



“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

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 (men, material and money) in an integrated, efficient, economic and sustained manner. Earn profit, keeping in view commitment to society 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**



Inauguration of Gaurai Agri College, Wakod



The sprawling green campus of Anubhuti School.



Anubhuti English Medium School, in Jalgaon City.



The young farmers after growing vegetables in their agriculture project, use their produce for their meals at Anubhuti English Medium School.



Anubhuti English Medium School : Art & Craft.



Our Chairman with students of Anubhuti-II.



Anubhuti English Medium School : Geography Laboratory.

Education

Our thrust on education, particularly rural and agriculture-oriented education, finds an expression in various educational institutions. In addition, 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.

Anubhuti Residential School

This unique co-educational 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.



Learning outdoors can be great fun! at Anubhuti Residential School.

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.

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 is also provided. 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 are mutually beneficial – the positive social and economic ramifications of this would be unfolded years later, as these children grow.



Gandhi Research Foundation's 'Gandhi Teerth'

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 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 Probhodhan Yatra, Kadholi Road building, Takarkhedda water harvesting project and a girls' college in Shirsoli.



Kantai Dam on Girna River.

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, Bangalore Edition)



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



Felicitating prize winners of Asian Youth Blitz Chess Championship held in Mazandaran, Iran by Bhavarlal Jain and Ashok Jain to 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.



Maharashtra Badminton League Conducted in Pune and Thane. Sponsored by Jain Sports Academy.

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, carrom, 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.



Ranji player Jagdish Zope (one of the players sponsored by Jain Sports Academy) felicitated by Bhavarlal Jain



TC Pomegranate Harvesting.



Solar Water Pump.

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 bountiful of harvest. Drops saved turns into ocean. Trees provide shade throughout our life. The unplucked flowers blossom into many fruits. The nature's infinite bounty can't be unfolded. 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

Sr. No.	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 - Maharaa Pratap University of Agriculture Technology.



Innovating for a Better Tomorrow-2014 by CNN IBN



India Corporate Responsibility-2013 by CNBC Asia

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 of system and 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 Piping) 6,000 (MIS)	Direct assured employment in plants and factories.
Technical Manpower	12,000	Assured self-employment
Farm hands	170 lacs	Improved land use and 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 liters	Rs. 18248 Crores

5. Serving National Need: Envergy 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

6. Invaluable Contribution: Developing Integrated Agri Value Chain

- * Rainwater Harvesting & Wasteland Reclamation.
- * Bio-Pesticides, Bio-Fertilizers & Organic Farming
- * Afforestation & Green Cover for Environment Improvement
- * Processing & Exports of Fruits & Vegetables
- * Empowerment of Human Resources.

How Jain can give support to other organization in their rural development program?

With a focus on CSR, Jains can offer invaluable support to organisations who wish to undertake projects in the rural areas. Jains can provide them Total Management Solution for every aspect of agriculture and water.

(contact : rapatwar.vinod@jains.com)



Global CSR Excellence & Leadership Award-2014 by ABP News



The Good Company Award-2012 by Forbes India