

# Management's Outlook towards Product Responsibility

“Support sustainability through innovative products”

The organization's product range itself is the most visible proof of the way we look at sustainability. JISL addresses and provides alternative solutions for sustainability challenges through its product range. For the organization, product quality, customer health and safety, product and service labelling, marketing communications, customer privacy and compliance are of utmost importance and we make sure that the organization abides by all protocols related to it. The organization is committed to pro actively progress to provide innovative products and operate in a disciplined manner that supports sustainability.

## **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.



Happy farmer with is agriculture produce

# Product Responsibility Performance Measures

On global basis it is equally and clearly plain that growing economies in the developing countries will provide the best opportunities for expanding market for bottom of pyramid customer. JISL is known to innovate, develop and design products around the concept of conservation of precious natural resources and serving the bottom of the pyramid customer through our products and services. Our major products and services are:



PVC Sheet products



Various micro irrigation accessories



HDPE and PVC Piping products



Farm fresh Mango Puree and pulp



Pulp of various fruits



Minced Dehydrated Onion



Pomegranate -Tissue culture plant



Tissue Culture Banana



Solar Photovoltaic and Solar Thermal products

## Research, Development and Innovation in Products and Services

### Plastic Park :

- In the areas of MIS and SIS nearly 65 new innovations have been made. This has extended the range of some of the existing products and added new features to some products.
- We have developed a manufacturing process for production of total Lead and Tin-free casing pipes, column pipes and plumbing pipes, thereby making the product more environment friendly.
- Development of single “Metal Clamp Plus” has eliminated metallic ring in the assembly thereby conserving natural resources and energy required for its production.

### Food Park :

- Conservation of water and improving shelf life with microbiology of onion.
- Improving quality of stored onion to avoid wastage in storage and processing.

### Agri Park and Tissue-Culture :

- An innovative process has been developed for micro-propagation of banana with reduced energy, increased work efficiency and less space requirement. This will help the organizations to increase production capacity by minimum twofold.

### Green Energy/Solar Park :

- LED and CFL street light, home light and lantern developed as per Ministry of Non-conventional and Renewable Energy (MNRE) specifications and approved by the MNRE.
- Enclosure developed for luminary products.

The following table shows the R&D expenditure (INR million) for FY 2009-10 and FY 2010-11 respectively.

R and D Expenditure (INR Million)			
Sr. No.	Particulars	FY 2009-10	FY 2010-11
1	Capital expenditure	146	197
2	Revenue Expenditure	48	102
3	Total	195	300
4	% Of the Revenue	0.72%	0.90%

### Quality

- All our products are quality marked.
- The desire to deliver best quality products has prompted the organization to manufacture almost all the components of the water management system in-house, at organization's own manufacturing units where the organization can subject them to strict quality checks.
- The organization gives a warranty against manufacturing defects of our products. There is a set system and procedure for redressing product or service complaints, if any. If there is any genuine defect, we will replace the product.
- JISL is committed to maintain the quality of products, eliminate any negative impacts the products could have on customers, maintain transparency through proper tests and disclosures and provide best after-sales services.
- The organization's success is the testimony to the customers' satisfaction and it will continue to deliver on the high benchmarks that the organization has set for itself.

## Certification

- We maintain stringent quality control in our state-of-the-art manufacturing facilities.
- The Plastic Park is ISO 9001:2008, ISO 14001: 2004 and BS OHSAS 18001:2007 certified.
- Our manufacturing facilities are validated by customers all over the world. The organization implements good housekeeping, strict hygiene practices, good manufacturing practices, environment, occupational health and safety practices to ensure the welfare of all the associates and the community.
- Our Turkey Plant is certified for TSE (equivalent of IS) for our drip irrigation pipes (TS ISO 9261) and ISO 9001:2008 Quality management system.

The following table shows the production volume at in sites certified by an independent third party according to internationally recognized food safety management system standards.

Site	Certification	Production volume, MT		
		FY 2008-09	FY 09-10	FY 10-11
<b>Fruit processing, Jalgaon</b>	ISO 22000: 2005. Kosher and Halal. ISO 14001:2004 BS OHSAS 18001:2007 Member of SGF and audited every year. Jalgaon plant is certified for BRC Issue 5. Member of Sedex and undergone an Ethical Audit	<b>16758</b>	<b>27567</b>	<b>22701</b>
<b>Onion Processing, Jalgaon</b>	ISO 22000: 2005. BRC Issue 5. Kosher and Halal. ISO 14001:2004 BS OHSAS 18001:2007 Jalgaon plant has undergone GMA Safe audit. Member of Sedex and undergone an Ethical Audit for Jalgaon.	<b>8412</b>	<b>7360</b>	<b>7834</b>
<b>Onion processing, Baroda</b>	BRC Issue 6, BS OHSAS 18001:2007 ISO 14001:2004 HALAL, KOSHAR	<b>3934</b>	<b>3854</b>	<b>4009</b>
<b>Fruit Processing, Chittur I and II</b>	ISO 14001:2004 BS OHSAS 18001:2007 ISO 22000 HALAL, KOSHAR SDF for Chittur-II	<b>21383</b>	<b>36978</b>	<b>35479</b>
<b>Sleaford</b>	BRC Issue 5. ISO 9001: 2008. Member of Sedex.			
<b>Cascade</b>	3 <sup>rd</sup> Party Audit – AIB – 930 / Superior – November 2010 3 <sup>rd</sup> Party Audit - Cook and Thurber – 93.83% - February 2011 Organic - Oregon Tilth – NOP / COR Kosher - Orthodox Union Halal - Islamic Food and Nutrition Council of America Regulatory Inspections FDA, Department of Health, Environment, Agriculture	<b>10101</b>	<b>8251</b>	<b>7334</b>

ISO 14001

ISO 9001

OHSAS 18001

CERTIFICATE **TVQWORLD** **KOSHER**

NCS-TOP  
NABL



CERTIFICATE **TVQWORLD**

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Certificate  
ISO 22000

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India



CERTIFICATE

Management system as per  
ISO 14001 : 2004

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

Management system as per  
DIN EN ISO 9001 : 2008

JAIN IRRIGATION SYSTEMS LIMITED  
(JISP AND SPINNAKER IRRIGATION SYSTEMS)  
Jain Irrigation Park, P.O. Box No. 12, S.K. N. E.  
Shirsoli Road, Jaggaon - 421 001, Maharashtra, India

SGF  
GMA-SAFE

HALAL

BRC

GLOBAL G.A.P.

ISO 22000

## Customer Satisfaction

The organization annually conducts customer satisfaction surveys. The survey result for the last three years is as follows.

% Customer satisfaction	FY 08-09	FY 09-10	FY 10-11
India	83.86	90.75	88.03
Overseas	84	86	87.8



Bumper crop of Pomegranate on drip

## Health and Safety Impact of Products and Services

- The organization's products and services meet the customer health and safety norms
- New products are thoroughly tested not only in the laboratory but, also in our agricultural demonstration and research plots for safety before launching them.
- Products are manufactured strictly adhering to ISI standards as well as international standards, as per the customer's requirement. Almost all our products are ISI marked wherever the ISI standard is available.
- The users are educated and provided with literature, product catalogues, installation guide, maintenance manuals and training on the aspect of safety in use of the products.
- All our plastic products can be recycled. We buy back the materials for recycling if the customers are willing to sell it to us.
- Dedicated department and set procedures to redress product malfunctioning, if any.

## **Product Labelling and Marketing Communication**

The details of the products and their applications are communicated through the following:

- Product literature / catalogues.
- Crop folders – giving details of cultivation of the crops with micro-irrigation.
- Demonstration.
- Training and seminars.
- Video films.
- Appropriate labels are put on the products wherever possible and as applicable. These labels include information on product specification, quantity, handling precautions and safety disposal instructions as applicable. Similar information is also included in the various publications of our organization.
- Marketing communication for our customers of piping system and PC sheets are done through conventional media like newspapers, trade journals and magazines, Seminars, and exhibitions etc.
- We hire INS accredited advertising agencies, which adhere to the norms laid by the Advertising Standards Council of India (ASCI).
- Sleaford Plant observes the British Codes of Advertising and Sales Promotion, Market Research Society (MRS) Code of Conduct and FSA regulations
- Statutory declarations as per Indian and international standards as applicable and Weights and Measures Act are printed on the products and their packing.

The organization has also provided the information on MSDS regarding product's safety, labelling and marketing in food processing products,

- Identification
- Composition/information on ingredients
- Hazard identification
- First-aid measure
- Fire-fighting measure
- Accidental release measure
- Storage and Handling
- Exposure Control/personal protection
- Physical and Chemical properties
- Stability and reactivity
- Toxicological information
- Ecological Information
- Disposal consideration, transport information and regulatory information.

### **Communication to the bottom of the pyramid customer i.e. farmer is done through:**

- Training of farmers, government agricultural extension officers, NGOs, dealers' sales staff etc.
- Setting up of demonstration plots in villages, public and private research stations, at organization-owned research plots etc. This is one major medium to connect directly with farmers.
- Conducting regular training throughout the country on cultivation of locally important crops with micro-irrigation and greenhouse technology. Besides, the organization has huge

residential training centres at Jalgaon, dedicated for the purpose of research and training in high tech agriculture.

- Accessing the farmers in interior places, by carrying out systematic village to village campaign by agri experts where farmers are given briefings on micro-irrigation and High-tech agriculture.
- Radio.
- Wall paintings and hoardings.
- Video films.
- One to one communication with farmers through field visits of engineers and agronomists.
- Agro exhibitions.

### **Compliance**

The organization has well established procedures, systems, and feedback mechanisms to ensure adherence to statutory norms as well as to the code of conduct of the organization.

The organization has no cases of noncompliance with any of the applicable laws. Regulatory authorities are free to verify the compliance through visits and sample collections from the facilities. There have been no complaints regarding breaches of customer privacy and loss of private data.

*We feel pleasure and bliss that we are serving the nature and society through our products and services which makes a significant contribution in conserving natural resources and promotes productivity which in turn helps alleviate poverty.*