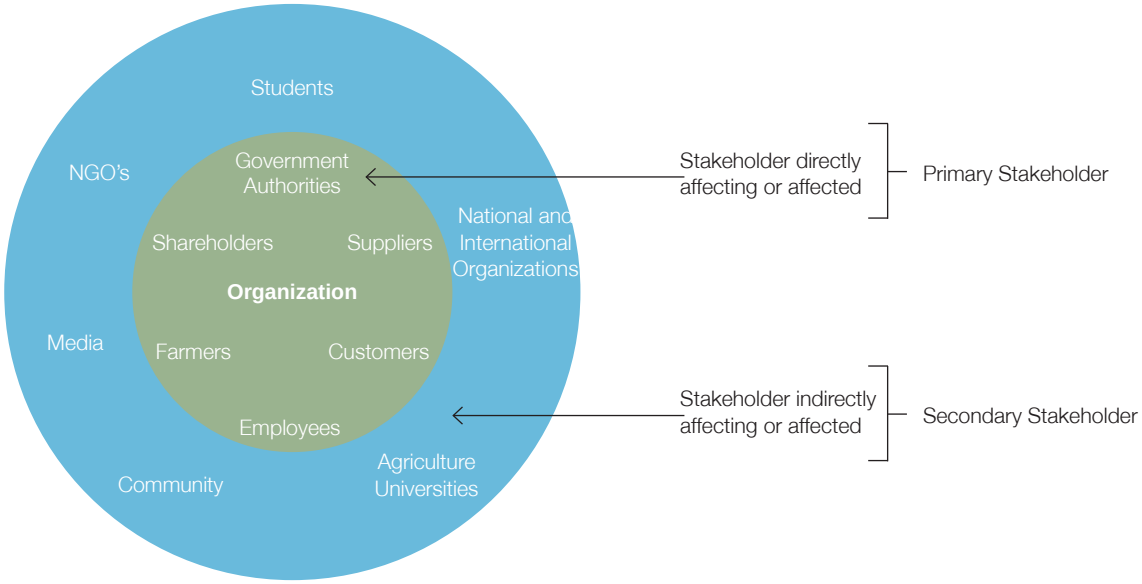
Stakeholder Engagement and Materiality

As the businesses of the world transcend national boundaries in a seamless, globalized environment, the definition and implication of the term stakeholder has evolved to new levels. The future business scenario is beyond the conventional framework of price, product, place and promotion. For sustaining the business it is necessary to involve one more important and necessary component i.e. People. The people, who are involved in our business activities, who will get affected by as well as affect the business activities.
JISL has identified the stakeholders that have a vested interest in its businesses and has mapped its stakeholder framework in the form of a concentrically expanding sphere. At the core of this sphere is the primary stakeholders and at the outermost realm are the secondary stakeholders of the business.



JISL understands that stakeholders engagement is the tool for mutual, sustainable and inclusive development. Hence, JISL strives to attain all level engagement with all the identified stakeholders on continuous basis through direct meetings, e-mails, telecommunication and questionnaire. We have prioritised our stakeholders, who are material to us , as mentioned below:

- Farmers
- Associates
- Customers
- Suppliers/contractors
- Shareholders, investors and providers of capital
- Government
- Community
- International community

Farmer toiling in his field is our major stakeholder

Farmers

Farmers are valuable and critical stakeholders. They are not only our customers but also our suppliers. This segment of stakeholders comprises small, medium and large landholding farmers. As an agricultural organization, the economy and sustainability of the organization depends on the prosperity of farmers.

Secondly, this segment of stakeholders is the most affected by government policy, environmental and climate change, market conditions, natural disaster, food price crises and financial crises. On this basis, the organization is constantly analysing the needs of the farmers and finding modes and means to empower, engage and serve this segment of the stakeholders. The organization primarily focused on empowering the farmers with the strong belief that “Agriculture is Our Culture” and it is the “Profession with Sustainable Future”.

The frequency of engagement is ongoing and some of the modes of engagement are:

- Training and extension activities were carried out throughout the country covering 1,64,000 farmers in 15 states in the period 2009 to 2011.

- The organization has its own R&D farm to carry out various experiments on crops like pulses, oil seeds, cereals, fruits, vegetables and fodder crops.

- The organization is also running a training centre- Jain Gurukul for farmers, students, Government officials etc. where annually more than 40,000 people visit.

Farmers—our partners in progress

Sugar cane under Subsurface Drip System

Name of Farmer	Mathivannan
Address	Thamarakki, Dist. Sivagangai, Tamil Nadu
Crop	Sugar cane
Variety	Co 86032
Soil	Red alfisol (garden land)
Drip	JTA 16 4 60 class 2
Installation	Subsurface drip system
Total area (acre)	3.5
Date of sowing	5.01.2009
Drip installation date	4.01.2009
Lateral spacing (feet)	6 (1 lateral for each dual row of cane)
Planting distance (feet)	6 (cane planted in dual row)
Cost of drip system (₹/acre)	35,000
Drip cost per year per acre (7year life)	5000
Cost of cultivation (₹/acre)	52,400
Total cost (crop+drip cost of 1year)	57,400/acre
Yield (Tonne/acre)	74
Price of Sugarcane (₹/Tonne)	2000
Gross Return (₹/acre)	148,000
Net income (₹/acre)	90,600
Benefit to cost ratio	1:1.6
Yield in flood irrigated in the same field previous year (tonne/acre)	38
Incremental yield in drip (tonne/acre)	36
incremental income in drip (₹/acre)	72,000

Subsurface drip is a necessity because of mechanical harvesting in Sivagangai to overcome the difficulty of labour shortage.

It helped Mathivannan to get 74 t/ac cane yield in place of a mere 38 t/ac which he used to get under conventional flood irrigation.

He has earned 72,000 INR /acre just by changing the irrigation and fertilizer technology.

Potato under Jain Drip Irrigation System

Name of Farmer	Ashok Varma
Address	Village : Hasalpur, Mhow, Indore, Madhya Pradesh
Crop	Potato
Variety	Kufri Jyoti & Kufri Lakar
Soil	Clay loam
Drip details Class 2	JTL, 16 4 50
Total Area	1 acre
Crop spacing (feet)	1 (row)
Lateral spacing (cm)	90
Cost of drip system (₹/acre)	42,000
Cost per year (7 year life) ₹/acre)	6000
Cost of cultivation (₹/acre)	18,000
Total Costs includ. drip (₹/acre)	24,000
Yield (Tonne/acre)	21
yield under flood (tonne/acre)	10
Price of potato (₹/tonne)	7620
Gross return in drip plot (₹/acre)	1,60,000
Net income under drip(₹/acre)	1,36,000
Gross income under flood (₹/acre)	76,200
Incremental income under drip (₹/acre)	83,800
Benefit to cost ratio	1:5.7

Drip fertigation on Potato is a well established production technology giving very high tuber yields. Ashok Varma of Indore is one such happy farmer earning 1,36,000 per acre in 5 months. He used to earn less than half of that in the past with conventional flood irrigation. His B:C ratio is really phenomenal. For every rupee invested he gets 5.7 rupees.

Onion under Jain Drip Irrigation System

Name of Farmera	Dagaji Keshav Patil
Address	Panchak, Tal. Chopda Jalgaon, Maharashtra
Crop	Onion
Variety	JV 12
Soil	Medium Black Soil
Drip details	JTA 16mm, 60cm, 4 lph
Total area (acre)	2
Crop spacing (feet)	12x10 (RowxPlant)
Lateral distance (feet)	4.5
Cost of drip system(₹/acre)	25,000
Cost per year considering 7 years drip life (₹/acre)	3571
Cost of cultivation(₹/acre)	15,000
Total cost of cultivation including drip ®(₹/acre)	18,571
Yield (tonne/acre)	20
Yield under flood (tonne/acre)	12
Price of onion (₹/tonne)	3,000
Gross return in drip (₹/acre)	60,000
Gross return under flood (₹/acre)	36,000
Net income under drip (₹/acre)	41,429
Incremental income under drip (₹/acre)	24,000
Benefit to cost ratio	1:3

Drip fertigation on onion is a well established production technology giving very high bulb yields. Dagaji Keshav Patil of Panchak village is one such happy farmer earning Rs. 41,429 per acre in 4 months. For every rupee invested he gets three rupees under contract farming with Jain Irrigation.

Cotton under Jain Drip Irrigation System

Name of Farmer	Sudhakar Barsu Patil
Address	Shelapur, Dist. Buldhana, Maharashtra
Crop	Cotton
Variety	Mallika
Area under cotton drip	5.5 acre (2008-09)
Soil Type	Medium
Spacing (feet)	4 x 2 (Row x Plant)
Lateral	12 mm Inline 60 cm dripper discharge 4 lph
Date of sowing	12.06.2008
Fertigation	Partial drenching of Chlorophyriphos for mealy bug through drip
Fertilizers	As per standard dose
Inter crop	Maize on drip
Spraying	For sucking pest, mealy bug control Foliar spraying/feeding
Drip cost per year (considering 5 years life) (₹/acre)	3500
Cost of cultivation (₹/acre)	18000
Total cost of cultivation (₹/acre)	21500
Yield (quintal/acre)	32
Gross return (Price-₹ 3000/quintal) (₹/acre)	96000
Net profit (₹/acre)	74500
Benefit to cost ratio	1:3.46

Pre-monsoon cotton cultivation has been made possible with the least water availability. Yield has tripled compared to flood irrigation. Produce is clean and easy to pick. Incidence of weed is reduced and harvest time has been brought down.

Wheat under Jain Rainport Sprinkler

Name of Farmer	Virendra Singh
Address	Village Bhatvada, Dist. Pratapgarh, Rajasthan
Crop	Wheat
Total area (Ha)	2.3
System details	Rainport
Lateral spacing (m)	9
Nozzle spacing (m)	9
MIS yield (quintal/Ha)	45
Cost of cultivation (₹/acre)	16000
Cost of cultivation (₹/Ha)	40,000
Price of wheat (₹/quintal)	1200
Total gross income (₹/Ha)	54,000
Net income (₹/Ha)	14,000
or profit per crop for 6 months if we consider two crops per year per ha. ₹ 28000 extra income	
Yield by flood method (quintal/Ha)	30
Extra yield due to micro–sprinkler (quintal/Ha)	15 quintals

A great deal of water saving is achieved in wheat cultivation. Salinity is reduced in soil. Uniform growth of crop makes mechanical harvesting easy.

Maize under Jain Drip Irrigation System

Name of Farmer	Revender Reddy
Address	Veleru, Darmasugar Dist. Warangal, Andhra Pradesh
Crop	Maize
Variety	Kaveri
Soil	Medium black
Drip details	Inline, JTL 16 60 4
Total area (acre)	4
Date of sowing	10.06.2009
Lateral spacing (m)	1.2
Crop spacing (cm)	30 x 20 (Row x Plant)
Cost of cultivation (₹/4 acre)	33,000
Per acre cost of cultivation (₹)	8,250
Total yield (tonne/ 4 acre)	16
Yield (tonne/acre)	4
Fodder (2.5q/acre) (tonne/4 acre)	1
Drip cost (for considering for 5 yrs) farmers' contribution (₹)	8,000
Total cost of cultivation (inc.drip) (₹)	41,000
total income from Maize grain sale (@ ₹. 1100/q) (₹/quintal)	1,76,000
Fodder (2.5 qtls) ₹.1600/acre) (₹)	6,400
Gross income (₹)	1,82,400
Net Profit (₹)	1,41,400
Benefit to cost ratio	1:3.4

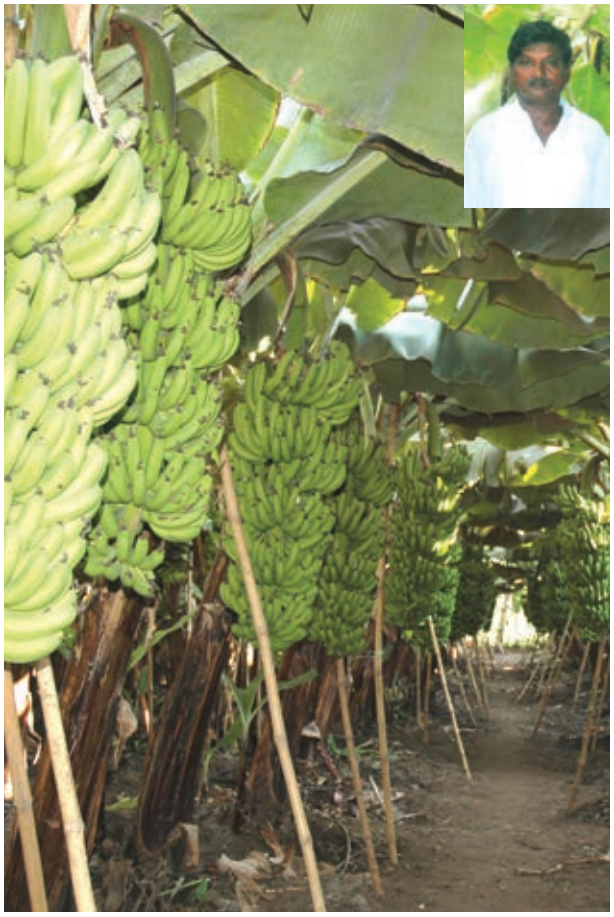
Maize responded very well to drip fertigation giving a net income of INR 35,350 per acre per season (4 months)

Farmer got a return of INR 3.4 per every rupee invested. In flood irrigation the grain yield would be hardly 2.1 t/acre as against 4 t/acre in drip irrigation.

Banana under Jain Drip Irrigation System

Name of Farmer	Sh Basavaraj Dever
Address	Village Indi, Tal. Indi Dist. Bijapur, Karnataka
Crop	Banana
Variety	Grand Naine
Planting material source	Jain Irrigation Systems Ltd
Total area (acre)	15
Crop spacing (feet)	5.5 x 5.5
Plantation date	September 2009
Cost of plant (₹/acre)	20,691
Drip Details	Online dripper JTKP, 4 lph,
dripper spacing	75 cm
Dripper per plant	2
Cost of drip system (₹/acre)	23,000
Drip cost per year considering	
7 years life (₹/acre)	3285
Cost of cultivation (₹/acre)	82,217
Total cost of cultivation (₹/acre)	85502
Yield (tonne/ acre)	45
Price of banana (₹/tonne)	7250.00
Gross return (₹/acre)	3,24,000.00
Net income (₹/acre)	2,38,498.00
Benefit to cost ratio	1:2.8

Doubled the yield. Very attractive colour and lustre. Even and large-size fruits with long shelf life.



Groundnut under Jain Rainport System

Name of Farmer	Umeshbhai Ranchhodbhai Patel
Address	Dawad, Dist. Banaskantha, Gujarat
Crop	Groundnut
Variety	Sardar 20
Total area (acre)	2.40
Sprinkler system details	Rainport 5022
Lateral spacing (m)	10
Nozzle spacing (m)	10
Cost of Rainport sprinkler system excluding 50% subsidy (Rs/acre)	44,356
Sprinkler cost/year considering 10 year life (₹/acre)	4,435
Cost of cultivation (₹/acre)	8,000
Total cost of cultivation (₹/acre)	12,435
Yield (quintal/acre)	12
Price of groundnut (₹/quintal)	2,300
Total gross income (₹/acre)	27,600
Net income (₹/acre)	15,165
Yield by flood method (quintal/acre)	6
Extra yield due to micro-sprinkler (quintal/acre)	6
Incremental income under sprinkler (₹/acre)	13,800
Benefit to cost ratio	1: 2.21

Groundnut responded very well to Rainport sprinkler irrigation giving a net income of ₹ 15165 per acre per season

In flood irrigation the grain yield would be hardly 0.6t/acre as against 1.2 t/acre in sprinkler irrigation.

Associates and their family members along with Founder Chairman Shri Bhavarlal Jain at the time of distribution of Nano cars

Associates

Associates (Employees) are the real asset of the organization. At JISL, the relationship between the organization and associates is like that of a big family, marching ahead with a common purpose and mission. The organization understands the importance of actively engaged associates; hence at all levels we interact with the associates to understand concerns, expectations, family background and importantly how the associates feel about the work experience.

Work Ownership is a home-grown notion which propagates a central thought among the associates that he owns the organization, and that is why he owns the work he does in the organization. The principle of mutual accountability is the driving force of this notion.

Some of the engagement activities are:

- As recognition of the performance and the long service, 47 more Tata Nano cars were presented to the deserving associates on the occasion of “Bhaubeej” (Diwali) in 2010.

- The organization has initiated consultancy and treatment program for infertility among its associates. 29 affected associates have benefited from this all-expense-paid program.

- The organization conducts SAHKARI KAUTUMBIK SAHAL (Associates’ family tour) to its various plants and other facilities for the families of associates. During this full-day trip visitors are shown all the facilities of the organization. Totally 115 such visits involving 4,537 family members of 984 associates have been conducted.

- A special initiative for the children of the associates VIDYARTHI UTKARSHA ABHIYAN aimed at providing educational coaching has yielded good results. The first batch of these beneficiary children appearing for SSC examination has produced 100% result. Under this initiative, special attention is paid to aspects like Intelligence Quotient and Aptitude Test, which make the participants more competitive and confidant. The number of student benefited is 88 and 100 in FY 2009-10 and FY 2010-11 respectively.

- Apart from academic coaching initiative, 15-day residential "Personality Development Camp" was organized for the children of the associates. Total 89 and 113 children benefited from this Initiative for FY 2009-10 and FY 2010-11 respectively.

- The organization continued its tradition of providing moral and material assistance to the meritorious and/ or needy children of associates through academic scholarships. 261 children have benefited by these scholarships amounting to INR 3.86 million.

- A package of 10-day 'Maharashtra Darshan' pilgrim tour covering state-wide religious destinations is being conducted by the organization. The tour is tailored for associates in the 45+ age group and their parents and grandparents. In the reporting period, 7 pilgrimage tours have been conducted involving 137 associates and 189 parents and grandparents of associates.

- The organization organizes a blood donation camp every year on 6th September on the occasion of the death anniversary of late Smt. Kantabai Bhavarlal Jain, wife of the Chairman. This year total 588 units of blood were collected.

The above range of activities has produced excellent returns for the organization. The management-associates relationship has been strengthened by intangible benefits like enhanced levels of motivation, dedication, loyalty, and involvement.

Families of associates visiting our manufacturing facilities

Children of associates undergoing training at summer camp

Pilgrimage tour for associates' parents

Blood donation camp

Customers

The key driver for the innovation in business is ever changing demand of the customer. In today's scenario, Aware customer is an important component of business chain. As earlier the key expectations of customers are on timely delivery, quality and price of product but now the purchasing decision of customers are increasingly influenced by social and environment performance of organization as well as product and service that the organization offers.

The organization has always welcomed and lived up to customer expectation and aspirations. Our efforts are to engage with our customer through our product and services which help them too for improving their overall environmental and social performance.

The organization has proper mechanism to engage with customer. The organization actively participates in regular customer audit conducted in any of our facilities, majors among them being The Hindustan Coca-Cola Beverages Pvt. Ltd., Nestle, Alcatel, McCormick and Unilever. The organization has also established a practice of obtaining work completion certificate from its customers. This input helps in minimizing the gap between the deliverable and actual satisfaction levels of the customer.

CASE STUDY : Our valued customer in Turkey : YALTIR A S.

This organization forms an important and formative customer after our entry in the Turkish market for our irrigation systems with modern automated solutions. This is a family owned farm organization established way back in 1910. In addition to growing various field crops, vegetables and fruits, they have specialized in strawberry production for last 21 years. They have installed JAIN Irrigation systems over 100 acres of land with fully automatic system. The volume of fresh strawberry is around 10,000 tonnes, making them the leading producer and supplier for the Turkish export and domestic market. For more details please log on to www.yaltir.com.tr

Major Customers are:

India : Farmers (in all categories—marginal, medium and large), Aditya Birla, Bharti, BSNL, Hindustan Coca-Cola Beverages Pvt. Ltd, GGRC, Gujarat Gas, Unilever, HFCL, Hutch, IGL, IVRCL, Larsen and Toubro, Mahanagar Gas, Nestle, Power Grid, Tantia Constructions, BEFESA, Ramky, Reliance, Tata, etc.

Overseas : Farmers (in all categories—marginal, medium and large), Alcatel, Amari Plastics Plc., Cargill, Coca-Cola, GE, General Mills, Innocent, Kerry, Mars Incorporated, McCormick, Mitsui and Co. Ltd., Nestle, Polytrim, Saarioinen, Schumacher, SVZ Industrial Fruit and Vegetable, Taiyo, Unidelta, Vinky, Worlee.

Suppliers

The Supplier is a very important link of JISL's value chain. With active participation of its supplier, the organization is developing a comprehensive supplier engagement process for meeting mutual concerns and expectations. Presently organization is in the process of evolving a supplier selection policy that binds them in range of qualifying criteria and the organization aims to establish and implement this supplier policy by 2014. Realizing its social obligation to the environment and local community within which the organization operates, it has maintained a long tradition of preferring local suppliers, provided they are meritorious and qualified.

CASE STUDY : Our valued supplier at Cascade Specialties in Oregon, USA :
MERCER CANYONS, INC

Mercer Canyons are valued suppliers of raw onions to Cascade Specialties. This organization was formed in 1959 in the midst of Washington State's Horse Heaven Hills. The John Day Dam on the Columbia River supplies water for irrigating the crops in a region with sandy soils and a cold desert-like climate. Most of the irrigation is done with centre-pivot systems. In addition to onion, the organization also grows carrots, potatoes, grass seed, corn, garlic with organic in 7,200 acres of land. This is a GAP and GHP certified farm by USDA. Recently received awards are:

- Environmental Stewardship award by the National Potato Council.
- Wildlife Farmer of the Year Award by Washington Association of Conservation Districts
- Association of Washington Business, awarded to the Mercer Estates with Environmental Excellence.

For more details log on to www.mercercanyons.com.

Contract Farming : This is an innovative approach of engaging farmers in a mutually beneficial manner. Under Contract farming mechanism the organization provides agricultural inputs like seed, MIS and comprehensive package of extension services. At the end of the crop cycle, the produce is bought back by the organization with minimum support price or market price whichever is higher. At present 3000 farmers undertake contract farming for the organization, which contributes 30% of raw material supply for food processing.

Our humble farmer in discussion with one of our associates

CASE STUDY : JAINGAP

A diagnostic study of onion and mango supply chains was carried out in August 2008, by the joint team of Jain Irrigation Systems Ltd (JISL) and International Finance Corporation (IFC) to identify the issues related to food safety, traceability and implementation of Good Agricultural Practices (GAP). The diagnostic noted that, at varying levels JISL suppliers were practising commonly noted good agricultural practices at the farm level and that it was necessary to develop an intermediate standard in order to improve implementation of good agricultural practices.

This practices at the farm level will increase productivity, cut down the cost of production as well as conserve resources.

What is JAINGAP It is a good agricultural practice certification based on and recognized by GLOBAL GAP. Its objective is to ensure that the farmers utilize the prescribed good agricultural practices for sustainable productivity enhancement. GLOBAL GAP has positioned JAINGAP as an entry level standard to implement food safety management system (FSMS) effectively among small and marginal farmers.

Monitoring and Evaluation : IFC appointed Catalysts Management Services (CMS), Bangalore, a third party monitoring and Evaluation (M and E) framework. CMS conducted baseline and end line survey, snapshot of individual farmers and focus group discussion in both Maharashtra and Andhra Pradesh.

Drip irrigated onion crops

Way Ahead

- Aim to implement JAINGAP along with Sustainable Agriculture Code (SAC) which is more comprehensive than GLOBALGAP.
- 1000 onion farmers have adopted JAINGAP and SAC this year. Mango, banana, pomegranate, citrus and sugar cane farmers are also adopting these standards.
- Aim to cover white onion and mango contract farmers under the scaled up JAINGAP and SAC standard.
- Aim to cover larger number of farmers attaining GS-1 India levels with proposed combined JAINGAP and SAC framework.

On the field JAINGAP training to farmers

On the field JAINGAP training to farmers

JAINGAP Targets and Achievements during the Project 2009-11

Indicator	Project Target (2009-11)	Achievement (2009-10)			Plan (2010-11)	Achievement (2010-11)			Cumulative Achievement 2009-11
		Onion	Mango	Total		Onion	Mango	Total	
No. of JAINGAP participants	**1150 (900+250)**	205	141	**346**	800 (700+110)	931	346	**1277**	**1623 (141%)**
No of reregistered farmers in 2nd year						118	141	**259**	**1364 (118.6%)**
No. of farmers trained	**4000**	500	900	**1400**	2600	1200	1562	**2762**	**4162 (104%)**
No. of manuals developed	**3**	3	3	**6**	0	0	0	**0**	**6 (200%)**
No. of trainers trained	**70**	66	13	**79**	63	50	13	**63**	**142 (203%)**
No. of workshops/ training sessions	**120**	20	18	**38**	82	12	58	**70**	**108 (90%)**
No. of farmers certified with JAINGAP by 2nd year	**800**	202	141	**343**	457	910	346	**1256**	**1599 (200%)**
No. of reregistered farmers certified with JAINGAP in 2nd year						118	141	**259**	**1340 (116.5%)**
Number of acres under JAINGAP management	**2800**	357	1826	**2183**	3000	1715	3712	**5427**	**7610 (272%)**
Number of acres repeated under JAINGAP in 2nd year						211	1826	**2037**	**2037 (27%)**
Number of Farmers improving practices	**1000**	202	141	**343**	657	910	346	**1256**	**1599 (160%)**
No. of farmers registered with GS1 India		205	141	**346**					**346**

Community

We have always been doing business with a social conscience. It is the strong belief of the organization that it has been able to survive and flourish as a transnational entity only because of the conducive and receptive community in which it is based. It is the stated stand of the organization that it exists due to the community, not vice-versa.

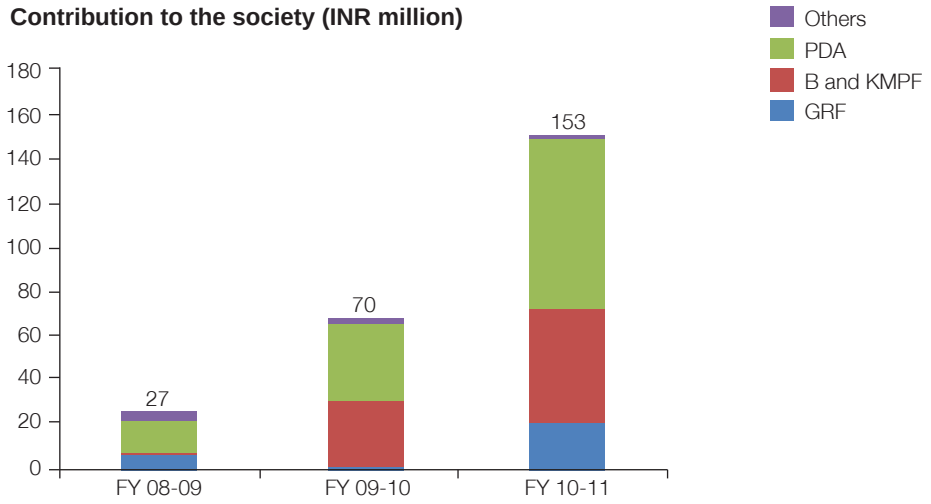
We believe that education, health, culture and environment are the pillars of a vital and vibrant society. Recognizing our social responsibility, we founded 'Jain Charities' as a Public Charitable Trust in 1982. The trust is a secular body and is there to help worthy cause of the community. This trust has its roots in rural India. The trustees are natives of local villages. They believe in paying special attention to this neglected rustic society. In keeping with its aims of creating a dynamic and energetic society, the Jain Charities has prepared its goals as below:

- Advancement of education and literacy.
- Providing of medical relief.
- Promotion of games, sports and physical fitness.

- Initiation of and support to cultural and other projects for society.
- Furtherance of environment and rural development.

The organization has voluntarily declared 5% of its PAT for community and CSR activities. This spending is invested equitably to the below mentioned not-for-profits and charities of JISL.

Contribution to the society (INR million)



1	Others	Jain Charities Bahinabai Chaudhari Memorial Trust Anubhuti Scholarship Foundation Kantabai Bhavarlal Jain Family Knowledge Institutes and Samvedana Film Foundation
2	PDA	Potential Development Academy
3	B and KMPF	Bhavarlal and Kantabai Jain Multipurpose Foundation
4	GRF	Gandhi Research Foundation

Our Social Brands

BHAVARLAL AND KANTABAI JAIN MULTIPURPOSE FOUNDATION
Compassion.. Imagination.. Endeavour

GANDHI RESEARCH FOUNDATION

JAIN SPORTS ACADEMY
Mind • Body • Soul

BAHINABAI CHAUDHARI MEMORIAL TRUST

ANUBHŪTI SCHOOL

ANUBHŪTI ENGLISH MEDIUM SCHOOL

ANUBHŪTI SCHOLARSHIP FOUNDATION

ANUBHŪTI CLINIC

GAURAI KRISHI-TANTRA NIKETAN

BHAISAHEB SUNDARLAL MALHARA POTENTIAL DEVELOPMENT ACADEMY

JAIN HI-TECH AGRI INSTITUE

Shareholders, Investors and Providers of Capital

This is the core group of stakeholders who has provided the required financial resources for the organization's short, medium and long term objectives. This segment of stakeholder plays an important role in nurturing the organization's financial health.

The mode of engagement with this group of stakeholder is continuous dissemination of financial and corporate information through various instruments like annual reports, quarterly audited and unaudited financial reports, corporate governance reports, information regarding

Shareholder's meeting for the year ending March 2011

share-holding pattern, etc. We also submit (AMR) Annual Monitoring Report based on social and enviornmental performance of the organisation to IFC. The finance department also conducts periodical investor conferences with the aim of strengthening existing relationship and exploring newer avenues and resources. The organization is proactive in promptly addressing shareholder and investor issues and concerns. This effort goes beyond the realm of statutory requirement; it is a genuine endeavour to connect with this segment of stakeholder with absolute transparency and heart-felt integrity. In the reporting period, the organization has resolved all issues raised by this segment as shown in the table below :

Sr. No	Nature of issues	FY 2009-10		FY 2010-11	
		Received	Resolved	Received	Resolved
1	Transfer/Transmission of shares	17	17	16	16
2	Non payment of dividend	-	-	13	13
3	Demat / remat of shares	8	8	11	11
4	Issue of Duplicate shares	2	2	2	2
5	Loss of Shares	-	-	7	7
6	Non receipt of new shares	30	30	29	29
7	Non receipt of dividend	22	22	-	-
8	Non receipt of Annual Report	2	2	-	-
9	Others	4	4	1	1
	Total	**85**	**85**	**79**	**79**

Government and Regulatory Body

JISL engages with Government by adhering and observing all statutory and regulatory requirements of governmental, qasi-governmental and civic bodies. The organization is well connected with this group of stakeholders through the below mentioned engagements:

- Disclosing all the relevant information as required by statutory authorities

- Working closely with BIS for preparing standard on the use of plastic pipe, micro-irrigation system and also designing the micro-irrigation system

- Engaging with 24 agricultural universities for propagation of agricultural research and innovations

- Actively communicating and engaging with GOI, NABARD, and MNRE etc. for propagation of its business interests and statutory requirements.

- Government has a large role to play in spreading the use of MIS and Solar products to India's rural small scale farmers. Unless the government steps in to help farmers with capital requirement of the MIS and solar products, it would be nearly impossible to reach our goal of helping India's farmers.

Dr. Ashok Mishra signing MoU with officials of Kanpur Agriculture University. The meeting was presided by Vice Chairman Mr. Ashok Jain

International Stakeholder

JISL has a vision of global expansion on both horizontal and vertical planes. It is striving to expand its product and service offerings to international community as well as actively seeking geographical expansion through acquisitions, mergers and partnerships.

The organization is reaching out to governmental, quasi-governmental, nodal agencies, R&D institutions, academic institutions of various countries. JISL has partnered with academic and research institutions to study and develop new crop varieties in conjunction with MIS. The organization had recently signed memorandums of understanding with the International Rice Research Institute (IRRI), The International Maize and Wheat Improvement Center (CIMMYT) and the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT). Also we work with Enterprise Solution for Poverty [(ESP), Founder : Nancy Barry] and Harvard Business School.

IFC has invested $ 60 million in debt and $ 14.47 million in equity in JISL to promote water use efficiency in agriculture via MIS. In addition to financing we engage with IFC's Performance Standard I, II, III and IV to manage social and environmental risks and impacts and to enhance development opportunities.

Atul Jain, Director (Marketing) exchanging contract documents for a joint research on propagation of rice on drip irrigation with Dr. Robert Zeigler, Director General IRRI, Manila, Philippines

Rice on drip

CASE STUDY : Tissue culture banana–A JISL model for all-round stakeholder welfare

Dr. Bhavarlal Jain, the Chairman of JISL, is steadfast in his opinion that holistic stakeholder welfare should be the yardstick for measuring corporate excellence. Such inclusive welfare occurs only when there is excellence in thought, and only when socially responsible managements expand their notion of profitability beyond profits.

The organization's activity of multi- propagating a commercial high-yielding banana variety through tissue culture technology aptly exemplifies this philosophy. It demonstrates how excellence in thought can create sustainable value chains spanning the entire stakeholder continuum. This model is reproduced here concisely to exemplify JISL's empathy-based approach to all-round stakeholder welfare.

The farmer is the main stakeholder of JISL. By planting tissue culture banana, he can produce 25-30 kilo banana bunches as compared to 10-12 kilo bunches of the conventional variety. This amounts to more than a 100% jump in yield. Secondly, the crop-cycle is also drastically reduced; from 18 months of conventional crop to 12 months of tissue culture banana. This implies a direct positive impact of 65% on productivity. As a combined effect, tissue culture banana growers' production and productivity are leveraged significantly.

The second important stakeholder is the society. As an undeclared policy, the organization employs local young ladies from nearby villages in its tissue culture laboratory. With proper training, the performance of this otherwise semi-literate rural workforce has improved by over 200%, and they are doing a fantastic job in the lab. This employment opportunity has enabled women's empowerment in a backward area in a significant manner. According to Dr. Jain, his biggest take-away is the smile on these self-assured, dignified young ladies who would have otherwise been doomed to a life of subjugation and subsistence.

In context with societal benefit, this activity has made it possible to freely avail a low-cost, highly nutritional fruit by the vast impoverished masses of India. In fact, banana is the only fruit that these people can afford.

On the conservation front, tissue culture banana crop's water requirement is drastically reduced by 350%. Subsequently, its energy requirement is also reduced by 200%. For a water-intensive crop like banana, these gains amount to substantial conservation of finite resources.

Today, India is the largest banana grower in the World and JISL is the world's largest producer of tissue culture banana plants, with sales of over 30 million plants per year. But numbers are just a by-product of the heartfelt urge to do something worthwhile. According to Dr. Jain, "It is possible to serve self-interest along with the interest of stakeholders in business. It is possible, but we must have excellence in thought behind it, an exalted motive behind it."

Anil Jain, CEO and MD, Prof. Ray Goldberg, Bhavarlal H. Jain, Founder Chairman, Nancy Barry
(from left to right)

"This is just a brief note to thank you for the privilege of interviewing you and for developing a case study on your unique and wonderful firm. I have never met such a creative person in my entire life. We owe you a great deal of gratitude for the help you give the small farmer."

— Professor Ray Goldberg, George M. Moffett, Professor of Agriculture and Business, Emeritus,

Harvard Business School and Harvard Kennedy School of Government

"Jain Irrigation case should be taught to all first year HBS students as well as in the second year Business and with the base of the Pyramid class next year. This would mean that the Jain Irrigation case becomes core to Harvard Business School."

— Nancy Barry, President NBA, Enterprise Solutions for Poverty

Sustainability Strategy and Analysis

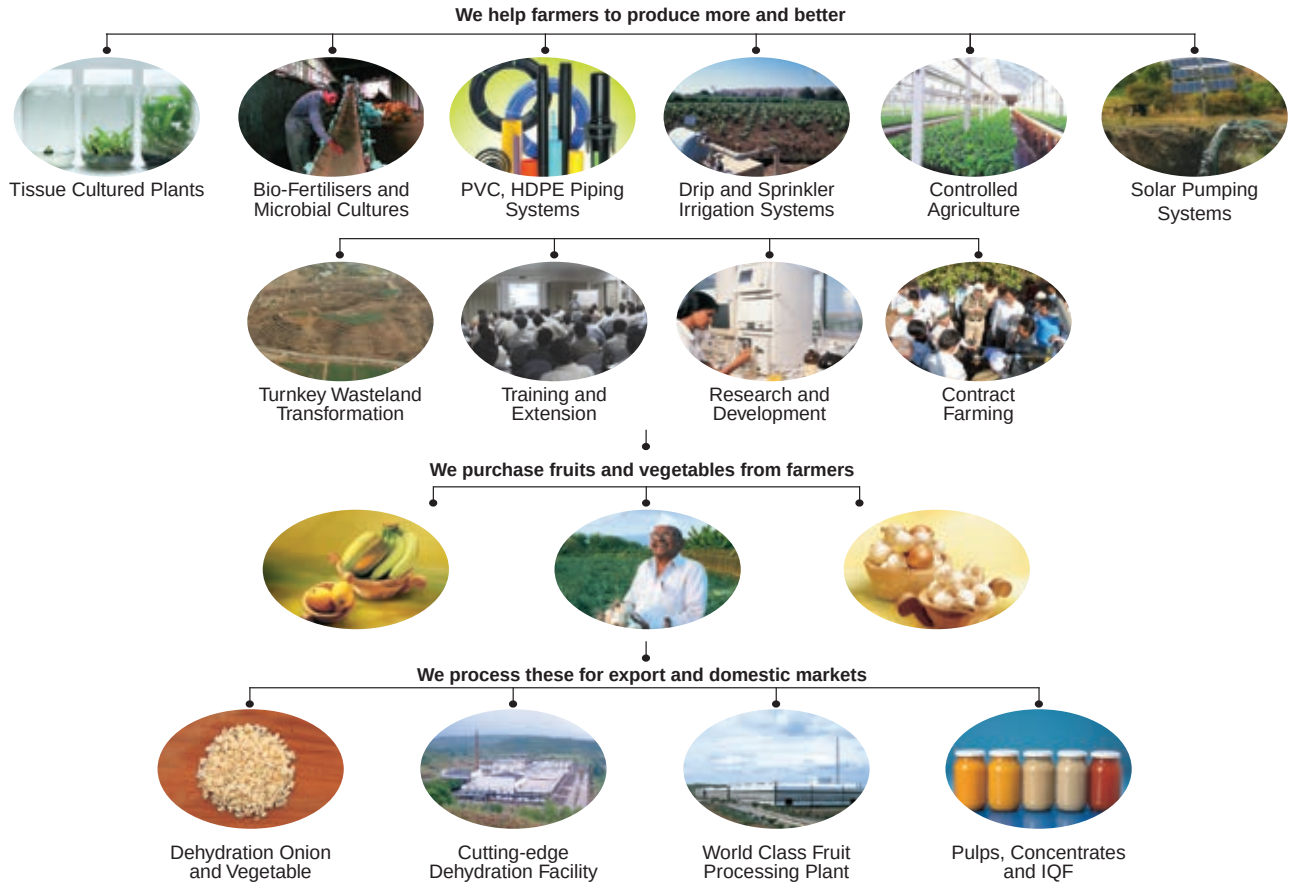
The organization continuously monitors and analyzes the worldwide Agricultural, Water and Energy market and actively works on the root causes of the problem areas. Accordingly the organization decides its business strategy for exploring and providing sustainable solutions across this inextricably linked Agri-Water-Energy value chain. We have ambitious targets and strategies for chasing the future opportunities in the Agri-Water-Energy market. The organization aims to do so with its core strength. i.e. .

- Commitment of farmer's prosperity
- Strong brand and leadership position in our businesses in India.
- Total solution provider across the agricultural value chain
- Diverse revenue streams from different geographies
- Experienced management and large pool of agriculture professionals
- Flexible and scalable business model
- Wide dealer and distribution network

While analysing the business strategy we work on the material issues of the business. We decide the material issues of the business by considering:

- Organization's overall mission and competitive strategy

Completing the agricultural value chain



- Concern expressed directly or indirectly by stakeholders

- Broader social expectations

- Organization is influence on upstream and downstream entities.

- The basic expectations expressed in the international standards and agreements with which the organization is expected to comply.

The following table shows material issues arising from diverse business operations and the organization's action and perception towards these issues.

JISL -Transforming sustainability issues into equitable growth opportunities

Issues	JISL package of solutions
Financial issues	
Return on Investment **Investor and shareholders returns** **Share market fluctuation management** **Ongoing fund requirement**	Ensure fair returns to the shareholders and investors by synergising profit with social responsibility. Opt for long term, sustainable, integrated and inclusive solutions for each challenge. Manage finances prudently to provide for contingency and growth requirement. Monitor interest cost and optimise borrowing mix in line with the changing market dynamics. Promote NBFC namely Sustainable Agro Commercial Finance Limited to manage finance.
Strategic issues	
Maintaining and enhancing investor confidence and trust **Risk management** **HRD and HRM** **Mergers and Acquisition** **R&D** **New business**	Regularly disclose economical, environmental, and social performance. Plan business continuity and risk management. Undertake proactive employee engagement initiatives Opt for environment as well as society friendly product business segments. Employ R&D as tool for long-term and sustainable solutions Continue to expand the product range so that it enhances the agricultural value chain. Pursue those acquisitions that are related to our key strengths, are synergistic and have manageable integration risks.
Operational issues	
Supply chain security and management **Resource efficiency (material, energy, water and waste)** **Security of asset** **Food safety** **QC and QA**	Undertake green supply chain initiative Strengthen and streamline existing supply chain. Enhance resources conservation and management efforts. Enforce adequate precautionary measures for security of all movable and immovable assets. Maintain and improve food safety and quality standards
Compliance issues	
Code of Conduct **Rules and regulations** **Environment , Health and safety rules** **Agreements and voluntary initiatives**	Be governed by an ethical code of conduct with strong emphasis on home grown beliefs and value systems. Retain core values through the present and future phases of globalization of the organization. Observe all applicable rules and laws. Ensure environment conservation and provide safe and healthy working environment by implementing EMS and OHSAS. Actively adhere to voluntary commitments and agreements
Corporate Image issues	
Corporate communication **Brand value enhancement** **Marketing Communication** **Environmental conservation efforts** **Social communication** **Stakeholder welfare**	Ensure proper and timely communication. Build brand value by providing qualitative and sustainable product range. Ensure required and correct information provided to customers Respect customer data privacy Engage the society on ongoing basis. Offer Eco-friendly products and services. Continuously engage with stakeholders.