

# Jain Irrigation Systems Limited



“ Jain provides farmers with irrigation systems that improve their yields by US\$100–\$1,000 per acre. ”

## COMPANY INFORMATION

### ★ Headquarters

India

### Countries of operation

India, USA, Israel, Switzerland, Turkey, South Africa, UK, Chile, Brazil, Spain, Australia (countries with manufacturing plants)

### Year founded

1963 (trading business) then entered as manufacturer in 1978

### Annual revenue

~33.3 billion INR

### Employees

>1,000 (7,200)

### Sector

Agriculture, Water supply, Finance, Retail

## COMPANY HISTORY

Jain was founded in 1963 and soon began carrying and selling fertilizer, seed, and pesticide. In 1978, the company took over a banana powder plant and adapted it to produce papain, an ingredient used in meat tenderizers. In 1980, Jain began manufacturing PVC pipes; in 1989 the company expanded to micro irrigation; and in 1994, Jain began food processing, particularly dehydrating onions and producing fruit purees, concentrates, and pulp.

## WHO THEY ARE

Jain Irrigation Systems Ltd. (JISL) is a company in India that manufactures irrigation systems and distributes them to smallholder farmers to help them improve their yields. Jain then procures farm produce from its own customers, benefitting from their increase in efficiency.

## HOW THEY REACH THE BOP

Jain, the leading provider of micro irrigation systems in India with 55 percent of the drip irrigation market and 35 percent of the sprinkler market, works with smallholder farmers on both ends of the food supply chain, seeking out progressive, receptive farmers; providing them with micro irrigation systems; training them in efficient planting, irrigating, and harvesting; selling them organic fertilizer and high-yield seeds; and, finally, purchasing their raw produce.

## JAIN'S IMPACT

Micro irrigation—that is, drip irrigation and sprinkler systems—is much more water- and energy-efficient than flood irrigation. By shedding their dependence on wasteful traditional forms of irrigation, farmers increase their income by US\$100 to \$1,000 per acre at the same time as conserving 500 million cubic meters of water per year compared to flood irrigation.

The company's work is made possible thanks in part to subsidies from the Indian government, which pays 50 percent of the purchase cost for farmers with less than five hectares. The farmers raise the balance themselves or finance it through banks.

The company also runs an institute to train its 2,000 distributors and engineers to take orders, deliver products, and teach people how to use them. The distributors, along with Jain's own agronomist and engineers, in turn train the farmers on their farms. In addition, Jain's procurement network consists of 2,100 contract farmers, which allows them to maintain a high standard of food safety and traceability in a market that is otherwise highly fragmented.

## LINKS AND RESOURCES

Official website <http://www.jains.com/>  
Services <http://www.jains.com/Solution/index.htm>  
About Jain <http://www.jains.com/Company/index.htm>

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## GEOGRAPHY/EXPANSION

Since its founding, Jain has expanded into the Middle East, Europe, Australia, Central and South America, Africa, and North America.

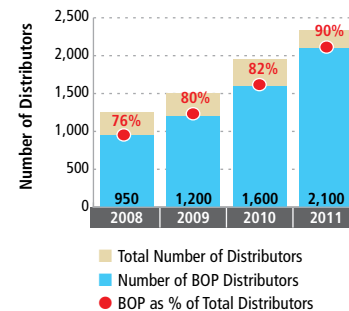
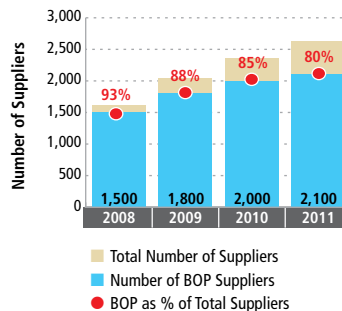
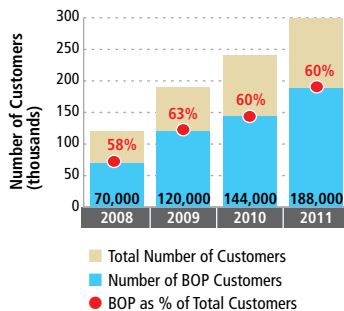


“ Using Jain’s techniques, banana productivity went from 8-10 tons per acre to 30-35 tons per acre. ”

— Dr. Dilip N. Kulkarni, President, Sustainable Agriculture

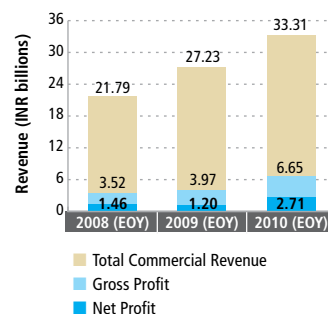
When one of our clients visited the Jain campus and saw its productivity practices, he resigned his job as a teacher to start farming instead. Using Jain’s techniques, banana productivity went from 8-10 tons per acre to 30-35 tons per acre. Today, he’s a large farmer, with 60 acres of land, and trains 200 village farmers at his farm every year.

## KEY DEVELOPMENT RESULTS



## KEY FINANCIAL SUSTAINABILITY INDICATORS

Jain attributes its net profit decline 2008 to 2009 to flooding. From 2008 to 2010, Jain nevertheless experienced an average annual growth rate of 24 percent. Thirty to 40 percent of customer purchases from Jain are subsidized.



“ Today, Jain employs 7,200 people worldwide. ”

