

# CEO's Statement



Dear Stakeholders,

I am delighted to communicate our second Sustainability Report-2011. This report, a humble attempt to connect and share our sustainability performance with our stakeholders has been prepared as per the guidelines of GRI-G3. It also fulfils A+ application level criterion of GRI along with food processing sector supplement. An assurance statement has been provided by DNV after assessing the report.

We, at Jain Irrigation System Limited, from the inception of our journey, have believed in our own farmer centric model. We have integrated our business verticals to put focus on water, food and renewable energy in rural areas and bringing prosperity to the farmers. We are committed to create shared value for the benefit of all stakeholders in sustainable manner. Our sustainable package for Tissue Culture Banana and Contract farming of Onion are the best examples of Creating Shared Value (CSV). We are working successfully with more than 4000 onion contract farmers for over eight years and sourcing around 25-30% of our total raw material requirement of the Dehydrated Onion facility. We are replicating our CSV concept to a wider base of farmers in the 'UNNATI' project in a valuable partnership with 'Coca-Cola Beverage Ltd., India'. The target is to achieve 50,000 ha of area under Ultra High Density [Mango] Plantation (UHDP).

We have started implementing JAINGAP with many of these farmers. We are also creating a niche in Pomegranate Tissue Culture with three different varieties.





# SAFL

Sustainable Agro-commercial Finance Ltd.

To further enhance our relationship with farmers, we have created a path, for promoting an NBFC, namely Sustainable Agro Commercial Finance Limited (SAFL). By the time this report becomes public, SAFL will be a functional entity, headquartered at Mumbai, India. The

SAFL initiative, over a period, will attempt to fulfil the much desired need of adequate and timely finance at reasonable costs to sincere and committed farmers.

Our work for small farmers has been noted by Harvard Business School, the World Economic Forum, G-8 and G-20. The MoU with International Rice Research Institute (IRRI) signed recently for an ambitious research project to cultivate rice on drip irrigation shows our continuous commitment to innovation. We have also joined hands with International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) for field crop research to convert rain-fed oilseed and pulses to drip irrigation and precision farming.

More than 17% of our total energy requirement is met from RE sources. We save more than 4000 MT of coal per annum by using mango stone for the thermal requirement for fruit processing. The electricity generated from 1.71 MW Biogas Power, 8.5 MW Solar Power, 3.3 MW Wind Power is used for manufacturing at various locations in India.

We believe that our journey with our Mission “Leave this world better than you found it” has become possible due to the invaluable contribution from our associates, our strong brand presence, social engagement and the understanding of our customers. We believe in the ‘MLM’ principle i.e “More from Less for More”. This belief is based upon Innovation, Inclusiveness and Sustainability.

We shall continue to create shared value so as to build upon the institution. It will not only last long but will also be an ever evolving dynamic entity and remain a force of good.

Looking forward to all the hard work....

On behalf of all JAIN associates around the world!

Thank you!

**Anil B. Jain,**  
CEO and MD



White gold— cotton with drip irrigation



Ultra high-density [mango] plantation



Cabbage under drip irrigation



Ajit B. Jain, Joint MD, explaining contract farming to Dr. Nitin Nohria, Dean of Harvard Business School, and Dr. Kasturi Rangan, Professor (Marketing), Harvard Business School



Anil B. Jain, MD, explaining about Food Security at G-8 summit, Chicago



Launching Project Unnati : Atul Singh, President & CEO, Coca-Cola India and South West Asia and Atul Jain, Joint MD watering a mango sapling to mark the launch