A força que vem da terra

Familiar ou empresarial, a agricultura tem reafirmado o seu importante papel de alimentar povos e movimentar economias.
Farming in India

462/5000
With a population of more than 1.3 billion, equivalent to more than 17% of the world population, and 66.5% of its population living in rural areas, India, according to FAO data, is the largest world producer of milk, legumes and jute. It is also the second largest producer of rice, wheat, sugarcane, peanuts, vegetables, fruits and cotton. With GDP of US $ 2.2 trillion in 2017, the country is the third largest economy in the world, after the US and China.

Agriculture, with its related sectors, is the largest source of livelihood in India. About 70% of rural households still depend primarily on agriculture for their subsistence, with 82% of farmers being small (with areas smaller than 2.0 hectares). There are about 110 million agricultural holdings with an average of 1.5 ha per property, with almost 40% of the areas planted with irrigation. Only 2% of the area of agriculture in India has more than 10 ha.

As for productivity, India has excellency in some crops, such as sugarcane, reaching over 100 t per acre or 210 t per hectare. There are about 110 million agricultural holdings with an average of 1.5 ha per property, with almost 40% of the areas planted with irrigation. Only 2% of the area of agriculture in India has more than 10 ha.

For productivity, India has excellence in some crops, such as sugarcane, reaching over 100 t per acre or 210 t per hectare. In India, a widespread concern is the accumulation of water, especially from monsoon rains, for later use in irrigation. Dams, natural vegetation and erosion control are constant concerns in a country with such characteristics and dimensions.

Under the mission of "Leave this world better than you found it," the company Jain Irrigation Systems Limited is an excellent example of how the performance of a private enterprise can contribute to the well-being of the farmer in creating innovative solutions for local realities and small rural properties.

Traditional agricultural methods have led to the irreparable depletion of natural resources and created a destructive nexus water, food and energy. With increasing demand for food and energy, Jain is building complete value chains that meet demand, conserving water and harnessing natural resources by educating farmers about up-to-date techniques for growing crops and turning barren fields into fertile land. The company has added value at every step of agriculture, along with a significant contribution to society.

Micro irrigation systems and high-tech agricultural inputs are enabling farmers to switch irrigation methods from traditional canal irrigation systems to more efficient systems such as drip and sprinkler systems that generate water savings of 30 to 85%. Jain, which has received 22 international and national awards and the prestigious Padma Shri from the Indian government in 1988, believes it will only thrive if its customers, the farmers, thrive. With this in mind, the company has initiated an agricultural contract program that offers a minimum price guarantee to farmers so that it opens markets for the additional crops they produce.

This approach creates more value for farmers, while the Jain reduces operating costs by grouping offers (inputs, equip- ment, financing) and generating multiple revenue streams from the same farmers.

The company supports the monitoring of self-sustaining agricultural cycle to increase production and agricultural productivity, increase farmers’ income, reduce farming costs, protect and improve the environment and biodiversity and develop sustainable natural resources to create an agricultural chain and food sustainable.

In addition to guidance and end-to-end solutions, Jain Irrigation also has a partnership with banks to help farmers switch to new technologies. It provides all the means for technology-based agriculture to farmers and buys their end product which is then processed and exported. The contracted farmers receive even a guarantee of repurchase and there is a minimum support price set by the company. Thus, irrespective of price fluctuations, farmers obtain a flat rate for their products.

Jain Irrigation is linked to 5,000 farmers in India, Ramthal in Karnataka, the largest drip irrigation project in Asia, benefiting more than 7,000 farmers. Providing holistic agricultural solutions to over 200,000 farmers, including agriculture, water, localized irrigation systems, pipelines, tissue culture, renewable energy-based products and equipment, food processing and other agro technologies, Jain provides technical advice for sustainable agriculture and development of food chains in India and around the world.

In Brazil, NaanDanJain, a subsidiary of the Jain group, is present in the field, manufacturing and marketing drip irrigation, micro sprinkler and sprinkler systems. Each of these modalities has its corresponding irrigation kit to serve family agriculture in practically all crops, and the company is aligned with the More Food program of the Ministry of Agrarian Development - MDA (to be incorporated in the Agriculture Ministry in the new government), which encourages, fosters and believes in agricultural production of small-scale by financing modernization projects in properties.
Jain Irrigation Success Story: Development of Sustainable Farming in India

By GABRIEL COLLE

Traditional agricultural methods have led to the irreparable depletion of natural resources and created a destructive nexus water, food and energy. With increasing demand for food and energy, Jain is building complete value chains that meet demand, conserving water and harnessing natural resources by educating farmers about up-to-date techniques for growing crops and turning barren fields into fertile land. The company has added value at every step of agriculture, along with a significant contribution to society.

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Another important project of the company was the development of the government-funded project of India, Ramthul in Karnataka, the largest drip irrigation project in Asia.

Based on the unique concept of integrated micro irrigation, the Ramthul project is a major breakthrough in the adoption of the irrigation with modern irrigation networks in the central canal areas. Under this integrated project, water must be delivered directly through the HDPE/PVC pipeline network to irrigate an area of 30,381 acres through the micro irrigation system through a pressurized pipeline network. This revolutionary project brought transformation in agriculture in Karnataka, benefiting more than 7,000 farmers.

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