

CEO

THE MAGAZINE FOR HIGH-LEVEL EXEC

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BRANSON ON HIS
PRIVATE ISLAND

A BUSINESS
IS SIMPLY
AN IDEA
TO MAKE
OTHER
PEOPLES'
LIVES
BETTER.

Richard Branson





For the greater good

With a mission statement passed down through the generations of his family, Anil Jain runs Jain Irrigation with his three brothers for the good of the world's farmers, and for the good of Earth.

IMAGES · JAIN IRRIGATION

“It's our mission to leave this world better than we found it,” says Anil Jain, CEO of Jain Irrigation Systems Limited.

The company started as a local pipe manufacturer in India, and has since grown to be a leading manufacturer of irrigation equipment with thirteen manufacturing plants in India, seventeen overseas, and a workforce of 11,500 people. Its annual turnover has grown to more than US\$1 billion.

When the company was established thirty years ago, its products were provided to 25,000 farmers in India. Now, Jain Irrigation caters to the demands of 5 million Indian farmers annually. Starting with a base of five countries, Jain Irrigation has expanded to cater to the needs of agriculture in 116 countries, and with a mission to change agriculture in developing countries such as India, Jain Irrigation products offer improved productivity and cost savings to poor farmers with small landholdings. Their mantra, 'More Crop Per Drop™' embodies the company's promise to farmers: that they can produce more with fewer resources.

Anil and his three brothers now run the company, which was founded by their late father, Bhavarlal, a towering visionary. They work together to achieve the company's goals and realise Bhavarlal's dreams.

“Almost 50 per cent of our business today is micro-irrigation, or irrigation technology that saves water and aids productivity for farmers,” says Anil. “About 20 per cent of our business is piping, which we supply to farmers and which is >>



Name Anil Jain
Company Jain Irrigation
Position CEO
HQ Jalgaon, India
Employees 11,500+

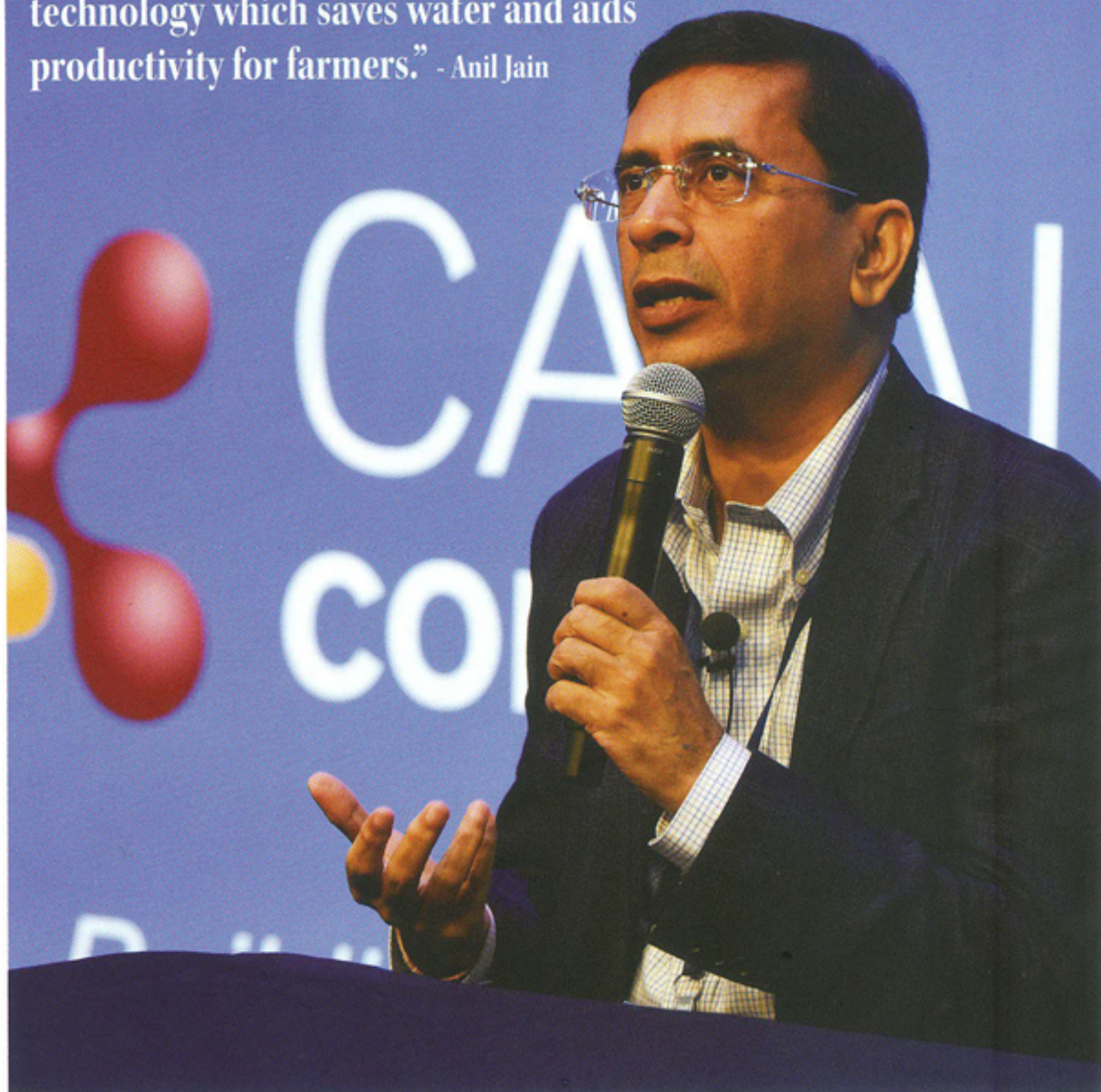
used for infrastructure projects including water, gas, and cables. About 22 per cent of our current business is food processing — buying from farmers. We add value, process the food, and sell it to large global food companies like Coca-Cola Amtil, Nestlé, and Unilever as fruit juice, fruit concentrate, and dried vegetables. Further, about 10 per cent of our business is in agro-appliance, including biotechnology. We also produce some renewable energy products like solar water pumps and solar streetlights, and have started a finance company to provide low-cost, easily accessible loans to small farmers in India.”

Anil is not just passionate about supplying products to customers. He sees that a major challenge for agriculture in the coming decades will be climate change, and he wants Jain Irrigation to help farmers to contain the associated adverse weather conditions that could affect their businesses.

“We believe our products, technologies, and solutions are going to be very helpful to contain the impact of climate change,” says Anil. “Climate change is here, and it’s going to be disastrous, especially for the agriculture community. Essentially, what’s important is helping to improve productivity on small farms and helping to save precious natural resources such as water and energy. It’s also vital to ensure that soil is good. While we do this, we try and ensure that those who use our agtech — whether a small farmer in India or a larger farmer in the US or Australia — will grow their income, and that their productivity will increase.”

Harking to the mission statement of the company, sustainability is key to Jain Irrigation for this. The company has even been recognised globally,

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including in the US magazine *Fortune*, which placed Jain Irrigation in seventh place on a list of fifty-one companies around the world that are changing the world for the better. It was the only company on the list from India. This sentiment of sustainability and making the world a better place is strongly linked to the company’s roots as a family business. A case study is also taught at Harvard Business School on the company’s unique model.

“Because my father came from a village, he had what you could say are small-village values: he valued water, he valued the animals,” says Anil. “When his mother, my grandmother, advised him to join the business, she told him, ‘If you go and take a job, you can do well for yourself, but be an

entrepreneur and you can do something that will not only do greater good for larger communities, but also be good for the Earth’. Following her teachings and my father’s actions, today we have a company that has pioneered inclusive and sustainable business while creating shared value.

“We are on the cusp of a revolution to improve food security, water security, and energy security. Our motto of ‘Small Ideas, Big Revolution’ is the essence of the future.” ■

“Reliance and Jain Irrigation’s three decades-plus of relationship is cemented by a common vision of bringing a smile to customers’ faces by providing sustainable economic solutions, adopting an inclusive growth model.” - Vipul Shah, COO Petrochemicals, Reliance Industries Ltd