalgaon, and he has contributed to banana production, by introducing new tissue cultured banana variety, 'Grand Nain'. In the last two-three decades, Jain group has become an important part of the peoples' lives in that region. With its vision, and the ability to connect, and through systemic knowledge innovation, Jain Group transformed the region. Rather than being a company supplying some agricultural aid, they became an inspiration, and a systemic agro revolutionising company. The company has over 8000 employees. Bhavarlal Jain built a company in the region where very few people sensed a knowledge opportunity, and he

created unmatched systemic value for the region. Today, the company has presence in all important countries in the world. Jain Group is the largest drip irrigation company in India, and is the second largest company in the world, and has 15% of global market share.

Jain irrigation is the number one company in drip irrigation and pipe production in the world, number one in tissue culture banana and pomegranate plants production, number one in mango processing and second largest in onion and vegetable dehydration. Their operations also include agro-processed products, piping products, plastic sheets, and alternative energy products. JISL, a part of Jain Group, is listed on the stock exchanges of Mumbai, Singapore, and Luxemburg; with a market capitalisation of about US\$1.0 billion.

Since the late 1980s, Jain Group has focused on helping Indian farmers to manage the overall agricultural production, and to increase their productivity and incomes through irrigation solutions and related services. In the whole process, Jain Group collaborated with small farmers. They created knowledge value by learning co-operatively, training, and empowering farmers, and providing technology at affordable prices. The extensive innovation with indigenised and focussed agro products and processes, they revolutionised the concept of drip irrigation and effective farming in India. Jain Group is fully integrated in the agro value chain, and contributed to the prosperity through productivity and creation of significantly shared value from small farms. They created knowledge partners, worked with them, and empowered knowledge and value chain. Over the last three decades, Jain Group has provided irrigation and other agro services to over 5 million of India's 100 million farmers. The company actively works with small farmers in producing better quality of onions and mangoes, provide them improved seeds, saplings, and inputs, and procuring at guaranteed, attractive prices. Jain Group processes dried onion and mango pulp, and is the leading exporter of each. With systemic knowledge innovation and knowledge strategy, Jain Group transformed a simple agro company to the farmer's knowledge partner and innovation companion.