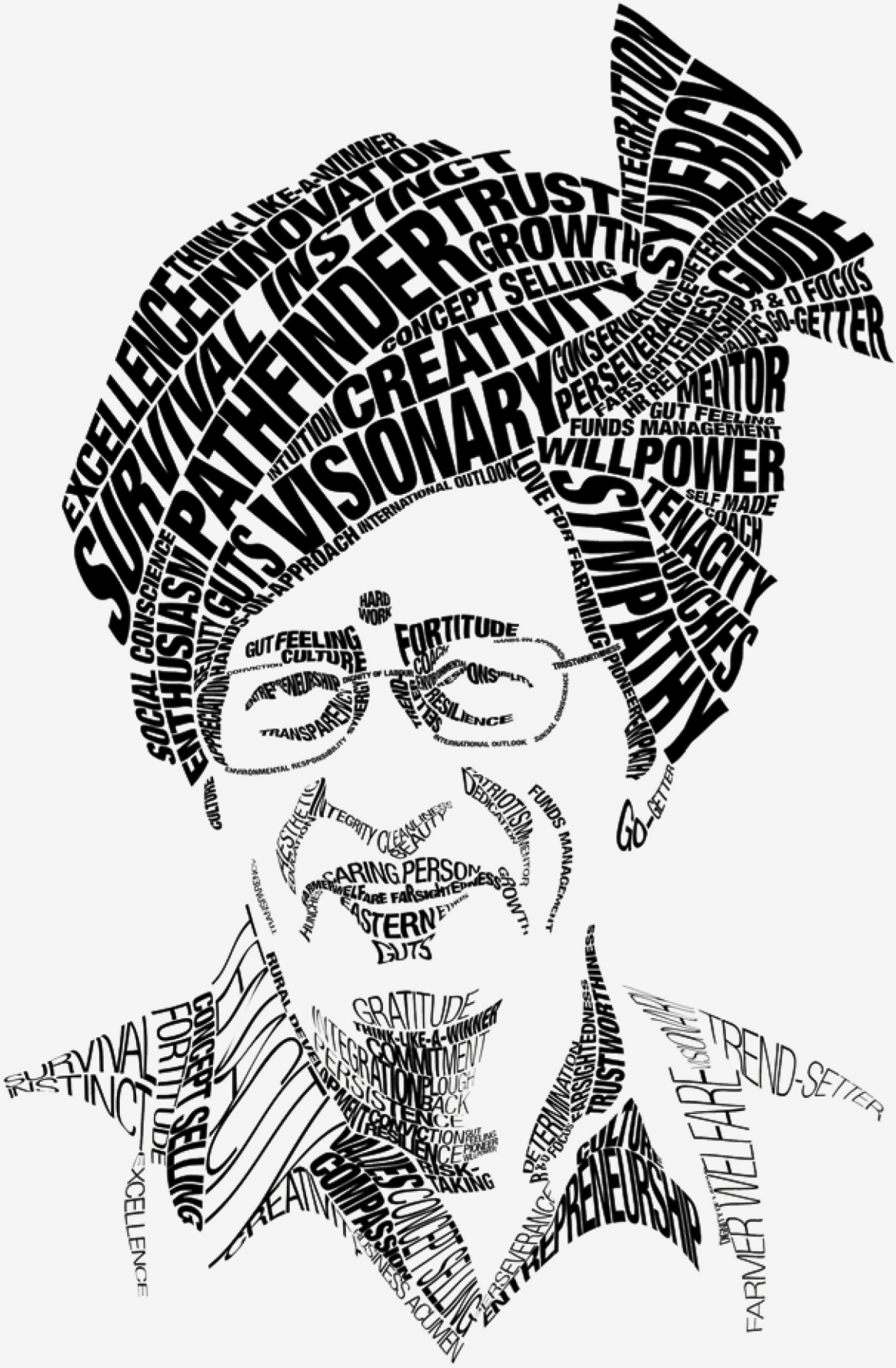
Life Journey of Bhau



Founder's History

Background of the Founder – Shri Bhavarlal Jain (Bhau)

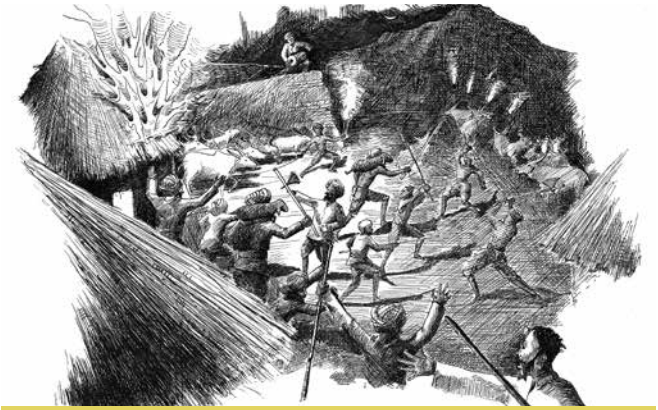
Migration of his forefathers from Rajasthan

Shri Bhavarlal Hiralal Jain (Bhau) was born in Wakod, Jalgaon district, Maharashtra on 12-12-1937. His forefathers hailed from Rajasthan. Bhau's father, Hiralalji, was the first family member born in Maharashtra. From the recorded history, it is established that the family migrated from Rajasthan to the village Wakod in Maharashtra in the 1890s.

The migration was compelled due to long spells of drought and unbearable conditions in Rajasthan. It is probable that from 1860 to 1900, millions of people died of hunger and starvation. The dual role of the Moghuls and the British empires on the one hand and the regional monarchs on the other worsened the plight of the people. Fights, robberies, even battles for gaining control of cattle wealth and food stocks were routine. These catastrophic occurrences were further accentuated by frequent outbreak of epidemics. The recurrent famines continued to ravage the land. There was absolute scarcity of food and water. Left with no options, his forefathers migrated to Maharashtra for a better life. They reached Maharashtra with the hope that at least their future generations would live in peace and prosperity. Thus adversity played an important role in shaping their character and making them resilient.

Bhau's Genealogy Traced

Initially, Bhau had knowledge of his genealogy only up to the last four to five generations (about 150 to 200 years). However, thanks to the historian Dr. Shreenivas D. Sathe's meticulous research, Bhau can now trace his genealogy all the way back to 1140 C.E. Dr. Sathe carried out extensive research on Bhau's forefathers by visiting different libraries/ archives/research centres in Rajasthan and also discussed with eminent scholars who had worked on Jainism or the Oswal history. He visited Bhau's native village, Agolai Korna near Jodhpur about 40 to 50 km, on the Jodhpur-Pokharan highway. He also travelled to important Hindu pilgrimage centres such as Trumbak, Varanasi, Ujjain, Haridwar, Hrushikesh etc., to meet the Brahmans or Bhats who used to maintain records of visitors.



A skirmish in progress between two rival groups for grabbing scarce food resources.

During one of these journeys, he had a memorable encounter in Nashik, where he met members of the Pandit Parashar family who had been staying there for nearly six hundred years practicing religious rituals. They had records of more than five hundred thousand names from the 'Oswal' community and other Marwadis. Perusing through them, he came across an 1890's record of Shri Bhavarlal's great grandfather who mentioned his original place Agolai-Jodhpur and current place in Maharashtra –Wakod-near Jalgaon. With these details he concluded that the family must have migrated sometime before 1890 to Wakod. Further he discovered a Bhat community in Rajasthan known as "Bhai Bhat". Incidentally each Gotra (Clan) has its own "Bhai Bhat". They wander from place to place throughout the year to the residence of the family concerned. Wherever the Gotra family they are attached to has settled down, they travel to that place at least once in three or four years. They stay with that family for two to three days, performing rituals for the family. The Masters

The long and arduous journey from Rajasthan to Maharashtra covers a vast, harsh terrain.

or Yajmans– as they are called– give away gold, silver, clothes or money to the Bhats according to their capacity and dignity. This gifting is known as 'Sig'. In general, special lunches are given to the Bhats and other related villagers in memory of departed family members called as 'Mosar Kino' or 'Shradha'. The Bhats in their records mention the details of 'Sig' and the occasion –death/birth/marriage. What's more they note down the names of the female members of the family – of wives as well as daughters. This is exceptional and is seen only in the Bhats from Rajasthan. It indicates the respect given to the ladies by the Jain community from time immemorial.

Bhau's family history.

In Veer Sawant 1192 (CE 1135) Shri Jindatta Suri at

Founder's History

Osiya performed a 'Yagnya' cum initiation ceremony where many people from different castes participated, accepting Jainism and becoming a part of Jain Oswals. Shripalji who was born in 1135 CE around the time the initiation ceremony took place, converted to Jainism and became a member of the Oswal Jains in 1165 CE. He was the first known ancestor of this family as mentioned in Chorediya Bhai Bhat's record. In the four generations following Shripalji, the records mentioned only names of the male members. But from the sixth generation onwards, i.e., from the time of Vircdhand, we have the names of their wives and daughters.

In this manner Bhat traced the lineage up to 1776 C.E, when Harnath from the 22nd generation died bravely in the war against the enemy who were plundering Korana. Harnath was married to Chanda and they had five sons and five daughters. At the time of his death, Harnath's father Ishwarji and mother Ratna were still alive. After his death, his mother willingly performed **'Matrusati'**. Interestingly, it happened on Mahaveer Jayanti, a holy day for the Jains. Matrusati refers to the custom of a mother voluntarily consigning herself to the flames at her son's last rites. This Sati was a unique example of a mother's love, affection and sacrifice for her son. Dr. Sathe confirmed the **'Matrusati'** images by visiting many cemeteries and burial grounds surrounding the Jodhpur region. Actually, there was no

A 'sati' in progress while the family members pray and watch in reverence. This regressive custom has fortunately stopped with the spread of education and government legislation.

'Sati' practiced in Jainism. But perhaps it could have been a custom acquired from the Rajputs.

The origin of the Marwadis has been traced back to them. The record gives complete details of the genealogy of Bhau's family from CE 1140 to 2009. In 869 years, during which there were 31 generations (comprising 166 male and 120 females). **Most importantly, there is no evidence of adoption in these 31 generations, which means that purity of blood has been maintained.** On that count, this family is unique in the history of Oswals, who were ordinary people.

A 'Matrusati' memorial. It was a strong belief prevalent among the people then that Sati Mata worship would bring fortune for their families.

"The British empire, sir," exclaimed an orator, "is one on which the sun never sets."— "And one," replied an auditor, " in which the tax-collector never goes to bed."

Founder's History

Shri Hiralalji Jain, Bhau's father

Hiralal Jain

Bhau's father Hiralalji, Babaji as he was called, was a strict disciplinarian. People feared him as well as respected and revered him. He was a pillar of strength and the embodiment of courage for the entire family. He bought the first piece of agricultural land for the family. We can thus trace the origin of Bhau's agricultural leanings to his father's agricultural holding and interests. He took upon himself the responsibility for providing a higher education to his deserving cousin, Dallubhau, when he could ill-afford to do so. Dallubhau was to be the first in the family to have done his secondary school education and earn a Diploma in Engineering. Hiralalji thus laid the foundation and introduced higher education, as an asset, to the Jain family, when he himself had not studied beyond the primary school level.

Smt. Gaurabai Hiralalji Jain, Bhau's Mother

Gaurabai Hiralal Jain

She was born in a tiny hamlet, Wawadde, about 15 km from Jalgaon, to a family of a petty hawker-cum-trader. She was the only surviving child, three of her siblings having succumbed to the dreaded 'great plague'. Illiterate, she was married at the age of 13. Ten earlier children had died in infancy. From childhood till adulthood, she had thus experienced nothing except pain and grief. For her, suffering was a way of life. And that probably gave her the strength – made her stronger than steel.

Although, this rather quiet, obscure family came into the limelight with the rise of the founder Bhau, he is acutely conscious of the support the entire joint family gave him. He believed and continues to believe that it was impossible to sustain the phenomenal growth and the pains associated with it, without the strong backing of a supportive family.

An idyllic village scene in progress, the farmer tilling a portion of the land while others are engaged in cutting and reaping.

Founder's History

Education

Bhavarlal H. Jain

Bhau's primary schooling was at Wakod, later he went to Jalgaon to complete his schooling. He passed his Secondary School Certificate Examination from Raosaheb Rupchand School, Jalgaon in 1957. He completed his B.Com degree from the University of Bombay in 1961 and further proceeded to complete his LL.B degree at the Government Law College, Churchgate, Bombay in 1962. He wrote the gazetted officers exam - Maharashtra State.

View of Bhau`s high school - Raosaheb Rupchand School, Jalgaon

Bhau studied B. Com. at Podar college, Mumbai.

Bhau was among the students who completed their Secondary School Certificate Examination from Raosaheb Rupchand School, Jalgaon in 1957.

Founder's History

The other members of the founding team

Bansilal Hastimal Jain
(1965-1985)

He is a quiet, unassuming person and a man of few words. He is afraid of litigation or even of bank transactions or property dealings. His instincts for survival and preserving the status quo are strong. He managed the joint family affairs after Hiralal. In the business, he operated the shop, showroom and managed deliveries, dispatches from the storage depots.

Till about a year back, he used to visit Wakod and sit in our office there and meet people, mainly Vanjara Naiks and finance their needs. For the last 15 years he has been spending his time in religious activities and training his grandchildren, ever the binding factor in his family. They all live under one roof. Religious activities are taken quite seriously in his family and all members of the family are present when these activities are conducted between 8.30 – 9.30 pm in the night. However, with age catching up with him (and now bulky) he is largely confined at home these days.

Dalichand Hastimal Jain
(1966-1985)

His contribution is noteworthy. Even, before he joined in 1966 he liaised with our principals headquartered in Mumbai. It was he who made the first contact for cooking gas agencies. As an engineer he served Premier Automobiles, the manufacturer of Fiat cars, prior to joining the business. He had a vivid memory of a gigantic industrial undertaking run by a powerful business magnet – Lalchand Seth. He cherished a vague feeling that one day he may be able to see Bhau build such an empire. He was Bhau's guardian in Mumbai during Bhau's education. He is extremely hospitable, soft spoken and as such liked and loved by everybody including our principals. He was involved in contract farming of Papaya Latex, promotion of PVC pipes, Escort tractors and the motorcycles businesses.

He is Chairman of Mahaveer Bank and also Chairman of the Jain community association for the last 20 years. He is into social work, helping the poor get educated by way of scholarships and provides aid in case they are hospitalized. Besides running his own Jamnabai Trust, he is also a trustee of various other charitable trusts such as GRF and Anubhuti to name a few. Dalichandji is also the leader of the Jain family and plays an important role in guiding them and participating in their functions.

Shivraj Hastimal Jain
(1963-1985)

He was the touring ambassador of the enterprise. Recoveries of dues, supervising the unloading of trucks, tankers, wagons were a few of his functions. He had scant regard for education; he was inclined to be a little different from most of the other family members. Handsome and strong, Shivraj was more like an errand boy.

He was the social face for Jain family and business. Notwithstanding the fact that he was older than Bhau by five years, he accepted the secondary role in business.

Shivraj Hastimal Jain is no more.

Kantilal Hiralal Jain
(1963-1985

As an intelligent young man, he turned out to be a live wire salesman. Commitment, Competence and Confidence carried him through all business dealings. He also harboured a sense of independence to do something on his own. True to his lineage and inheritance, he is steadfast, upright and has a strong memory. Light hearted and jolly he is loved by all the members of the joint family.

He keeps himself busy through charitable work at his factory premises, providing meals for poor people at a very low cost of Rs.15/- only. His factory manufactures wooden pallets, water storage tanks and other related material. As a tribute to his entrepreneurial skills, his peers say he is capable of steering a boat even in a river where there is no water!

Girdharilal Rawatmal Oswal
(1974 to till date)

He is an engineering graduate, very good at arithmetic, bookkeeping and even in sales. His outspokenness many times invited the wrath of other family members. He is a pillar of strength to Bhau from inception. He has a strong memory and an innate sense for saving. Girdharlal contributed to the marketing of pipes and roofing sheets. Even at the time of separation in 1985, he chose to remain with the enterprises which had come to Bhau's share. Thus he tied his destiny with Bhau. The other founder members resented his role as Bhau's conscience keeper and felt that he was given disproportionate

Founder's Anchor

importance in business affairs. He is a cousin brother of Bhau. Girdharilal's sharp words and manner of speaking disturbed other family members, however they could not find fault with him logically.

His family is involved in agriculture farming on about 90 acres of land at Takerkheda and Bambhori. They also have a gas business in Malegaon. His son Anand looks after these activities. Mr. Girdharilal has plans to do charitable work, such as the construction of a Samaj Mandir etc. Currently, he looks after some of the property at Jain Hills and other family companies.

Family members whose support was invaluable

Ranidan Jain

(Association: 1965 – 1974 (D)) :

Ranidanji, who represented the third branch of the joint family, stayed back in the village Wakod to look after the ancestral lands and property, while the others shifted to Jalgaon for business. Since he had no children, he adopted Bansibhau's eldest son, Rajendra (Raju/Raja). Ranidanbhau had a distinct personality, different from the others. He was generous and large hearted and unlike Bhau's father and Bansibhau's father or Bansibhau, he enjoyed being with kids and taking life and work a bit easy. The youngsters in the family loved him because he gave them all the support and affection not to mention sweets! While he taught Dallubhau and Shivrajbhau the trade, he himself chose to stay in the rural agrarian environment of Wakod, and did not shift to Jalgaon. He passed away in 1974, rather early for his age. It was he who ensured the family's continuity with their rural roots. Had it not been for him, the family would probably have disposed off their lands and rural assets, after they shifted to Jalgaon.

Kantabai Bhavarlal Jain

Kantabai had a degree in arts from the renowned SNDT University. It is with her entry in the Jain family that the fortunes of Bhau and the entire family turned for the better. On 4th December 1961, Bhau got married to her. Soon thereafter, he passed his LL.B., the state level competitive MPSC examinations and secured his first agency in February 1963.

Kantabai stepped into the shoes of her industrious mother-in-law and assumed the responsibility of maintaining

and holding together the huge Jain joint family. Bhau and Kantabai resolved between themselves, that Bhau would lead and look after the business while she would lead and look after the family, not just because of her position in the family but by following in the footsteps of her mother-in-law.

Kantabai in Bhau's own words

I sometimes wonder how Kantabai managed to win genuine, all-round popularity. I then realized that she possessed all the key ingredients of success. To manage domesticity with amiable consensus without forsaking family traditions and customs, to respect one all to be worldly-wise and to manage people accordingly, she was sociable, soft-spoken and well behaved and cheerful by nature. She never shied away from hardwork. Her heart was like a vast ocean with bottomless compassion. This helped her navigate our large joint family's course with benevolent ease even through choppy waters.

Kantabai was a favourite amongst one and all, young or old. While she become the life support system of my parents, she doubled up as the childrens favourite cook, teacher, et al. She even counselled them about their career paths after matriculation. For the others in the family, her mere presence become a source of enthusiasm and

Corporate Philosophy

Mission

Leave this world better than you found it.

Vision

Establish leadership in whatever we do at home and abroad.

Credo

Serve and strive through strain and stress;

Do our noblest, that's success.

Goal

Achieve continued growth through sustained innovation for total customer satisfaction and fair return to all other stakeholders. Meet this objective by producing quality products at optimum cost and marketing them at reasonable prices.

Guiding Principle

Toil and sweat to manage our resources of men, material and money in an integrated, efficient and economic manner. Earn profit, keeping in view commitment to social responsibility and environmental concerns.

Quality Perspective

Make quality a way of life.

Work Culture

Experience : Work is life, life is work.

Founder's Conviction

The Founder inherited farming instincts. Moreover, as a first generation entrepreneur, he also had hands-on experience regarding every aspect of farming. A strong desire and determination to use cutting edge technology and science for development of agriculture propelled him on to the growth path.

These convictions pervaded the past five decades of his life:

• In India, 70% of about 1 billion people are associated with agriculture. Farming symbolizes their culture, not only their economy.

• Transformation of our agrarian society into an industrial society will take centuries. In the meantime, there is no escape from taking the help of Science & Technology for agriculture, agri-business and agri-industry.

• Such an approach alone can ensure long-term food security, sustainable & inclusive growth and self-reliance.

• No other sector's progress, howsoever phenomenal, can ever substitute the development of agriculture. **— 1979**

• There is no gainful agriculture without irrigation. Availability and management of water holds the key for future agricultural progress–its production and productivity. "More Crop Per Drop" should become a national priority. **— 1991**

• In today's context, availability of water by itself does not guarantee higher production or productivity. One needs supply of good quality, reliable and sustainable energy to pump the water to the farm boundary and thereafter distribute the same to the root zone of the crop. Green energy alone can be the energy source for sustainable agricultural growth.

• With the increased agri-output, agriculture will not remain viable without value addition through processing and the development of cold chain, proper market linkages and information flow. **— 1995**

• As we grow agriculturally and industrially, we must not do so at the cost of the environment. That will become counter- productive and non-sustainable. **— 1996**

• A corporation should understand and appreciate social issues and problems and must pro-actively take part in the society's progression through the process of shared value, inclusive growth and social consciousness.

• Briefly stated, we must take a holistic view of our business as well as environmental and societal imperatives. They are inseparable. **— 2001**

Fertigation is the most important component in Micro irrigation Systems.

Jain technologies have helped this farmer achieve optimum yield crop after crop.

JISL has revolutionized Mango cultivation by adopting ultra high density practices (UHDP) in its R&D farms.

Company History - Trading

Prevailing scenario in India in 1963

It was 16 years since India had won her independence. Democracy was still taking root in our country, empowering the disadvantaged and marginalized. But we were far from achieving the many goals we set for ourselves in those first years of independence. India's founders placed great emphasis on economic growth so as to integrate social and economic development.

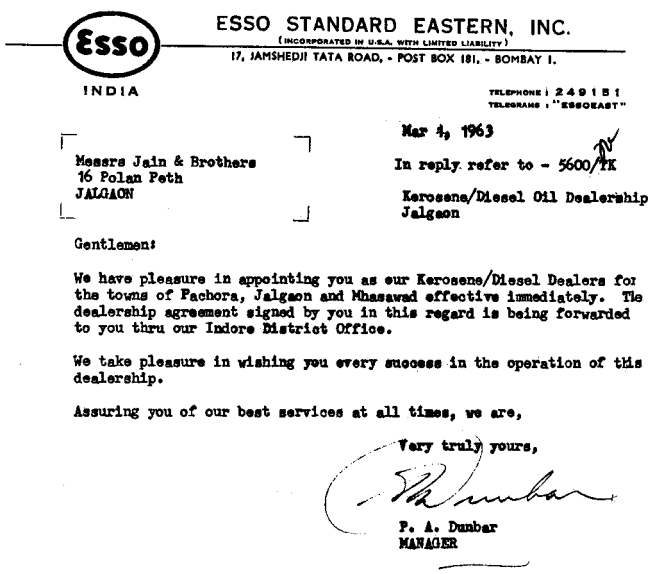
Nonetheless, government supervision of economic growth – which was necessary given the embryonic stage of industrialization at the time and the need to allocate scarce resources in an optimal manner - quickly morphed into the license raj, with all its attendant problems.

Trading Business begins - 1963

Though it was a tempting offer, Bhau decided not to take up the post of Deputy Collector for which the Maharashtra State Public Service Commission had selected him. Instead, he opted for a career in business. This was rather an unusual step for a young man whose forefathers had migrated from Rajasthan to Maharashtra in the 1890s in search of greener pastures.

To give up a deputy collector's job and opt for a career in business was surely imprudent and foolhardy? Why only the 60s, even today the post of a collector is a coveted one, especially in the rural areas.

However, two factors prevailed on Bhau to become an entrepreneur:



ESSO STANDARD EASTERN, INC.
(INCORPORATED IN U.S.A. WITH LIMITED LIABILITY)
17, JAMSHEDJI TATA ROAD, - POST BOX 181, - BOMBAY 1.

Esso INDIA

TELEPHONE : 249151
TELEGRAMS : "ESSOEAST"

Mar 4, 1963

Messrs Jain & Brothers
16 Polan Peth
JALGAON

In reply refer to - 5600/TK

Kerosene/Diesel Oil Dealership
Jalgaon

Gentlemen:

We have pleasure in appointing you as our Kerosene/Diesel Dealers for the towns of Pachora, Jalgaon and Bhusawal effective immediately. The dealership agreement signed by you in this regard is being forwarded to you thru our Indore District Office.

We take pleasure in wishing you every success in the operation of this dealership.

Assuring you of our best services at all times, we are,

Very truly yours,

P. A. Dunbar
MANAGER

Appointment letter from ESSO awarding kerosene/diesel dealership to Jain Brothers.

1. His meeting with B. M. Jain a leading businessman from Jalgaon, who motivated him into business and even volunteered to help him financially. In the sixties, it was difficult for someone from a non business background to start a business and run it successfully. Mr. B. M. Jain introduced Bhau to Esso officials and strongly recommended Bhau's case for dealership and an agency.

A sketch depicting a rural marketplace with trading activities.

Company History - Trading

2. His mother Guarabhai's advice: "Do something which will not only fill the bellies of you and your family but something that will enable you to feed even the birds and animals that cannot speak."

The entire savings of Bhau's joint family amounting to Rs. 7000/- (about US $ 1000 at the exchange rate prevalent at that time) was put into the business. Thus began his stint as a sub dealer of Esso, retailing kerosene oil. He learnt valuable lessons selling kerosene oil door to door at a price 40 percent lower than the then prevailing market price. It injected in him the spirit of competition and determination. His hard work was acknowledged with Esso awarding him four dealership agencies, against their principle of 'one individual, one agency'.

Upright dealing from day one

Bhau's business acumen was evident from the very beginning. He started his business under favourable circumstances. The then finance minister, Morarjee Desai, announced a kerosene price hike. The cost of a barrel (200 litres) went up from Rs. 58 to Rs. 85. However, he did not try to make a fortune by withholding supplies for a day. In fact, he did just the opposite. He had a big board placed outside his shop, which simply said that kerosene would be available at the old rates. The word spread like wildfire and it was not long before residents and shopkeepers alike started queuing up outside his shop. Nearly 50 percent of his stock was sold off in a day. While he might have missed out on making a fast buck, he had effectively capitalized on an opportunity and earned the lasting goodwill of the people of Jalgaon.

Lessons from Esso

Bhau learnt his first business lessons and marketing strategies from the exceptionally brilliant Esso personnel. In those days, imports of crude oil were permitted based on the market share of the individual oil company. As a foreign oil company, their margins were very high if they could increase their imports of crude into the country. Hence, they were out to improve their market share by whatever means they could. It was a common practice to discount list price by as much as 20% to 30%. They always sought fulfilment of targets to maximize their market share. Bhau, thus, got himself acquainted with the pros and cons of fierce marketing battles and cut-throat competition. He exposed himself to the various administrative and accounting policies and procedures of this foreign oil company. Bhau also gained an insight into the working of this multinational company. The business strategies, policies, procedures and practices presently followed by the Corporation in every aspect of business operations / establishment clearly bear the stamp of Esso's norms, functioning and outlook. For example, Esso had a drop shaped symbol. Jain Irrigation has a water drop as its symbol. Haibatrao characterised in Jain Pipe ads is similar to Esso's 'Happy' mascot. For that matter even the Jain Brothers logo is reminiscent of ideas which have gone deep into the subconscious mind of Bhau.

But hard work and determination apart, what differentiated Bhau from other successful businessmen was his integrated approach. As he has often explained, it is his approach to get into related fields and provide the consumer a whole complement of goods and services that has separated him from the others.

The integrated approach paid dividends: From oil, they got into selling auto spares, lubricating oil and domestic gas. Soon Jains became known for dealing in genuine auto spares in Jalgaon. Later they began trading in cars and trucks as sub-agents for Standard Motor Company and Ashok Leyland. This integrated approach is being followed even today by the Jain group.

As Bhau says, "When I think of irrigation, I consider fertilisers high-yield seeds, agricultural implements and other inputs and even marketing the produce.

Venture into Farm machinery & implements

One fine evening in 1972 sitting at the Petrol Pump in Jalgaon, Bhau happened to watch a drilling rig which had come for filling diesel at the Pump. The rig which belonged to a Scottish Mission carried a message – "Agriculture, a profession with future". This message made such a deep impact on Bhau's mind that his dormant instincts got rekindled. His mother's message "that he must do something more than filling his own belly or of those who work with him, and that he must do something even for the birds and animals" came surging back. Added to this was his first-hand experience of developing and operating the farm. From personal experience he knew the value of supplying the correct agriculture inputs and the importance of supplying them in time. These thoughts reinforced

From L to R : Prem Ramchandani, Supervisor, R. K. Gupta, Regional Manager - ESSO

Company History - Trading

Bhau reading the message "Agriculture, a profession with a future" which not only left a deep impact on his mind but also prompted his next move.

K.M. Patil being presented memento of an ear of jowar by Bhau (1975)

each other to create a deep desire to do something in agriculture and he set his mind on getting into farm related businesses. By then, the company was already dealing in Escort's tractors and tractor driven Implements. This was soon followed by the power tiller dealership and aluminum sprinkler irrigation system agency from Voltas and rigid PVC pipes agency of Chemplast. The dealerships for rotovators, harvesters, threshers and electric motors – farm machineries not manufactured by Escorts – were also secured from other sources

In an effort to encash on the relationship with the farming community, Bhau further expanded his business horizons to include farm inputs. In a short span of five years (1973-78), the company secured dealerships of nationally acclaimed fertilizer manufacturers such as Zuari Agro, Adarsh, Indian Potash and FCI, now known as RCF. In order to develop an integrated service network and approach, the company also obtained dealerships for hybrid seeds and represented National Seeds Corporation, Indo American Seeds, E. I. D. Parry and Gujarat State Seeds Corporation. As for the sale of pesticides, the company dealt with ICI, Ciba-Geigy, Hoechst and others.

Son of the soil

But his love for farming brought him back to his family farm. He would generally return from the village to Jalgaon in the evening around 6 O' clock and then take on the day's accumulated jobs working till late in the night. Many a time, he stayed overnight in the village. Needless to say, his presence and efforts transformed the traditional farm into a modern farm and productivity improved manifold.

He now knew and understood, 'what it means to lose a sowing season, to sow wrong seeds, what it takes to irrigate the farm through the conventional furrow or open channel method and how to pass anxious days without rains after you have sown the seeds. He experienced these situations. He was totally and emotionally involved with the farm, the farmer and farming. The son of a farmer-cum-trader, thus, became a son-of-the-soil with all his mind, body and soul. And the experience brought in dealerships of various farm inputs and equipment including those of seeds, fertilisers, PVC pipes, tractors, farm implements, and electric monoblocks.

Diverse activities

This is what Jains imbibed from their trading partners/ principals in a span of one and a half decades, 1963 – 1978. A firm foundation for a lasting enterprise with a vital difference was laid. The grooming and the ground work was gained at the hands of versatile distinguished marketeers, drawn as they were from diverse industrial fields such as petroleum, automotive and agriculture. A family owned enterprise was shaped to become a corporate institution. The opening team acquired consummate marketing skills, versatility to build different businesses, and a businesslike approach towards trading partners.

These attributes were additions to the innate qualities of thrift, hard work, simple family living, and commitment towards social responsibility.

Founder's office - neat and functional

Company History - Industrial

REFINED PAPAIN:

Industrial Activity (1978- 2002)

Prior to 1978, when Jains entered the industrial arena with the manufacture of refined Papain, there was no predetermined plan to embark on any particular industrial venture. Bhau had a vague feeling that in the trading businesses, there was, **'Too much activity and too little achievement'.** Moreover, he felt that with the solid foundation, built on strong credibility, contacts and confidence, all that was missing was the 'cash', which was required for undertaking an industrial project. Credibility and credit-worthiness, he felt, could fill the requirement of 'cash' for some time. He thought that he would build upon the goodwill created during the 15 years of his trading career. Willingness, ability, hard work, a committed team, an enviable reputation for fair dealings, an in-depth knowledge of rural marketing and a close relationship with the farming community – together provided a sound and sustainable ground to embark upon an agro-based industrial journey.

Just around this time (1977-78) an opportunity came up in the form of a factory that made banana powder. The factory which was to be run by a cooperative, never really took off despite the fact that it was equipped with the best of machinery. It had started with a modest capital base of Rs. 5 lakh and the total losses of the company had by the end of 1977 gone up to Rs. 23 lakhs.

When the factory was put on the auction block, he bought it for Rs 30 lakh. Then came the computation. The co-operative decreed that Rs 10 lakh (over and above the earnest money of Rs 1 lakh) was required to be paid within 10 days. The balance, as a special favour to the local man, could be remitted within the next six months.

Even for a near-veteran kerosene dealer, who was by that time an expert in rolling finances, the task seemed very tough. The family could spare a couple of lakh of rupees, at the most. How was he going to raise the rest of the money?

However, he managed to get the chairman of the United Western Bank, Satara, to push his application for Rs 20 lakh through. "The bank does not advance loans to purchase secondhand assets," was the stock response he received over the telephone when he spoke to Mr V.S. Damle, the chairman, the day after he had clinched the deal. But the enthusiasm with which Bhau spoke not only impressed, but also wooed the chairman. "The bank does finance people and you know me, Mr Damle. I shall repay every rupee I have borrowed," was Bhau's response.

So, the money did come his way and it took care of his immediate needs. Another 8 lakh was given by a well-wisher at 24 per cent interest per annum. The balance was paid by rolling over the suppliers' money and delaying payments with their acquiescence and a promise of paying interest on such delayed funds.

From crude papain to highest purity

To get an entry in the field of Papain, India was exporting Papain in crude flakes form. Bhau from the very beginning resolved that if USA and the European countries can refine Papain, why can't we do the same in India? He therefore doubled his efforts for refining crude Papain and adopted a multi-pronged approach towards the problem: Filtration, chemical precipitation, etc. Ultimately it was ultra-filtration – a method used for purification of blood – which was adopted for this purpose. Strangely it worked wonders. The whole process was extremely tedious and time consuming. Disappointments on the way were plenty. But the young and bright chemical engineer from IIT, R. B. Jain, his nephew never gave up. Bhau on his part provided him with every possible moral and financial support to try new filter aids, newer media and equipment to achieve the ultimate technology for production. Together they slogged and created history by producing the highest purity papain in the world – a distinction they held for over 15 years thereafter. They made a mark and kept their leadership position unassailed till the end of the life-cycle for the product.

Jack Haim, Dalichand Jain and Bhau having a good look at the machine.

Ultra-filtration process helped in refining crude Papain to the highest level of purity.

Company History - Industrial

Peculiarities of Papain Market and Marketing

The buyers, sellers and manufacturers of Papain were a small world. There were no more than three manufacturers of Refined Papain and not more than a dozen suppliers of crude Papain in the world. The purchasers of Papain were also very limited, not exceeding about fifteen. The total market size was not more than 50 tonnes of Purified Papain or about 150 tonnes of Crude Papain per annum. In terms of current value, the total market was about US$ 4 to 5 million. The purchasers used to buy in wholesale and make onward sale by making Papain a part of the formulation, generally sold as a package. The major user of Papain was the brewery industry and the wholesalers had direct links with them. They supplied Papain to the brewery as one of the additives, along with many other additives they dispensed, for the production and improvement of Beer. It is, therefore, not possible to sell only Papain directly to the end users. Other smaller uses of Papain include meat tenderising, pet-food preparations, and in pharmaceuticals – as a digestive enzyme. Papain was also used in smaller quantities for the cleaning of contact lens.

The finished product had to be made within four months of the season, that is from September to December and cold-stored for the rest of the year. This called for additional working capital tied up for long periods. Added to that was the credit that was generally required to be extended to the customer. This could range between three to six months. To overcome all these difficulties in the initial periods, we had to export Papain through Tata Exports Ltd. who were appointed as our sole distributors for exports. However, the arrangement did not last for more than three years because the overall margins were under pressure.

The demand for Papain stagnated, because, the addition of Papain to beer was increasingly seen to be the 'addition of a chemical', even though it was of plant origin. Moreover, other cheaper substitutes for Papain were also developed. The labeling laws became more stringent, and the mention of Papain on the label appeared to give a wrong signal to the customer. Eventually there was a sharp decline in the demand for Papain. The operation became unviable. Therefore, after a successful run of 24 years, the company finally decided to discontinue processing of Papaya latex into Papain in April 2002.

Foray into PVC Pipes - 1980

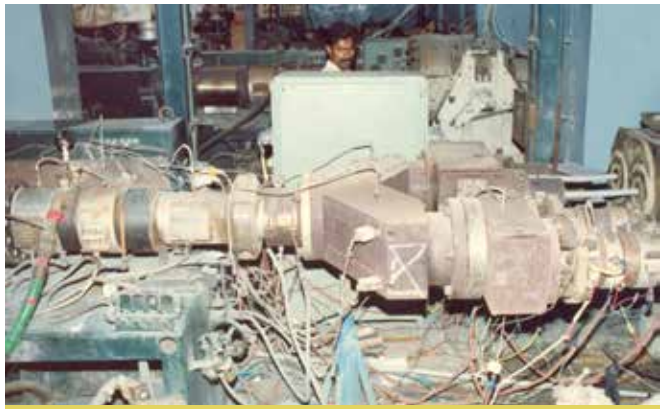
Introduction and general Scenario

Earlier during our years of experience with trading activities and subsequently in our endeavours to process papaya latex into Papain, we had developed quite a close association with the farming community at large. Although we were generally known all over the state, our area of operation was essentially restricted to Jalgaon and nearby regions. We were now keen to expand and diversify our industrial activities. Accordingly, we identified PVC pipes as the product which met all these criteria very well.

At that time, around 1980, Wavin, Chemplast, Finolex and Garware were the only organised manufacturers of PVC pipes in the country. Those were the days of 'License-Permit-Quota' Raj. Anyone aspiring to set up a large or medium scale industry had to approach the Central Government and seek their permission. Bhau did that and received a "No". Somewhat disappointed, Bhau approached the Maharashtra State Industry Dept., where the Director (Industry), M. L. Pendse (who happened to be Bhau's hostel room-mate), advised him to set up a Small Scale Unit. He further advised him that even if he were to set up 3 or 4 such units, GOM Industry Directorate will overlook such a course. Pendse's advice, turned out to be of historical significance. In as much as, we eventually had as many as ten small scale PVC pipe Units (by 1987) – six in Maharashtra, two in Madhya Pradesh and one each in Tamil Nadu and Rajasthan. Each SSI unit was a distinct legal entity bearing a different name and style and in most cases had a different set of Directors.

As regards marketing experience, the company had already developed that as distributors for Chemplast for

The company started a collection point for farmers to sell their Papaya Latex.



The 'highest sellers of PVC pipes in the country' become the No. 1 manufacturers too!

Company History - Industrial

1972-79 and was declared by them as 'the highest sellers of PVC pipes in the country' by the year 1978-79. The demand for PVC pipe was growing at a fast rate, since Government and semi-government bodies had also commenced their use for drinking water supplies as well as sanitation. PVC pipes had proved advantageous over conventional steel pipes, hence the fast growing demand. As for the initial capital investment, we already had the well-built shed and ripening chambers of the erstwhile Banana Powder factory. The investment in equipment and utilities was also not very high (Rs. 3.5 lacs for a small 100 MT/Year capacity indigenous extruder and Rs. 35 lacs for an imported 3000 MT/Year capacity extruder.)

The existing manufacturers were maintaining high margins of profit by keeping the prices high and production lower than the demand. So the situation of shortage of PVC pipes used to occur from time to time.

Thus in 1980, Jains started making PVC Pipes to overcome supply constraints from existing vendors. Today, we are the #1 Plastic Pipe manufacturers in India, covering a wide range of pipes and fittings. We produce pipes for a wide range of applications from water transportation to gas and optical fibre. We are the only company who manufacture wide diameter pipes of 1.6 mt for water transportation.

Plants, Machineries & Equipment, Factory Premises & Locations

The main equipment required for processing plastic raw materials into pipes, is 'extrusion line'. As of June 2002, the Corporation has 20 extrusion lines/plants of varying capacities for processing of PVC resin into PVC pipes. Majority of the extruders (14) are from Cincinnati Milacron, Austria. One extrusion line is under development. This takes the overall total to 21 extrusion lines. The extrusion line consists of the following main assemblies: Extruder, Die-head, Calibrator, Cooling tanks and Haul-off.

Extrusion pipe manufacturing in progress.

Besides the extrusion lines/plants, the processing plant also has compounding and mixing machines as well as raw materials godowns, Pipe yards and delivery equipment. In addition, the plant utilities include compressed air, vacuum pumps, and water chilling plants.

Extrusion is a continuous process. Any interruption in power supply results in process-breakdowns and heavy wastages. We have, therefore, installed Diesel Generators as standby power supply units ready to take over immediately when power interruption would occur.

The quality of the pipes, as per national and international standards, calls for testing equipment for various parameters such as tensile strength, impact strength, opacity, hydraulic pressure, reversion, lead content, etc. We have equipment to test the entire range of properties required to be tested and certified under different global standards.

PVC pipes were marketed by the organised sector manufacturers mostly through the channel of distributors at state level. Such distributors, in turn, appointed dealers either for a region consisting of 2-3 districts or, one dealer per district depending on the potential. Bhau changed the distribution pattern and directly appointed dealers at district level and, where appropriate, even at tahsil/taluka level. Subsequently, he expanded the dealer network even further in the interior to cover high potential areas within a tahsil/taluka. He also promoted use and application of PVC pipes for domestic and industrial purposes. For this extensive and meaningful advertising campaigns were undertaken at a time when supply of PVC pipes was comparatively less than the demand. Bhau knew that he had to expand the market and get ready for the upcoming competitive environment.

Current Scenario

Fittings Process : PVC resin mixed with required chemical additives is fed into the hopper of injection moulding machine and gets plasticized as it passes through the barrel. The molten plastic is then injected into the mould cavity in measure quantity. After cooling, the component is ejected and the next cycle starts.

ISO 9001, ISO 14001 & OHSAS 18001 Certified Company by TUV NORD, Germany.

Salient Features

- Light weight.
- Easy to handle.
- Non-corrosive.
- Long life.
- Rigid but strong.
- Highly economical.

We undertake Turn-key Projects - Concept to Commissioning.

Company History - Industrial

Key Men


R. B. Jain


G. H. Naik

Mr. R. B. Jain, who had by then stabilized the Papain Industry, was now invited to work along with Mr. G. H. Naik for setting up the PVC pipe plants. Later R. B. Jain was asked to concentrate on R&D of Papain while Mr. G. H. Naik continued to guide the PVC operation. The rapid expansion of PVC Pipes between 1980 to 1982 called for additional technical manpower. Mr. L. Jagannathan came from Chemplast to join us in 1981 as Production Manager, Mr. R. Swaminathan was recruited as Maintenance Manager in 1982 and Dr. B. Vaidyanathan came in as the overall in-charge in 1984. Mr. R. Swaminathan looked after the machines, while Dr. B. Vaidyanathan took care of processes, compounding and formulation. The quality assurance laboratory & procedures and standards were set up and maintained at high levels by G. H. Naik. Together, they made an excellent team and were responsible for the entire production and quality assurance functions.


Dr. B. Vaidyanathan


R. Swaminathan


Ashok Jain

In 1988, Mr. Ashok Jain took over the responsibility of domestic pipe sales from Mr. G. R. Oswal. He galvanised the dealer network and reinforced our relationship with field associates. In the past, the company's price generally used to be lower than the major competitor (Finolex) by about 2%. Under his leadership it was decided to reverse the trend and make our pipe prices higher than that of Finolex. The Company succeeded due to its better service and quality of products. Major changes towards computerisation of the entire pipe operations were also brought about by Mr. Ashok Jain.


Anil Jain

Mr. Anil Jain took on the onus of overseeing the running of the company given the all round experience he had gathered earlier in various aspects of running a business. He had gained this valuable experience at the Mumbai office of the Jains, way back in the early '80s, when he was a law student. He in fact, started his full time engagement with the family business in New York city, where he was sent to facilitate exports and imports and develop the overall market including Europe.


Ajit Jain

Mr. Ajit Jain's contribution in respect of production, sales promotion and distribution of PVC Pipes since 1984 in the State of Madhya Pradesh was outstanding. He built the distribution network there from scratch and over a period of time secured for Jain Pipes, a place of pride in Madhya Pradesh. The fruits of goodwill so created at that time continue to be harvested even now. (Jain Pipes are sold at a premium notwithstanding the fact that, due to a host of difficulties at our end, we have not been able to feed the M. P. market fully, regularly and continuously.) Thereafter, Mr. Ajit Jain looked after All India Marketing of pipes from 1991-1994. He provided leadership up to 1996 in pipe production too. He also promoted exports of screen and casing pipes in the Middle-East, Europe and USA.

Mr. Sanjay Bhandari from Indore, who joined Mr. Ajit Jain in 1986 and continues to look after the sales operations in Madhya Pradesh, lent a helping hand consistently and with full commitment.


S. V. Patil


A. S. Ajgaonkar


J. J. Kulkarni

Mr. Anil Kumar Katariya handled production of PVC pipes at the Gummidipoondi plant in Tamil Nadu after its acquisition in 1987. He was partly handling pipe sales in Tamil Nadu after 1994. From 1997 to 2001 he looked after PVC pipe marketing before handing over the same to Mr. Atul Jain.

Company History - Industrial


Atul Jain

Mr. Atul Jain along with Mr. A. S. Ajgaonkar, looked after the pipe unit in its entirety, i.e., production, marketing, as well as administration. He toured Maharashtra extensively and improved dealer relationships in an admirable manner. He was also responsible for marketing of pipes in the Middle East earlier (1995-97) and subsequently, its promotion in Africa and later on in Western Europe from 1998-2000.


Abhay Jain

Mr. Abhay Jain, Bhau's nephew (Kantilal Jain's son) was quite adept in dealing with the government. His sharp memory came in quite handy.

He ensured that not much time wasted in follow ups and negotiations with government officials. He is zealous in his work, unmindful of hunger, sleep and rest.


Rajendra Jain

Rajendra R. Jain (Association: 1970 – 1985) :

Ranidanji's adopted son, Rajendra (Raju), stayed with him from 1971 and looked after the farming operations. Raju had got a Diploma in Agriculture and Bhau felt confident in handing over to him the modernised farming operations at Wakod. However, around 1976 he shifted to Jalgaon, prior to his marriage in 1980. He thereafter assisted Bhau and looked after small purchases and the construction activity which continued unabated since the acquisition of the Banana Powder factory in April 1978. He also participated in the day-to-day operations of the petrol pump, kerosene oil and other businesses. Raju was the eldest among the second generation. Bhau has named the third Guest House at Jain Hills, "Raja" in his memory, after he passed away in an accident in 1996.


Shirish Oswal

Shirish D. Oswal (Association: 1981 – 1985, 1994 – 1998) :

He was the next from the second generation to join the business in 1981 after his graduation in Pharmacy. Shirish was a bright student. During those days, Bhau was buying Cincinnati Extruders to multiply the PVC pipe manufacturing capacity. Shirish helped Bhau and worked with Peter Kirschner of Cincinnati to get the best discounts. He was thereafter assigned the responsibility of marketing PVC pipes and more particularly their sale to the government departments.

Bhau saw promise in Shirish as his successor in the business and also as the leader of the second generation in the family. He, therefore, made it a point to take him to every important meeting, whether at home or abroad. However, this was not to be, because, in 1985 with the separation of the family, Shirish and his father, Dallubhau, chose to create an independent niche for themselves. Bhau had offered them two alternatives: the first, the Papain unit with export responsibility; the second, the pipe unit at Udaipur. Dallubhau and his family settled eventually for the second alternative. This was not what Bhau's wanted. Bhau could visualize future conflict of interest between his family and Dallubhau's family, because both would be in the same business of producing and marketing PVC pipes. He wanted to avoid this but was left with no choice.

Shirish went through a bad patch in his business and faced severe problems. He rejoined Bhau in 1994 and resumed working with him, first in the Solar Unit and then in Merchant Banking and the Securities Business. He finally went his own ways in 1998. Shirish's contribution in the initial stage of business, as a calculative sharp person, was significant.

Shirish was and continues to be close to Bhau's heart, because as per the joint family tradition, Bhau took upon himself to be his mentor. Shirish was like his own child. Bhau had reared him since his birth in 1956. He was the first recipient of all his love, affection, attention and training.

H. R. Handa, 'Buddy' : (Relationship 62 to 90. Associate 90 to 97) :


H. R. Handa

Shri Handa was popularly called 'Buddy'. Apart from being a gold medalist and scholar in his school days, Buddy Handaalso excelled in public speaking. He had extensive experience in Marketing, Direct Marketing, Planning & Research, Management Services, Computer Systems, Organisation and Finance as well as System Integration and MIS.

Buddy Handa had been associated with the group since inception. Bhau took his first lessons in rural marketing from him way back in 1962. Buddy was a fatherly figure on the Board and everyone looked up to him for support in turbulent times. He was the friend, philosopher and guide in every sense of the word. He was also a man of conviction and integrity par excellence.

In Buddy, Bhau had a loyal and a sympathetic friend who often doubled Bhau's mental resources. Bhau liked him for his knowledge, loved him for his balanced approach and admired his fluent diction. When in doubt, Bhau always consulted 'Buddy'. More often than not, Buddy could read

what was going on in Bhau's mind, and come to him with possible solutions to a perplexing issue. For example, Bhau found it difficult to make a choice between his two sons, Ashok and Anil, to head the organisation. Realising Bhau's dilemma and knowing Bhau's mind, Buddy came up with a solution and suggested that Ashok should be made Vice Chairman and Anil the Managing Director. His suggestion fitted Bhau's scheme of things. An exalted position was given to the elder son Ashok, whereas the responsibility and burden of a chief executive were passed on to Anil who was aptly suited for the job.

Buddy had spent all his professional career working for a large multi-national Corporation which was later nationalised to become a Government Corporation. Bhau discovered that his attitude towards the staff was that of a socialist, if not a unionist. He was also the head of the 'Officers' Staff Association'. Somewhere along the way, Bhau picked up some of his positive traits one of which was to treat the staff with equanimity and honour. Many a time, Buddy would admonish one of Bhau's sons or other seniors in the organisation with the freedom and confidence of an elderly father figure. He took pains to guide and mould the attitudes of the next generation in the family towards building the business in a systematic manner on ethical lines.

On more than one occasion, Buddy's advice to Bhau changed the course of our business. Taking his tip, Bhau decided to diversify from petroleum to other businesses such as automobiles and agricultural inputs. But for his timely advice, our business history would have been different. Such was the contribution of this grand old man who was full of knowledge and compassion, and was responsible in shaping Bhau's attitudes not only in business but also in life. In February 2000, after Mr. Handa's death, Bhau named the auditorium at Jain Gurukul in his memory.


Subir Bose

Subir K. Bose :

Subir Bose, popularly known as Subir, was a mild mannered man of letters and culture. His association with the Group dates back to 1968 when he was Esso's Sales Supervisor for this area. Subir came from a cultured family. His father was a respected classical musician and singer. Subir was always calm and composed. He was not given to worldly things. He enjoyed music and meditation. For him, it was hard to be harsh. His knowledge of Indian and contemporary history and fine arts was unequalled in the Group. He was probably the only man who could talk for hours on a subject other than "Business". He was an ardent admirer of the Group's progress and remained a well-wisher all through. He was as much a part of the Family, as that of our Business. His presence on the Board gave it dignity. After his untimely death in 1995, Bhau named the Gurukul training hall as 'Subir Bose Hall' in his memory.

Suresh M. Udani :


Suresh Udani

S. M. UDANI : Udani's association with the group dates back to 1963. As Esso's Manager for Credit, Bhau came in contact with him because Bhau was always short of cash! Their close rapport developed into a family friendship over a period of time. Shri. Udani handled every assignment that was offered to him professionally. Strict on discipline, Shri Udani was a great believer of Ayn Rand's philosophy on objectivism and individualism. His rational approach and statistical background always served the Group very well. Intelligent, hard working and honest to the core, Shri Udani has been an asset in every sense of the term. While on a difficult assignment of arresting a pirated vessel in the very heart-land of the Italian Mafia, Shri Udani did an outstanding job along with Shri Shelgikar and Shri Karai. His nick name in the company was 'Mobile Bank'. The company always depended on him as an all rounder and a person with versatile capabilities.

Currently, Mr. Udani is not keeping good health, though he is still mobile. He spends his time in reading and writing at Mumbai.

Pioneering Drip Irrigation Systems – 1988

Bhau realized the importance of drip irrigation when he travelled in 1986 to US to attend an international exhibition on micro irrigation at Fresno, California. There he met representatives from James Hardie Irrigation from Italy, one of the largest companies in the field of micro irrigation and eventually signed an MoU with them. James


Ground breaking ceremony performed by Hiralalji and Gaurabai Jain for construction of JISL division (Jain Plastic Park, Bambhori-Jalgaon).

Company History

Hardie educated Jains on how to go about drip irrigation, especially the operational aspects – how to design an irrigation system. Jains introduced micro irrigation to India in 1986 and have done pioneering work in the field since then.

The company used a combination of aggressive marketing and thorough field investigations to hit the front ranks in the drip irrigation business. The Green Revolution had transformed large tracts which were under dry-land farming. Moreover, it had generated a new awareness of water management among farmers coupled with dropping water tables, that spelt an ideal expanding market, waiting to be exploited.

What differentiated Jains from the competitors was the thoroughness of their field study. Most companies were loath to do a proper investigation of soil and water conditions. The technological collaboration with James Hardie of Italy helped. The company added a basic research and development effort and created a field investigation set-up to monitor the tailor-made systems. Using CAD-CAM for designing the systems, correlating agronomic and climatology data for framing a proper irrigation system, the Jains brought a degree of professionalism to the market.

Current Scenario

Today Jains are the number one micro irrigation company in India and the world's second largest, manufacturing the full range of precision irrigation products, spanning drip, sprinkler and turf irrigation. The division provides services from soil and water survey, advice on crop selection, agronomy support, engineering design to turnkey projects.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Polytube and Laterals	MT	135,600	135,600
Extruded & Injection Moulded Products	MT	15,580	15,390
PVC Main & Sub Main Pipes & Fittings	MT	63,060	68,280
Sprinkler Pipes & Fittings	MT	47,280	39,840
Filters & Fertilizer Tanks	MT	8,610	8,610

Polyethylene Pipe Manufacturing – 1994

The Polyethylene Pipe manufacturing division at Jains began operations in 1994. Range of pipe sizes in various Thermoplastics starts from 3mm dia. to 1000mm dia. that can be installed on surface, buried, slip lined, trench less, floating and submerged. Fluids transported include, water, waste-water, compressed gases / air, odorous and corrosive gasses, chemicals and hazardous wastes / effluents. Solids conveyed include coal ash, slurries, sand and cables.

Our Polyethylene Extrusion Plant at Plastic Park, Bambhori, Jalgoan.

At Jains, whatever we manufacture we have aligned with conservation, Water & Energy conservation and nature protection with our products like Plastic Piping Systems, Solar Water heating Systems, Micro Irrigation Systems, Food Processing and Plastic Sheets.

Our unending efforts in the pursuit of excellence appropriately blended with our ongoing Research and Development efforts have earned the Company the highest R & D awards of the country and numerous other recognitions & awards for their performance in Exports and Marketing. The various Units manufacturing thermoplastic piping systems in Jain Irrigation Systems Limited have been accredited with ISO 9001 certification. We have an R & D laboratory with a vast range of routine test facilities in addition to many other sophisticated equipment with state-of-the-art technology.

Plastic Sheets Manufacturing – 1991

A state-of-the-art plastic sheets manufacturing facility equipped with "Cincinnatti Milacron" and "Omipa" machinery & equipment was established at Jalgaon in 1991. These globally marketed plastic sheets serve as a substitute for wood panels for use in making of furniture, doors, windows, partition blocks, roofing and signage etc.

Eco Friendly PVC Sheets are manufactured at this state-of-the-art facility and are exported to many countries.

Company History - Green Energy

This is also in tune with the Jain philosophy of sustainable practices; to help conserve forests by providing alternatives to wood. Jains are today, the only manufacturer of PVC & Poly carbonate sheets under one roof in South East Asia.

Current Scenario

- Free-Foam Sheets are available in white and 16 different colours, light weight, low density, excellent cell structure & matt finish.
- Integral Foam Sheets are available in white with smooth hard surface.
- Rigid PVC Sheets available in grey and white with Smooth glossy surface.
- PVC coex sheets are available with rigid Glossy finish as well as smooth matt finish on one side or two sides.
- PVC sheets are environmentally friendly and does not contain any hazardous material.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Plastic Sheets	MT	36,300	36,300

Agri R&D, Demo & Training Institute – 1988

In its endeavour to support hi-tech agriculture, JISL established a full-fledged Research, Training and Demonstration Institute at Jalgaon, Maharashtra, where every year nearly 45000 farmers, agriculturists and officials visit to observe, learn and share their experiences on the concept of hi-tech agriculture and horticulture. Here scientists work on different crops, undertake seed breeding programmes, develop new varieties, develop new agronomy practices and advice and train farmers in adopting technologies on their farms for successful commercial farming.

Considering the persistent demand from the southern part of the country, it was decided to set up a similar facility as in Jalgaon in Elayamuthur village near Udumalpet, about 90 km from Coimbatore. The farm unit consisting about 800 acres at Elayamuthur, Udumalpet was developed in 2005 into a Hi-Tech commercial agriculture farm. The location is also strategic in the sense that it is more or less an overnight journey for farmers from rest of Tamil Nadu and also easily approachable for farmers in the neighboring states as well.

Mango is a major crop followed by Aonla and Coconut while Cashew, Pomegranate, Citrus and Guava are the R & D and demonstration plots for the drip irrigation, fertigation and Ultra High Density plantation techniques. Research Trials are also being successfully conducted in the crops like Pigeon pea, Rice, Cotton and Sugarcane using micro irrigation and fertigation.

The Agri R&D, Demo and Training institute was set up in 1988 to facilitate farmers to observe and learn more about hi-tech agriculture & horticulture.

Current Scenario

Research programmes : PG research in plant molecular biology & tissue culture for crop improvement.

Affiliations : Konkan Krishi Vidyapeeth, TNAU, Punjab Agri and NMU, Udaipur Agri, UAS Dharwad, Iowa State University, USA.

Extension : 3 grounds with about 2000, 4000 & 5000 person capacities for conferences, seminars, symposia, tradeshows, exhibitions, workshops, farmers melas, etc.

R&D, Demo and Agronomic Support

- Arrange on-farm visits for exposure to various research experiments and trials being conducted on the corporate, contract and/or leased farms.
- Provide agronomic and commercial support for agricultural operations.

Specialised Services

- Render advice on and prepare action plan for specific crop cultivation and/or organic farming.
- Organise farm events including melas, workshops, seminars, exhibitions, conferences and symposia.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Plastic Sheets	MT	36,300	36,300

Banana Tissue Culture Propagation – 1994

Banana Tissue Culture Propagation at Jains commenced in 1994 and is the number one in the world today, producing in excess of 40 million plantlets (including Banana, Pomegranate, Onion etc.). The Tissue Culture lab is supported by a full-fledged biotech lab which undertakes research on various crops, maintains a gene bank of various fruits and vegetables and also tests and certifies all of the planting material for authenticity and disease free nature. By helping farmers to adopt new technologies and agri practices, Jains ensure that farmers achieve higher yields.

Company History - Green Energy

View of the No 1 Tissue Culture lab in the world.

View of the largest Onion and Vegetable Dehydration plant in the India.

Current Scenario

- Facility is Certified for ISO 9001:2008 by TUV NORD CERT GmbH, Germany.
- Recognized Tissue culture laboratory recognized under NCS-TCP by DBT, Govt. of India.
- Received commendation certificate for Rajiv Gandhi National Quality Award 2007 for quality excellence achieved in tissue culture.
- Introduced tissue culture Pomegranate planting material first time in the country on commercial scale.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Tissue Culture Plants	No's	70,000,000	60,000,000

Onion & Vegetable Dehydration Plants – 1994

The Onion & Vegetable Dehydration plants were set up in 1994 to produce high yielding and processable varieties of Onions, Mango and Tomato. Special varieties of Onion and Vegetables are contract grown in the vicinity of the dehydration plants. The cultivation and harvesting is supervised by our agronomists, who also provide agronomical guidance to the contract growers. The raw onions and vegetables are harvested, graded and then transported to the plants. The product range includes White Onion, Red Onion, Garlic, Leek and Bell Pepper, in sliced, diced, chopped, granulated, powdered and toasted forms.

Current Scenario

- World-class, most modern onion & vegetable dehydration facility.
- Stringent plant sanitation, hygiene, food safety and HACCP standards are followed.
- Fully integrated with backward linkages.
- Full control of raw material cultivation, harvesting and processing.
- Marketed under 'FarmFresh' Brand.
- Products are exported to reputed MNCs & other overseas customers.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Dehydrated Onions & Vegetables	MT	22,704	18,904

Fruit processing Facility Commissioned – 1996

The Fruit Processing facility was established in the year 1996 with one Aseptic Line at Jalgaon, India in the heart of the Banana and Mango growing region. The business has grown over the years with two more plants at Chittoor, in Andhra Pradesh, India and a total of 10 Aseptic Lines, 1 freezing Line, 1 Canning Line and 1IQF Line. Between the three plants, Jains process 150,000 MT of Mangoes and 100,000 MT of other fruits. Apart from Mango, Jains process fruits such as Banana, Guava, Tomato and Papaya. Jains account for more than 35% of the Mangoes processed in India and is the number one processor in the world. The company also operates a dedicated Pomegranate processing line and is the first to offer Pomegranate juice and juice concentrates from India.

The Food division occupies an important place in the Company's unique business model of integrated farming. The company provides hi-tech agri inputs to farmers such as systems for water conservation, high yielding, disease free

View of the No. 1 Mango processor in the world. Apart from Mango, Jains process fruits such as Banana, Guava and Tomato.

Company History - Green Energy

planting material, agronomy support, energy solutions for agriculture and training and buys back the surplus produce to add value and sell the same in local and international markets, thereby completing the agri value chain.

This division markets its products under its 'FarmFresh' brand. It has marketing offices/officials covering the entire globe with warehousing in Europe and US.

Recently, the division has added Sleaford Quality Foods Ltd., a speciality spice blending and distribution company in UK to its fold.

Current Scenario

• Meet WHO, EU and Japanese Standards for pesticides and heavy metals.

Products and Packing

Alphonso, Kesar, Totapuri Mango Puree, Totapuri Mango Concentrate, Mango Clarified Juice Concentrate, Banana Puree, Concentrate and Clarified Juice Concentrate, Guava Puree, Concentrate and Clarified Juice Concentrate, Papaya Puree, Concentrate and Clarified Juice Concentrate, Tomato Puree, Concentrate and Paste, Amla Puree, Pomegranate Juice and Clarified Juice Concentrate. IQF Alphonso, Totapuri and Kesar Slices and Dices, Pomegranate Arils, Papaya dices, Guava dices, Sapota dices and Vegetables.

• 'FarmFresh' fruit pulps and concentrates are used in a variety of applications e.g. fruit juices, nectars and other fruit based beverages. Ice-creams, yogurts, confectionaries and other applications.

• 'FarmFresh' Frozen Fruit & Vegetable Products are also used in a variety of applications e.g. Fruit salads, Yogurts, Ice-creams etc.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Fruit Puree & Concentrate	MT	153,500	153,500

Solar Water Heater Fabrication Set up - 1994

The Solar water heater fabrication unit set up in 1994 with the objective of encouraging use of renewable energy rather than be dependent on electricity. These are safe, reliable, and easy-to-maintain and importantly they are eco-friendly providing years of trouble free service. The Solar water heater product range included: Flat plate collector and Evacuated tube collector.

Current Scenario

Process

Solar collector is manufactured using selectively coated sheet / fins brazed to the copper headers, housed in an aluminium fame supported by pre coated sheet on the back side with insulation and fitted with toughened glass on the front side.

• Energy saving, No recurring cost, Almost maintenance free, accident free, most durable, efficient and proven technology.

• Open Loop and Closed Loop systems are available, depending on water quality.

• Facility is Certified for ISO 9001:2008 by TUV NORD CERT GmbH, Germany.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Solar Water Heating Systems	LTR	5,000,000	5,000,000

Green Energy

Pilot Plant for Bio-Gas & Green Energy Initiated

Objective behind setting up a Bio-Methanation Plant

The purpose of the Bio-Methanation Plant is to utilize organic waste and produce biogas to be used as fuel in gas based engines. The Plant is generating 1.668MW gross power which is for grid interactive captive consumption purpose. Not only will the plant help in making use of biomass wastes into energy, it will also replace the use of fossil fuels that would have been used for power generation. Waste disposal,

Stands for Solar Water Heaters being assembled at our fabrication unit.

Pilot Plant for Bio-Gas & Green Energy

Company History - Green Energy

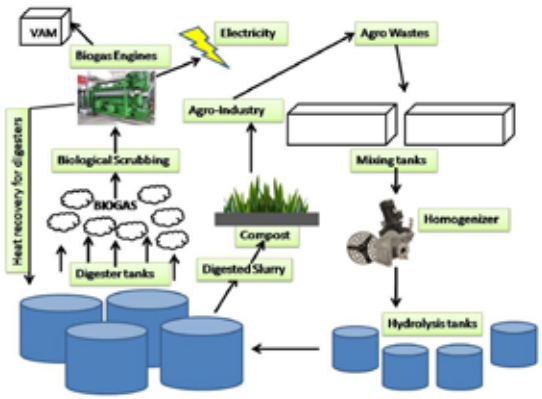


Fig.1. Basic process flow diagram of unit processes in Biogas power plant.

which is a serious concern (since it requires large dumping grounds and can also lead to foul odor and pollution), will also be addressed as an integral part of the project. Above all, it accomplishes the stated mission of our Chairman Bhavarlal Hiralal Jain **"Leave this World better than you found it".**

Process Description

The Biogas power plant was commissioned on 9th July 2010 with a design capacity of 1.668 MW. The power plant was constructed in-house with technical assistance from a German Engineering House. The bio-Methanation plant can treat over 200 MT/day of mixed organic wastes and generate electric power from Biogas.

The biogas power plant is a two-phased, controlled temperature (mesophilic range) Bio-Methanation process. The waste acquired from the fruit processing facility is received, crushed and mixed in mixing tanks thoroughly and homogenized into uniform slurry before feeding into a series of Hydrolysis tanks. The indigestible parts such as stones and highly fibrous material is separated and taken to a bio-mass boiler. Within the Hydrolysis tanks, aerobic micro-organisms break down the complex biomaterials into simpler forms such as sugars and acids. The process then proceeds to anaerobic digester tanks, where anaerobic micro-organisms, principally composed of methanogens (micro-organisms capable of generating methane as an end product of their metabolism) consume the volatile fatty acids and sugars to generate Biogas. The biogas is cleaned in Biological scrubbers and stored in gas buffers or balloons before transferring to specially designed Biogas engines via blowers. These engines convert biogas into electric power (1.668 MW), which is then synchronized with the grid network, with sufficient protection at the substation so as to ensure internal consumption (prevent seepage beyond JISL). Vapour Absorption Machine (VAM) absorb waste heat and provide 400 tones of refrigeration (TR) to cool the Solar PV manufacturing Unit and 27 Onion cold storage chambers (Onion dehydration plant). The digested slurry from the Biogas digesters is an enriched source of nutrients such as Nitrogen, dissolved phosphate among others. This is then taken for composting process in composting yard, and converted to soil conditioner. A flowchart is given in Fig.1.

Pollution free and eco friendly Solare PV Modules manufactured as per MNRE norms.

The power plant has been recognized by the Ministry of New and Renewable Energy as **"first of its kind"** project in India to treat diverse agro based products. The power plant has also obtained approval for Renewable Energy Certification (REC). The Biogas power project has generated additional employment for over 50 local associates in the power generation and fertilizer unit. The project reduces carbon footprint by converting methane to energy and improves soil health by generating good quality organic manure. By generating electrical energy and refrigeration along with heat recovery, the project has significantly lowered fossil fuel dependency. . Any technology that reduces the dependence on fossil fuels is a significant eco-friendly technology that can be touted as being highly essential. This is because fossil fuels such as petroleum, coal and natural gas are actually stored carbons present deep in the earth. Their sudden use as fossil fuels releases these carbons directly into the atmosphere greatly increasing CO_2 levels in the atmosphere.

In a typical natural cycle, Carbon is trapped by vegetation from the atmosphere and re-released to the atmosphere and soil. The Biogas Power plant taps this natural cycle and generates Biogas. Any carbon that is released is only within the limits of carbon that would have been released to the atmosphere by the natural cycle. Thus, it is an environmentally friendly and socially responsible project that is a highly sustainable venture.

Current Scenario

Plant Capacity	:	1.668 MW
Feed	:	120-160 MT/day
Bio-gas Generation	:	14000-18000 M3/day
Electricity Generation	:	28000-35000 units/day
Refrigeration for VAM	:	300-400 TR
Organic Compost	:	10 TPD
Power Utilization	:	Grid intracted captive consumption
Refrigeration Utilization	:	Photovoltaic building, Onion cold storage

Company History - Green Energy

Solar Photovitaic Appliances as an alternate to electrically powered devices.

Solar Photovoltaic Appliances – 2005

The Solar Photovoltaic Appliances unit was set up with the following objectives:

To promote the use of SPV systems for lighting and various other applications

To create awareness and demonstrate effective and innovative use of SPV systems for individual / community / institutional applications

The product categories are: Lanterns, Home lighting systems, Street lighting systems, Power packs and Solar Blinkers

Current Scenario

- Solar Photo-Voltaic, (SPV) module is made up of a grid of mono/multi crystalline silicon solar cells laminated between tedlar, EVA sheet and toughened glass.
- MNRE approved models are available.
- Efficient charge controller.
- Automatic battery cut-off after full charge and deep discharge.
- Pollution-free and eco-friendly.
- IEC61215 & IEC61730 certified.

Solar Photovoltaic Panels.

Solar Photovoltaic Module Plant – 2008

The Solar Photovoltaic (SPV) module is made up of a grid of mono / multi crystalline silicon solar cells laminated between tedlar, EVA sheet and toughened glass. The Solar Module plant was set up to manufacture Solar pumping systems which can be used in various applications such as: drip irrigation, lift irrigation, rural water supply schemes, domestic & commercial water supply systems etc.

These products are pollution-free and eco-friendly and certified by Ministry of New and Renewable Energy, Govt. of India.

Current Scenario

- Solar Photovoltaic, (SPV) module is made up of a grid of mono/multi crystalline silicon solar cells laminated between tedlar, EVA sheet and toughened glass.
- Performance warranty of 25 years for SPV module as per international norms.
- Pollution-free and eco-friendly.
- IEC 61215 & IEC 61730 certified.

Product	Unit	Capacity 31-03-2014	Capacity 31-03-2013
Solar Photo voltaic Systems	Watts	55,000,000	30,000,000

Pilot Scale Bio-fuel plant erected – 2005

For further enhancement of farm productivity and sustainability, JISL embarked upon an integrated programme of (a) cultivation of non-edible oil crops, (b) seed collections, (c) seed oil extraction (d) esterification and (e) supply Bio-diesel for tractors, irrigation pumps, threshers and other agricultural implements as well as vehicles. This will reduce farmers' dependence on the availability of diesel or electricity for agricultural operations in rural areas.

The concept behind setting up a bio fuel plant was to reduce dependence on fossil fuels.

Company History - Our failures

Our Failures – Attempts at diversification

The following were projects started by us but we were not successful in them, as we ventured into areas alien to our fundamental business and suffered tremendous losses:

IT & Telecommunications Project – 1994

Publicity & Multimedia Project – 1994

Merchant Banking & Stock Broking – 1994

Granite Quarrying & Processing – 1994

PC Mirrorising & Thermoforming – 1995

WS Liquid Fertiliser Manufacturing – 1995

It takes rare courage to accept mistakes and own up one's responsibility in private life and even more so in corporate life. In a move unprecedented in the corporate world, a half page advertisement was released in The Economic Times. The Founder-Chairman of the Jain Group apologized to his investors. The advertisement read: "I am sad, that for the first time since our inception, we have fared badly. We ventured into unknown areas like finance, information technology and granite at the cost of our core business. I feel it is my duty to account for, to own up, to admit my misjudgments, to apologise."

Such transparent communication went a long way in generating goodwill and confidence among investors and shareholders. The Jain Group went through three agonizing years before coming out of the woods.

Another transparent communication was Bhau's letter 'Eclipse Cleared' dated March 15, 2000 addressed to his dealers and distributors. A few excerpts are reproduced below:

It was totally unprecedented in the annals of corporate history that a chairman of a major company would place an advertisement in leading newspapers and apologize to his shareholders, investors and associates openly!

Company History - Comeback

Eclipse Cleared

Our company has sustained colossal losses during the past three years. Every stakeholder bore the brunt of this loss – be they customers, dealers/distributors, general as well as core promoter shareholders, creditors, banks and financial institutions, suppliers, associates, government and the society at large. The atmosphere was agog with rumours, defamation, and calumny. It was a nightmare. During this period, we felt neglected, faced ridicule, deception, indifference and at times humiliation. We had to face situations not dreamt of before. Personal property, whatever little there was, including family jewellery, had to be either pledged or sold. While doing all this, there was fleeting anxiety whether or not we will get through this ordeal.

A few acquaintances, relatives and friends volunteered help, but by and large we had to fight our own lonely battle. Rock solid and sustained support did come from our dealers / distributors and our customers, both domestic and overseas. Notwithstanding the inconveniences experienced by them, they never turned their back on us. Associates also took their turn. However, the saving grace came, though belatedly, from banks and financial institutions. Amongst the banks and financial institutions, the State Bank of India, the United Western Bank, ICICI and SICOM did go an extra mile and took a conscious decision to assist the company in every possible way. Local banks and credit societies also extended a helping hand in their own way and within their limits.

The eclipse has cleared. Let us forge our way ahead with renewed vigour, zeal and fortitude.

Bhavarlal Jain
Jalgaon

This letter was clearly a masterstroke! We turned the corner. The rest as they say is history.

ग्रहण सुटले...

गेल्या तीन वर्षांत डोंगरा एवढा तोटा आपल्या कंपनीने सहन केला. त्याची झळ कमी अधिक प्रमाणात सगळ्यांनाच बसली. मग ते ग्राहक असो, भागधारक असो, ठेवीदार असो, बँका अथवा वित्तीय संस्था असो, माल व सेवा पुरवठादार असो, वितरक असो, सहकारी असो, शासन असो किंवा समाज. प्रवर्तक भागधारक व व्यवस्थापन यांच्यामध्ये माझा, कुटुंबियांचा व संचालकांचाही समावेश आहे. वाईट काळ गेला. दुर्लक्ष, हेटाळणी, फसवणूक, उदासिनता व प्रसंगी मानभंग अनुभवला. अफवा, अपप्रचार व बदनामी यांना तर ऊतच आला होता.

कल्पनाही केली नव्हती, अशा प्रसंगांना सामोरे जावे लागले. तशी व्यक्तिगत थोडीशी मालमत्ता होती, तीही गहाण ठेवावी किंवा विकावी लागली. त्यात घरच्या दाग-दागिन्यांचाही समावेश होता. हे सर्व करत असतांनाही या दिव्यातून आपण सहीसलामत बाहेर पडू की नाही अशी पुसट भीति मनाला कधीतरी चाटून जात असे.

आत्मविश्वास होता. चांगली कामं केली असल्याची खात्री होती. कोणाचेही आज पावेतो वाईट चिंतिले नाही या वस्तुस्थितीची शिदोरी सोबत होती. व्यथा आणि वेदना यांना

जीवनाचा एक भाग म्हणून स्वीकारले पाहिजे या विचारापोटी मिनिटे मोजली, तास काढले, दिवस काढले, महिने काढले, वर्षेही काढली. काही क्षण आशेचे किरण घेऊन जरूर आले; परंतु बहुतांशी पदरी पडले ते निराशांचे ढग, संकटांचे सावट व जीवघेणे आघात. ओळखीपाळखीचे, निकटवर्तीय, मित्रमंडळी व सख्खा-सोय-यांपैकी बोटावर मोजण्याएवढेच स्वतः धावून आले, अन्यथा आपली लढाई आपणासच लढावी लागली. धैर्याचे मेरू म्हणून जर कोणी खांद्याला खांदा लावून उभे राहिले असतील तर ते होते आपले देशी-परदेशी वितरक. नाही म्हणायला सहकाऱ्यांनीही आपला वाटा उचलला. उशीरा का होईना सहाय्य केलं ते बँकांनी व वित्तीय संस्थांनी. बँकांमध्ये मुख्यतः ज्यांनी जाणीवपूर्वक मदत केली त्यात होत्या भारतीय स्टेट बँक व युनायटेड वेस्टर्न बँक. वित्तीय संस्थांपैकी 'आयसीआयसीआय' व 'सिकॉम' यांनी चाकोरी बाहेर जाऊन मदतीचे हात पुढे केले. स्थानिक लहान बँका व पतपेढ्या यांनी वेळेनुसार आपआपल्या परीने व पद्धतीने हातभार लावला.

तसं बघता सगळ्याच बँका, वित्तीय संस्था, इतर धनको व शासन यांचे आपण कृतज्ञ रहावयास हवे. आपापल्या संस्थांचे कायदेकानून व मर्यादा सांभाळून, भूतकाळात कंपनीने केलेल्या कामगिरीकडे बघून, प्रवर्तकांचा प्रामाणिकपणा व पारदर्शी व्यवहार लक्षात घेऊन, उज्ज्वल भविष्याचा वेध घेऊन जणू 'न भूतो न भविष्यति' असे काम त्यांनी पाडवून आणले. शुभेच्छुक व हितचिंतकांनी सहानुभूती दर्शविली. वेळप्रसंगी शब्द व वजन खर्च करुन पाठिंबा दिला. अडीअडचणीच्या काळातही ग्राहकांनी साथ सोडली नाही. मोजक्या पुरवठादारांचे सहकार्यही अविस्मरणीय आहे.

कर्ज-व्याजाच्या विळख्यात ज्या कंपनीची उलाढाल सुमारे ४०० वरुन २५० कोटींपर्यंत घसरली आहे त्या कंपनीला मदत करावयाची तरी कशी? ही सर्वांना भेडसवणारी कळीची समस्या होती. त्याचे उत्तर शोधतांना त्यांना तोटा सहन करावा लागणार होता. प्रवर्तकांजवळ आर्थिक बळ नाही हे माहित असूनही त्यांनी कंपनीत आणखी पैसे टाकावे अशी सक्ती त्यांच्यावर करावी लागणार होती. समस्या कठीण होती. सर्वांनी गंभीरपणे प्रदीर्घ सद्धामसलत करुन कंपनीला 'नवजीवन' देण्याची योजना आखली. दिनांक २८ फेब्रुवारी २००० पासून तिची अंमलबजावणी सुरु केली. ३८ वर्षांपूर्वी याच दिवशी माझ्या व्यावसायिक जीवनाची सुरुवात झाली होती. त्याचे पुनर्जीवन त्याच दिवशी झाल्याच्या योगायोगाने मी भारावलो. इतिहास घडला. संस्था जिवंत राहिली. संस्थापक-प्रवर्तक व्याकूळ व ग्रस्त स्थितीत का असेना खंबीरपणे उभे राहिले. संचालक व सहकाऱ्यांपैकी हे सगळं घडवून आणण्यासाठी जे प्रत्यक्ष जबाबदार होते, तळहाती शिर घेऊन जे अहर्निश कार्यरत होते, त्यांनी निःश्वास टाकला. कार्यवाही पूर्ण होऊन परिस्थिती पूर्ववत होण्यास अजूनही काही कालावधी लागणार आहे हे खरंच. त्यासाठी त्यांना व आपल्याला अविरत कष्ट उपसावे लागणार.

आता राहिलं ते आपण सर्वांनी करावयाचं काम. कर्ज माफी विशेष झाली नाही. कर्ज फेडण्यासाठी दीर्घ मुदत देण्यात आली, काही सूट देण्यात आली, व्याजाचे दर घटविण्यात आले. परंतु या सर्वांचा उपयोग करून घ्यावयाचा असेल तर आपणास आपले उत्पादन किमानपक्षी दुप्पट करावयास हवे. त्याचे वितरणही नफ्यासह नेटाने करावे लागेल. उत्पादन व नफा वाढविण्यासाठी हवे ते श्रम व त्याग करण्याची शपथ घ्यावला हवी. कठोर निर्णय व त्यांची अंमलबजावणी

यांसाठी सिध्द रहावे लागेल. प्रामाणिकपणे कर्तव्यपूर्ती करावी लागेल. असली संधी, असा मोका परत मिळणे नोहे! आपण त्याला सामोरे जावे, नेटाने आगेकूच करत कंपनीचे वैभव, नाव-गाव, इभ्रत, विश्वासार्हता, स्वाभिमान यांना पूर्वपद प्रस्थापित करावे, द्विगुणित करावे. भागधारकांना व इतर घटकांना सांभाळावे - ही आपल्यापुढील आव्हाने आहेत.

ग्रहण सुटले आहे... दिसणाऱ्या प्रकाशाच्या झोतात नव्या जोमाने पावले उचलत ध्येयपूर्ती करू या. एका अनोळखी पण विचारवंत हितचिंतकाने (श्री. न. रा. तनखीवाले, मुंबई) आपल्याबद्दल व्यक्त केलेल्या भावना त्यांच्याच शब्दात, "**सूर्याला देखील ग्रहण लागते म्हणून त्या दैदीप्यमान तेजोभास्कराचे ब्रम्हांडातील महात्म्य आणि त्याची प्रखरता कधीच कमी होत नसते. उलट त्या प्रखरतेसमोर जाण्याचे धारिष्ट्य अनेकांना होत नाही. तेंव्हा अशा किरकोळ कारणामुळे दुःखी होणे आपणासाठी योग्य नाही. उलट मला वाटते, या काळात आपणास थोडे चिंतन करण्यास वेळ मिळाला तर या चिंतनानंतरची आपली भरारी ही आकाशभेदी राहील याची खात्री आहे...**" हा त्यांनी व्यक्त केलेला विश्वास आपण सार्थ ठरवूया!

भवरलाल जैन
अध्यक्ष

जैन इरिगेशन सिस्टीम्स लि.
जळगाव • भारत

कल्पना कणापरी. ब्रम्हांडाचा भेद करी

The communication in Marathi talks about the tremendous losses suffered by the company during the bad phase and compares the subsequent progress to the clearing of an eclipse.

Production Facilities

Drip and Sprinkler Irrigation Systems, Green Houses, Plastic Piping and Plastic Sheets: Jain Plastic Park, Jain Fields, Bambhori, Jalgaon, Maharashtra (India)

Drip and Sprinkler Irrigation Systems and Plastic Piping: Jain Agri Industrial Park, Udumalpeth, Tamil Nadu, (India)

Drip and Sprinkler Irrigation Systems and Plastic Piping: Jain Plastic Park, Kondamadgu, Andhra Pradesh (India)

Drip and Sprinkler Irrigation Systems and Plastic Piping : Jain Plastic Park, Alwar, Rajasthan (India)

Drip and Sprinkler Irrigation Systems and Plastic Piping: Jain Plastic Park, Bhavnagar, Gujarat (India)

Production Facilities

R&D, Demonstration and Training Centre, Tissue Culture Lab and Agri Bio-Tech Lab: Jain Agri Park, Jain Hills, Jalgaon, Maharashtra (India)

Fruit Processing: Jain Food Park, Jain Valley, Jalgaon, Maharashtra (India)

Onion and Vegetable Dehydration: Jain Food Park, Jain Valley, Jalgaon, Maharashtra (India

Fruit Processing: Jain Food Park - I, Chittoor, Andhra Pradesh (India)

Fruit Processing: Jain Food Park - II, Chittoor, Andhra Pradesh (India)

Production Facilities

Onion and Vegetable Dehydration: Jain Food Park, Dhobikuva, Baroda, Gujarat (India)

Solar Products: Jain Energy Park, Jain Valley, Jalgaon, Maharashtra (India)

Drip and Sprinkler Irrigation Systems: Jain Sulama Sistermleri Sanayi Ve Ticaret A. S., Istanbul (Turkey)

Drip Irrigation Systems: Jain Irrigation Inc., Watertown (USA)

Drip Irrigation Systems: Jain Irrigation Inc., Fresno (USA)

Drip and Sprinkler Irrigation Systems: NaanDanJain Irrigation CS Ltd., Naan (Israel)

Production Facilities

Canned & Dehydrated Food : Sleaford Quality Foods Ltd., Sleaford (UK)

Onion Dehydration: Cascade Specialities, Boardman (USA)

Driptube and Pipe Manufacturing Equipment: THE Machine S.A. (Switzerland)

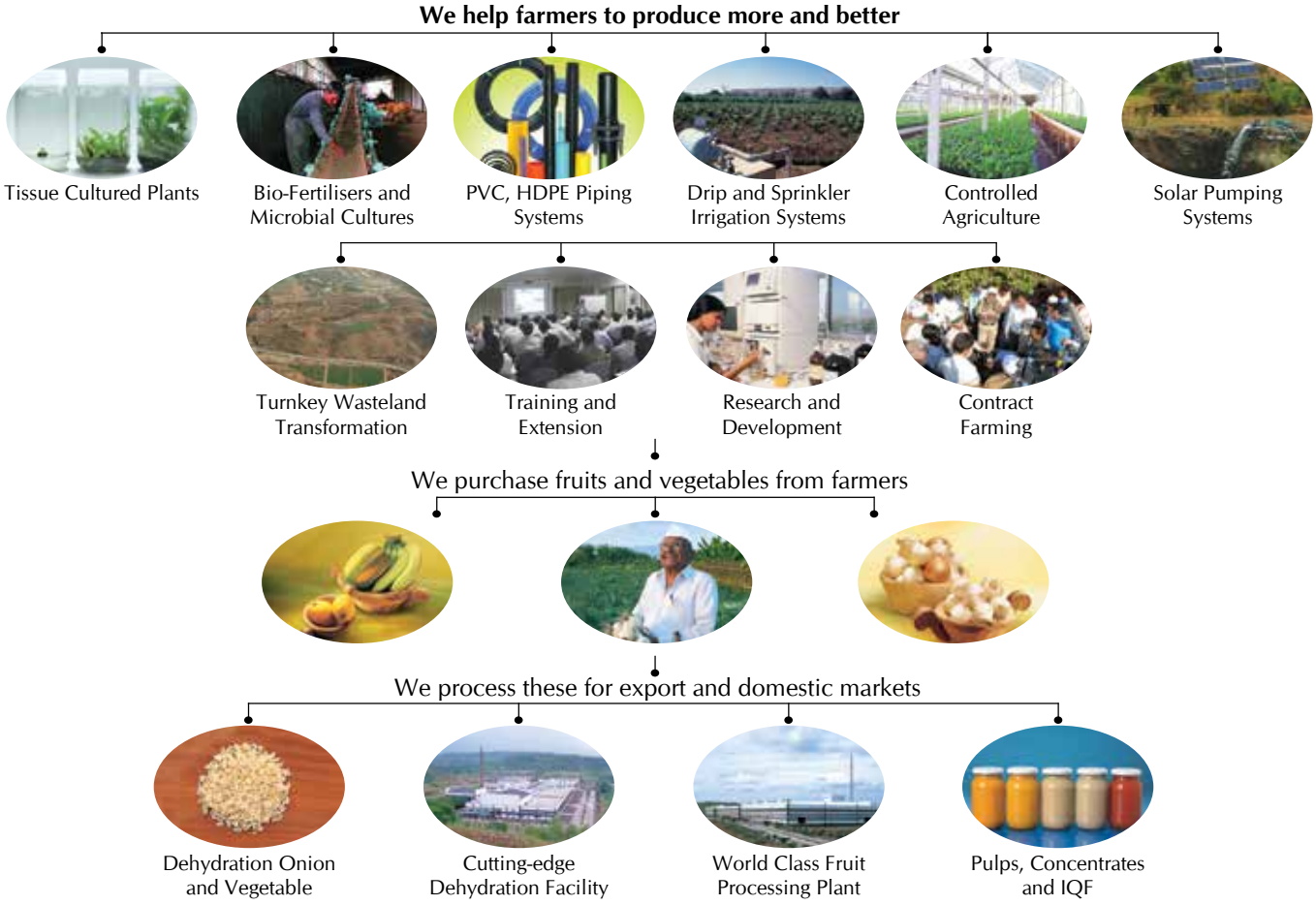
Plastic Building Products: Nucedar Mills Inc., Chicopee (USA)

HiTec Injection Molds & Hortunner Systems: Protool, Switzerland

White Oak Frozen Food : Newman, California, USA

One-Stop-Agri-Shop

Completing the agricultural value chain



In an intensely specialised and highly focussed world, propagating and practicing an Integrated System Approach can make a world of difference.

We manufacture and supply Tissue Cultured Plants and Hybrid Seeds, Bio-fertilisers fortified with microbial cultures and soil fertility enhancers, Piping Systems for closed water conveyance, most cost effective yet very efficient Micro and Sprinkler Irrigation Systems as well as Green Houses and Shade Houses.

We undertake turnkey projects, both for small farm holders and large wasteland owners, offering soil and water survey and sampling, irrigation system planning, design and installation. We also provide after sales, crop rotation, agronomical and technical services and training for total transformation of the land and the farm. Our extensive research and experience help us give down-to-earth solutions for complex agricultural challenges. Our large demo-farms display agro-technology in operation.

We are engaged in 'Contract Farming'. We buy back farm produce at pre-determined prices from over 5000 farmers and provide them with all the required inputs & comprehensive services through Jain Gram Sewaks. Bankers are brought in for timely and easy credit availability. Contract Farming is a win-win proposition for Bankers, farmers as well as ourselves.

The selected produce that is purchased, gets processed in our ultra-modern processing facilities for the domestic and export markets.

This integrated approach results in a value addition at every stage and completes the agricultural value chain. It makes Jain Irrigation a unique 'One Stop Agri Shop'.

A man hears from a doctor that his end is near so he heads over to a lawyer to write a will. The secretary watches as the man walks into the Lawyer's office and as three minutes later the man walks off in a huff. "Can I help you?" asks the secretary, dashing after the obviously upset man. "HELP ME? THIS GUY IS CRAZY! I asked him to help me write a will and he says to me: 'sure, let me just ask you a few questions and then leave it all to me.' "I've heard before how lawyers are dishonest but this just takes the cake!"

Awards & Accolades

Awards and Recognitions are but milestones which remind us of our responsibility and obligation to do better in future than what we did in the past. We must not bask in the glory of what we have achieved and become complacent. If anything, these should inspire us to raise our level of commitment for achieving or surpassing our stated objectives. Our search for innovation, exceptional merit and outstanding performance in the field of Agriculture has been unending and must remain so.

In 1997, The Irrigation Association, USA conferred the "Crawford Reid Memorial Award" on our founder chairman Mr. B. H. Jain, in recognition of "His significant achievements in promoting proper irrigation techniques and in fostering major advancements in the industry outside the United States. "Mr. Jain is the first Indian and second Asian to have received this award. Rarely does the IA bestow such a distinction on an individual heading a commercial enterprise. Also he has been honoured jointly by UNESCO and WATER DIGEST by conferring on him "WATER CONSERVER OF INDIA" award for his work of society upliftment.

When the founder chairman is the recipient of such illustrious awards, can his company be far behind. Jain Irrigation was acknowledged as a challenger to the world's leading blue chip companies by Standard & Poor's in 2007 and later in 2008 Jain Irrigation figured in Forbes Asia's list of 200 Best Under a Billion Companies in Asia. And more recently in Sept. 2009, Global Clean Tech ranked Jain Irrigation amongst "the 100 most promising green technology companies on the planet''. The Clean Tech Group that has a worldwide network of investors, entrepreneurs and enterprises representing trillions of dollars in assets has acknowledged Jain Irrigation as a Clean Tech Company that shows the most commercial promise and has the most potential and highest likelihood of achieving high growth and high market impact.

Executive Summary of Total Awards to B. H. Jain & Jain Irrigation

Institution	JISL	BHJ	Total
By International Institutes	10	2	12
By Central Governments	121	2	123
By State Governments	35	5	40
By Nationally Acclaimed Institutions	32	31	63
Felicitation by National Dignitories	-	2	2
Ranking by Globally & National Acclaimed Institutions	11	1	12
Total	**209**	**43**	**252**

EIMA Technical Innovation Award - 2005

Certificates of Merit (GoI) - 1991 till 1993

Financial Times Arcelor Mittal Boldness in Business Award - 2011

Proud Moments

Nation Honours our Founder Chairman with 'Padma Shri' for services in the science & technology sector — agriculture science and water techonology

Shri Bhavarlal Jain, Founder Chairman of Jain Irrigation Systems Ltd. receiving the 'Padma Shri' from the Hon. President of India Smt. Pratibha Devisingh Patil

Gratitude

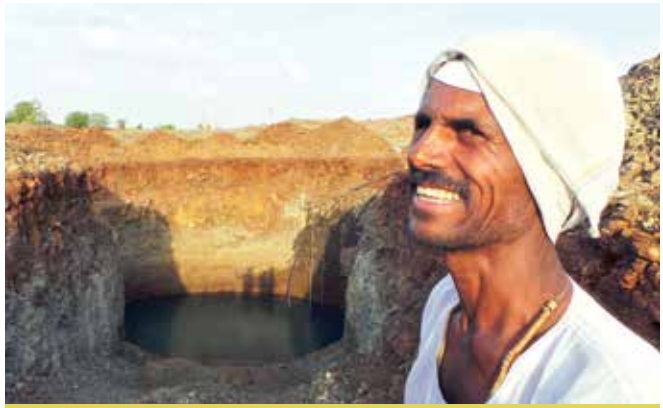
"At Jain Irrigation, corporate social responsibility is not merely a matter of an obligation to be fulfilled or an account to be presented to society. We firmly believe that we are indebted to society for our existence, survival and success. We have come to believe that society has, at the least, a pari passu charge on the resources of the corporation. We continually search for innovative ways and means of creating a bridge between the corporation's objectives and social priorities. This process has enlightened us with grass-roots realities. The more we realize this, the more determined we become to evolve a creative partnership between the corporate growth process and its impact on society. This philosophy is born out of our Mission Statement, formulated twenty-five years ago – "Leave this world better than you found it."

Bhavarlal H. Jain, *Founder Chairman*

Heroes of Philanthropy

Bhavarlal Jain ''A staunch Gandhian, he opened the Gandhi Research Foundation in March. Aimed at teaching the young about Mahatma Gandhi, it was inaugurated by India's president. Situated on 18 acres in Jalgaon in western India near the company's offices, it houses a museum, library, archives with rare documents and memorabilia, and a 14-foot-high bronze statue of Gandhi at the entrance. The cost: $6 million, shared with the company.''

Instituted by Forbes Asia
15.07.2012



Jains dug new wells in various villages where water was very scarce, One of the happy villagers from Beed District.

EmPeace Labs Empowerment for Peace through leadership in Agri-business and Sustainability.

Arizona State University (USA), Gandhi Research Foundation (India) and Jain Irrigation Systems Limited partnered to create EmPeace LABS (Empowerment for Peace through Leadership in Agri-business and Sustainability. This training and leadership programme is committed to build a strong global peace foundation by preparing young professionals for leadership in the areas of agri-business and sustainability. This unique project will create a global network. It will support the realisation of United Nations' Millennium Development Goals by connecting agricultural and capacity building organisations with community leaders from participating countries.

To reach its stated goal, EmPeace LABS created a leadership training system customized for success in developing countries. First, the selected young leaders will be trained in agricultural technologies and community leadership in a series of annual international leadership workshops in Jalgaon (India) these will be hosted by Jain Irrigation Systems Ltd. Initially, countries like India, Liberia, Ghana, Kenya, Cameroon and Nigeria will participate. As the project develops, other countries in Africa, Asia and Latin America will be included.

Villagers of Chanai (Dist. Beed) being provided with clean drinking water.

Gratitude

Education

Our thrust on education, particularly rural and agriculture-oriented education, finds an expression in various educational institutions. Two Rural Schools and an Agricultural College are established at the village of Wakod. Anubhuti Residential School and Anubhuti English Medium School are established in Jalgaon. We also plan to establish a university. The university will focus on sustainable agriculture, clean energy and water for food security. Other educational activities, include : development of student's ability and aptitude to take on challenges in the new world. Scholarships are also provided on merit to students of either sex from all sections of society for education in India or abroad.

Inauguration of Gaurai Agri College, Wakod

Anubhuti Residential School


Learning outdoors can be great fun at Anubhuti Residential School.


The sprawling green campus of Anubhuti School.

This unique coeducational residential school, promoted by JISL, is based around Indian culture, interdependence and entrepreneurship. The school is affiliated to the Council for Indian School Certificate Examination, New Delhi, which conducts ICSE (Class X) and ISC (Class XII) examinations. The founder explains: "Anubhuti's mission is to create a learning environment conducive to nurturing the learners and the educators to be creative, capable and compassionate citizens of character. Anubhuti shall achieve this mission with a rational commitment to the time-tested, multifaceted Indian culture, the spirit of mutual dependence, enlightened entrepreneurship and global outlook, leading them to be socially aligned, environmentally conscious and sensitive human beings." The school won the prestigious Wipro Earthian Award for two consecutive years. The awards comprise of Rs. 2 lacs cash prize and certificates for participating students.


Anubhūti has built up a well stocked library.


Children do extended academic work in the Science labs.


Training is imparted to interested children in Classical Music.


Anubhūti's elaborate laboratory block includes a separate computer lab.

Gratitude

Anubhuti English Medium School

Anubhuti English Medium School was conceived by Dr. Bhavarlal Jain and instituted in Jalgaon to provide quality English Medium Education to the children of the most deprived and underprivileged part of our society — those that live Below the Poverty Line!

The school was opened on 11th July, 2011. It started with 180 students in Classes I and II. Today the school has 330 students. The children had absolutely no background of an English Medium Education. The school is growing each year as the children progress to a higher class.

This school for underprivileged children is providing quality education with facilities comparable to the best schools. The classrooms have furniture and facilities specially designed for children. The children get a sense of responsibility for that which is their individual belonging as well as for those that are community objects. This directly reflects one of the principles of education at Anubhuti, where the limitations of individuality and need for inter-dependence are emphasized.

An excellent library stocked with children's books and magazines. Co-curricular activities of music, dance and fine arts are a regular part of schooling. The school provides nutritious food three times a day. They are also provided with all clothes, books, educational material and medical attention.

As part of the Socially Useful Production Work of the Anubhuti Residential School, the senior students visit Anubhuti English Medium School to interact with the children. The two groups of children put up entertainment and demos for each other. This integration of children from different social strata in an educational set-up is mutually beneficial – the positive social and economic ramifications of this would be unfolded years later, as these children grow.

Anubhuti English Medium School, in Jalgaon City.

The proud young farmers displaying the vegetables grown by them for their agriculture project.

Art & Craft work on display.

Our Chairman with students.

Geography Laboratory. A model of the Solar System is being explained by a teacher.

Gandhi Research Foundation

JISL established the Gandhi Research Foundation with the objective to inculcate Gandhian values. In 2012-13, 100,953 students participated in an examination on 'Gandhian Thought' conducted in schools and colleges in Maharashtra. Dr. Rajendra Pachauri delivered a lecture on Relevance of Gandhian Philosophy in today's world of sustainability on 2nd January 2013 at the Gandhi Teerth auditorium. GRF also organised a Krishi Vikas Prabodhan Yatra in Khandesh to educate villagers on Gandhian values. Some 45,000 students

Gandhi Research Foundation's 'Gandhi Teerth'

Gratitude

The numerous inter-active exhibits include a bio-scope showing an emotional film about Gandhiji's young days in Rajkot.

The Jallianwala Bagh massacre by General Dyer, dramatically comes alive in this frieze. victims trapped against a wall.

Kantai Bandhara, with water backed till 9.5 kilometers, and a capacity of 200 crore (approx) liters was constructed by Jain Irrigation at a cost of Rs. 7.86 crores. The water will be shared equally by surrounding eight villages and Jain Irrigation.

Bhavarlal Jain discussing with the villagers, the main stakeholders, when the first river flow in 'Girna' touches 'Kantai Dam'.

and 5,000 farmers were introduced to modern agriculture practices; a Bal Vikas Prabodhan Shibir was organised to share Gandhian ideals in villages (Wakod, Shirsoli and Kadholi). GRF commissioned a Gandhi museum in Gandhi Teerth premises to enlighten visitors about Gandhiji's life, values and works. In FY 2013-14, 34,838 visitors visited the museum. Other programs by GRF comprised a village cleaning campaign in Wakod, senior citizen felicitation function, Ahimsa Prabhodhan Yatra, Kadholi Road building, Takarkheda water harvesting project and a girls' college in Shirsoli.

Kantai Dam

"The company entered into a pioneering public-private partnership (first within its space in Maharashtra) to create infrastructure for regional benefit without engaging in unending land acquisition and government clearances.

The dam (inaugurated in October 2013) has already proved a game-changer. One, the company commissioned the project in half the usual cost and a fourth of the prevailing time using captive competencies. As a result, the aggregate regional benefits derived from the dam have probably been more than recovered within a year of commissioning.

For its part, Jain Irrigation (statutorily entitled to 50 per cent of the pooled water) estimates a three-year payback on its books only from the water arbitrage opportunity (not counting enhanced yields). Two, the dam did not submerge even one square foot of peripheral farm area as was generally feared, stealing the thunder from environmentalists waiting in the wings.

Three, the dam has helped enrich 4000 acres and nearly 1200 hinterland families, most of whom are mid-level farmers (two to 12 acres per holding on average). The one line that sticks in my mind is this: the project, with an operating life of more than 100 years, is expected to pay back more than 100 times over in projected visible benefits across the century without counting invisible benefits, reverse migration and increased economic consumption. If this is what a spending of less than Rs 10 crore can do in one region, then it might be pertinent to ask what happens to the thousands of crores allocated across our vast country under the name of development."

By: Mudar Patherya (Apr. 18, 2014)
Article: The dam across river Girna
(The Mirror: Mumbai, Pune, Banglore Edition)

Gratitude

Jains Sports Academy

Jain Sports Academy conducts coaching and courses on sports and health education. Jain Sport Academy also conducts competitions in most traditional Indian games like kho kho, volleyball, table tennis, badminton, swimming, cricket, trekking, cycle racing, skating, marathon, carom, basketball and football, among others. The training camps are sponsored for boys and girls under the age of 15, making it possible for them to participate at the district, state and national-level tournaments. The Academy also adopts girls and boys to prepare them for state and national-level competitions. The Academy sponsored a Ranji Trophy match at the Bhusaval Railway Stadium in 2012-13.

International Representation in Various Sports:

Akshay Devalkar (badminton), Akshya Darekar (cricket), Vivek Alwani (table tennis), Pratik Patil and Bhagyashree Patil (chess) represented the Academy in the international arena.

Awards Instituted by Jain Irrigation

Indebted to Parents who gave birth... Indebted to Motherland and Soil... Indebted to Society and people... Indebted to Water and Mother Nature...

We carry all these burden of indebtedness throughout our life and we wish to enter the new life with a clean slate. But how and when to repay?

These sentiments are even stronger to those who work very close to Mother Nature. The single grain grows and gives a bountiful harvest. Drops saved turn into ocean. Trees provide shade throughout our life. The unplucked flowers turn into many fruits. Nature's infinite bounty can't be fathomed. When these feelings become intense, one desires to do so many things. Rather, they keep happening.. Give it any title or leave it unnamed.. it doesn't matter. It is gratitude in the form of repayment. So, these various awards instituted by us are just a repayment to people, motherland and nature.

Agriculture Productivity and adoption of modern technology

TC Pomegranate Harvesting.

Bhavarlal Jain (Chairman) and Ashok Jain (Vice Chairman) are felicitating the prize winners of Asian Youth Blitz Chess Championship held in Mazandaran, Iran. They were sponsored by Jain Sports Academy. Bhagyashree Patil was gifted a mountain bike and Pratik Patil was presented with a bust of Gandhiji. Their proud parents Pravin Patil and Rekha Patil are also seen in the picture.

International Table Tennis player Divya Deshpande was felicitated by Ashok Jain.

A team of players at the Maharashtra Badminton League in Pune and Thane were sponsored by Jain Sports Academy.

Ranji player Jagdish Zope, sponsored by Jain Sports Academy being felicitated by our Chairman Bhavarlal Jain.

Ashok Bhau felicitating the winner of 51th National Premier Chess Championship 2013.

This solar hand pump has reduced the drudgery of these women who were subjected to much hardship earlier while fetching drinking water in Udumalpeth, (TN).

Gratitude

Sr.	Name of the Award
1	Padmashree Appasaheb Pawar Modern Tech. Award
2	Jain Nendungadu Agricultural Engineering Award
3	Jain - INCID Drip Irrigation Award
4	Jain - INCID Agriculture Irrigation Award
5	Gaurai: Modern Technology in Banana Award
6	TNAU B Tech (Horticulture Technology)
7	Banana Life Time Achievement Award
8	'Kantai' Jain White Onion Production Technology

Education

9	Gaurai Gold Medal (Biotech PG Course-NMU, Jalgaon)
10	Hira Gold Medal (Polymer Chemistry-NMU, Jalgaon)
11	Kantabai Gold Medal (Environment Science-NMU, Jalgaon)
12	Khashaba Jadhav Gold Medal (Sports, NMU, Jalgaon)
13	Agriculture Engineering Merit Medal (B.Tech., MPAUT, Udaipur)
14	Hiralal Jain Scholarship (Urdu Medium, Neddy & Scholar)
15	Hiralal Talent Search Scholarship (SSC Merit, R.R. High School, Jalgaon)

Literature and Art

16	Poetess Bahinabai Award : Best writer (Women-Marathi)
17	Balkavi Thombare Award for best poet (Marathi)
18	N. D. Mahanor : Best writer award (Marathi)
19	Loknete Yashwantrao Chavan Literary Award
20	Natwarya Lotu Bhau Patil best Drama Award
21	Godavari Gaurav Art Award

Social Service

22	Jamnaben Kutmutiya People Service Award
23	Maa-Baba Award (Couple working for social upliftment as per Nayee-talims as suggested by Mahatma Gandhi)

* NMU - North Maharashtra University

* MPUAT - Maharana Pratap University of Agriculture Technology.

The Impact of Jain Irrigation and Bhavarlal and Kantabai Jain Multipurpose Foundation's contribution to society

1. Pioneering Effort: Improved living standard for small farmers

Activity	Direct beneficiaries	General benefits to the society
PVC Piping System	160 lacs	Saving in maintenance cost, consumption of water, long life system & larger area under irrigation
Micro Irrigation System	20 lacs	Rs. 15,000 additional income of per ha/per year, 50-70% more area under irrigation
Jain Hi-Tech Agri Institute	1.5 lacs	Training, Awareness & Agronomic Support, Empowerment for all the stakeholders
Processing	70,000	Higher farm productivity & farm incomes, assured returns
Banana Tissue culture	56,000	Rs. 50,000 or more income per hectare. Uniform bunches of higher weight and early maturity, Doubling of GDP.
Contract Farmers	13,000	Market or contract price whichever is higher, value addition & higher realization

2. Trend Setting: Increased Industrial Activity

PVC Piping Systems	450 entrepreneurs	Profitable self-employment & secondary employment generation with cascading effect
Micro Irrigation System	150 entrepreneurs	
Tissue Culture	40 entrepreneurs	

3. Social Commitment: Indirect Employment for Empowerment and self-reliance

Semi-skilled labour	12,000 (PVC Pipe) 6,000 (MIS)	Direct assured employment in plants and factories.
Technical Manpower	12,000	Assured self-employment
Farm hands	170 lacs	Improved land use & cropping intensity leading to doubling of assured employment in agriculture.

4. Meeting National Priority: Water Conservation

Activity	Savings per annum	Total Saving	Monetary Impact
PVC Piping	15% to 20%	44.85 billion litres	Rs. 448 Crores
MIS	50% to 100%	1780.00 billion litres	Rs. 17800 Crores
	Total	**1824.85 billion litres**	**Rs. 18248 Crores**

5. Serving National Need: Energy Conservation

Activity	Savings per annum	Total Saving	Monetary Impact
PVC Piping / Foot Valves	15%	450.00 million kwhrs	Rs. 113.0 Crores
Micro Irrigation Systems	30%	185.00 million kwhrs	Rs. 46.3 Crores
Solar Water Heating	1200 kwh/ household	22.60 million kwhrs	Rs. 5.6 Crores
	Total	**657.60 million kwhrs**	**Rs. 164.9 Crores**

Gandhi Research Foundation

'Challenges of Non Violence and Youth'

Prof MP Mathai introducing Mr. Fernando Ferrara to the audience.

Mr. Fernando Ferrara Rivero, speaker at the GRF Student Forum held recently was born in the city of Monterrey, Nuevo Leon, Mexico, on January 9, 1954. He is an engineer, having obtained his degree in Industrial Engineering from the University of Dayton, Ohio, USA in 1976. He has held various positions in industry before forming his own company.

In 1994, Mr. Ferrara realized his personal dream of travelling to India to study Indian culture and the philosophy of Gandhi at the Institute of Gandhian Studies for a year in Sevagram, Wardha, Maharashtra. He took a crash course in Gandhian philosophy here. He resided in the city of Cochin for 11 months and had the good fortune to meet and learn from Shri. Ramachandran Poti, then Chairman of Gandhi Peace Foundation, Cochin Centre and Prof. M.P. Mathai.

After returning to Mexico, Mr. Ferrara became active in social work on Gandhian lines providing assistance to the poor and the marginalized. In 2007 Fernando organized a series of workshops and public lectures by Prof. M.P. Mathai, Gandhian thinker, writer and activist and under his guidance started a new social network of NGOs in Monterrey called Mesa De Paz (Peace Round Table) in order to coordinate and unify the activities of various NGOs in the state of Nuevo Leon, Mexico.

In 2010 Mesa De paz started a new youth activist movement called Uno Uno Paz often written as "1@1 Paz" (One to One for Peace). Presently they have 30 activists working on various constructive programmes in different fields.

• "Nacidospara Triunfar" – working with the gangs to bring them into nonviolence and social commitments (they worked with 22 gangs and succeeded in persuading 480 young men and women to give up violence and become members of their civil organization).

• "Cruzada Cabal" education for youth to bring them out of alcohol and drug dependence with 150 volunteers.

In his presentation, Mr. Fernando spoke of his experiences working with the drug gangs, the drug addicts, the root cause for the gangs to exist is because of the huge market for it in the USA (about 150 billion US dollars). Due to Uno Uno activists' untiring efforts and their belief that there is goodness in every human being, the murder rate which used to be 8 murders per day in Mexico has now come down to 4 murders per day.

Mr. Fernando explained that at birth a child is just an animal with the potential of becoming human as it grows older. So at each stage of its growth it becomes less of an animal and more of a human being. According to him Man is a social animal, so unless there is inclusiveness, starting with the family, where the parents have a huge role to play by providing affection, care, instilling the right values and responsibility in the child,the child would not have a sense of belonging or a purpose. Simultaneously, the school is another important centre, where teachers are responsible for providing affection and care to children. If one of them (family, school) give up and do not provide adequate affection and care, the child becomes a misfit in the community; turning to drugs or joining gangs to indulge in crime to seek solace. As the old adage goes, "Criminals are not born, but made".

In conclusion, Mr. Fernando spoke of capitalism and how unbridled capitalism and greed is hurting the world. This was not the way Gandhiji had envisaged capitalism, for him capitalism was trusteeship, wealth to be created, spent wisely at appropriate intervals for the betterment of many and retained for future generations. Just because one was wealthy, it did not mean that one should squander it away on unnecessary and luxurious items, instead one should reduce one's wants. Mr. Fernando stressed that there was a

A section of the audience during Mr. Fernando's talk.

Gandhi Research Foundation

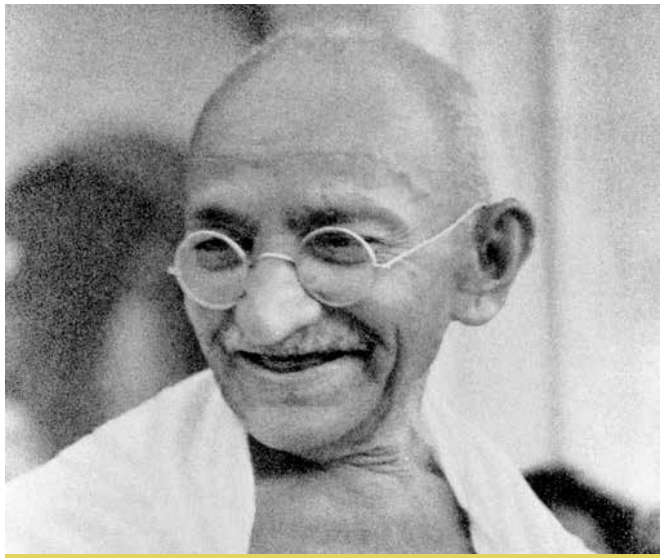
Bade Bhau felicitated Mr. Fernando Ferrara with a bust of Gandhiji.

greater need and relevance for the world today to adopt the Gandhian way of life for peace and prosperity.

Summing up, Bhau observed that it was necessary for the younger generation to take on more responsibilities and listen to their parents more often. At the same time, he mentioned that parents at home must enforce a sense of purpose to their children and teachers at school should take their roles more seriously by being fair and treating all children equally irrespective of the backgrounds they came from.

Being a Gandhian, Bhau has always shunned ostentatious display of wealth; he revealed that recently some of his friends and well-wishers had urged him to purchase a plane for his comfort but he refused to go in for it, as the cost of a plane amounted to Rs. 400 crores, he would rather build 400 schools with that money, than indulge in luxury on himself. He lamented the lack of like minded businessmen who instead of spending a portion of their wealth in philanthropic activities, chose to spend their money on building luxurious homes costing thousands of crores. This money could have been better utilized by opening thousands of schools, of which there is a serious lacuna in the country today.

Bhau summing up the evening's activities and interacting with the audience.



Happiness is when what you think, what you say, and what you do are in harmony.

– Mahatma Gandhi

For more information on Gandhi Teerth, please visit our website : www.gandhifoundation.net

Kantai Dam

The Kantai weir was inaugurated by the deputy CM of Maharashtra, Mr. Ajit Pawar and Minister for Irrigation, Mr. Sunil Tatkare. This weir has the capacity of 179.2 crore litres. Funding for this project came from Jain Irrigation's internal accruals amounting to Rs. 80 millions. As per the state government of Maharashtra's directives we are entitled to use only 50% of water and 50% of water will be used by the society. This weir will ensure sustainable and assured supply of water for Jain Irrigation as 50% of water will be used for Food processing (fruit and onion dehydration), mainly because we require water during the peak summer when there is shortage of water due to drought. The situation worsens during low rainfall seasons. When the mango season starts in summer, once again water availability becomes an issue, however, drinking water gets priority and quite rightly so, as this is a drought prone area. Therefore, this big storage structure is not only sufficient for us but also for the needs of the society around us. It goes without saying that serving the ecosystem was an important motive. This weir will also help to reduce the off seasonal water availability and further help to reduce the flash or sudden floods in the downstream area up to a certain extent.

This catchment area is in the basin of the Girna River covering around 9000 sq. km. The spread of the water is 5.6 Km from the weir. The backwaters will also support fisheries. This region has a high temperature and moderate rain fall of 700 mm annually, with frequent occurrence of drought as mentioned earlier. Therefore, this storage structure will be beneficial for the surrounding 7-8 villages with populations ranging from 15-16 thousand. It suits our interests as we are an agriculture based company and headquartered in Jalgoan about 10 km from the weir. We do not see why other companies didn't venture into this activity as we have done. Perhaps, the reason could be that they are getting sufficient water supply from MIDC industrial belts in the cities of Pune, Nasik, and Aurangabad etc.

The construction of the weir posed a big challenge to us, as we had to complete it before the monsoon started, and we had only 9 months in hand. If we lost this chance we would have to wait for another 4 months, which would mean we would be without water for one year. Though we as a company had no big experience of constructing such a big weir, we plunged into it wholeheartedly, as this was a step towards the big dreams we nurtured for the company. Though we are an irrigation systems company and this was an entirely new area for us; involving aspects of structural engineering, our team rose to the occasion and came up with the required integrated solutions at every stage.

Kantai Dam was inaugurated by Deputy Chief Minister of Maharashtra Mr. Ajit Pawar seen here along with other dignitaries.

A magnificent view of the overflowing Kantai Dam with the setting sun in the background.