

## Nimrod Israely

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**גשלה:** 04:01 2018 שבת 22 דצמבר  
**אל:** Nimrod  
**נושא:** EVERYTHING IS POSSIBLE [will you dare to dream?]

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Hi,

"After spending a month in Israel, going from north to south, as part of CINADCO\* program, I believe that **everything is possible in agriculture**".

(\*The Center for International Agricultural Development Cooperation)

These are the words of my friend Ramaiah Velmurugan.

It was my fourth meeting with Velmurugan this year. The first three meetings took place as part of our **Initiation Phase** with **Jain Irrigation** at their farm at Tamil Nadu, India. This meeting took place at Jain's headquarters at Jalgaon, Maharashtra, India.



Ramaiah Velmurugan and me at Tamil Nadu Ultra-High Density Plantation (UHDP) at Jain Irrigation farm.

Personally, I feel better in the field, any field, in compare to headquarters, any headquarters. So although I was the one who initiated that trip, you can imagine I was not extremely thrilled about it.

Furthermore, such a trip takes a day trip from New Delhi to Jalgaon, and a day back. Add to it the 2 days at the headquarters and you get an investment of practically a full working week. Well, actually 2 weeks, since Dotan Peleg, our Head of Business, joined me.



23:30 Dotan Peleg and I having dinner on the way to Jalgaon, Maharashtra, the headquarters of Jain Irrigation.

As I am making my way back to Delhi and later to Israel, I summarize this trip as a great success, and as one that fills you up with inspiration. Here are a few points that came to my mind during these past few days:

1. **CINADCO** program can be inspiring to visiting students, as much as teaching (ask Velmurugan). Both are essential to advance agriculture, and in particular agriculture in the less developed countries.

2. **India and Israel** has so much in common and has so much to give one another that the option of not cooperating is unthinkable.

However, to achieve the huge benefits of cooperation we must first bridge the cultural gap.

Until today, too many Israeli and Indian companies have failed to cross that gap. For myself, I feel that 3 things work well for me in bridging that gap:

- i. Pay respect to the Indian culture together with patience and love to its people.
- ii. Receiving education about India and its culture as well as mentoring from the Israeli Innovation Authority (including by an Indian mentor).
- iii. A great backwind, and extremely positive for Indian as well as Israeli

companies, is a result of the good relationship between PM Modi and PM Netanyahu, as expressed in the mutual visits in the past 18 months. You feel that positive attitude towards cooperation in every step you make.



Modi and Netanyahu meeting in India.

3. **Inspiration** goes two ways. After visiting at the Gandhi museum at Jain Irrigation headquarters and learning of the history of Jain I receive my inspiration, this week, from two Indian leaders;

Mahatma Gandhi, saying "The world has enough for everyone's *need*, but *not* enough for everyone's *greed*".

Bhavarlalji Hiralalji Jain (B.H. Jain), the founder of Jain Irrigation, preaching to "Leave this world, better than you found it", and the goodness of work.



Gandhi Teerth. A museum for the memory of Mahatma Gandhi built by B. H. Jain, at Jain Irrigation headquarters.

4. **Failures** – all leaders and companies alike have weaknesses and failures, but only the great ones openly talk about it.

It was refreshing to find this quality in both Mahatma Gandhi and B.H. Jain. Failures are much better teachers than success. You want to improve fast? Study your failures.

### Corporate History

- GROWTH:**

Trading Business Commenced	1963
Refined Papain Processing : Entry in Industrial World	1978
PVC Pipe Production Begun	1980
Drip Irrigation Systems Pioneered	1988
Agri R&D, Demo & Training Institute Established	1988
Plastic Sheets Manufacturing Started	1991
Banana Tissue Culture Propagation Embarked Upon	1994
Onion & Vegetable Dehydration Plants Inaugurated	1994
Polyethylene Pipe Manufacturing Launched	1994
Solar Water Heater Fabrication Set up	1994
Fruit Processing Facility Commissioned	1996
Pilot Plant for Bio-Gas & Green Energy Initiated	2004
Pilot Scale Bio-Fuel Plant Erected	2005
Solar Photovoltaic Appliances	2005
Solar Photovoltaic Module Plant	2008
Solar Water Pumping Systems	2010
- FAILINGS:**

IT & Telecommunication Project	1994
Publicity & Multimedia Agency	1994
Merchant Banking & Stock Broking	1994
Granite Quarrying & Processing	1994
PC Mirrorising & Thermoforming	1995
WS Liquid Fertiliser Manufacturing	1995
- EQUITY:**

Issue Details	Capital	Prem.	Total	Year
Maiden Public Issue at par	3.0	-	3.0	1988

### संस्था का इतिहास

- वृद्धि :**

व्यापार व्यवसाय की शुरुआत  
परिष्कृत पपैन प्रक्रिया से औद्योगिक जगत में पदार्पण  
पीवीसी पाईप उत्पादन की प्रारंभ  
टपक सिंचाई प्रणाली प्रकल्प का श्रीगणेश  
कृषि संशोधन, विकास, प्रदर्शन तथा प्रशिक्षण संस्था  
प्लास्टिक शीट उत्पादन आरंभ  
उत्कृष्ट संवर्धित केला पौधों का उत्पादन शुरू  
प्याज एवं सब्जियों का निर्जलीकरण संयंत्र का उद्घाटन  
पॉलिइथिलीन पाईप उत्पादन उपक्रम  
सौरऊर्जा जलऊष्मक प्रकल्प का सूत्रपात  
फल प्रसंस्करण सुविधा का कार्यान्वयन  
हरित ऊर्जा के लिए जैविकवायु प्रायोगिक योजना का उद्घाटन  
जैविक इंधन प्रायोगिक संयंत्र उद्घाटन  
सौरऊर्जा फोटोवोल्टिक उपकरण  
सौरऊर्जा फोटोवोल्टिक मॉड्यूल संयंत्र  
सौरऊर्जा वॉटर पंपिंग सिस्टम
- असफलताएँ :**

सूचना प्रौद्योगिकी तथा दूरसंचार प्रकल्प  
प्रचार एवं मल्टिमिडिया एजेंसी  
व्यापारी बैंकिंग तथा पूंजीपत्र दलाली व्यवसाय  
ग्रेनाइट खदान एवं प्रक्रिया ईकाई  
निरस्वायत्तमि आणि थर्मोफॉर्मिंग प्रकल्प  
विद्राव्य द्रवरूप खाद उत्पादन मतिविधी
- अंशाधारित पूंजी:**

पूँजी निर्गम विवरण	पूँज
साममूल्यपर प्रथम निर्गम	३.०
व्यापारिक परिवर्तनीय अण्डाण्डों का परिवर्तन	३.०

**FAILINGS** - on the wall of 'Corporate History' at Jain Irrigation Museum (the picture taken at the museum). How many companies/organizations do you know that do something like this?

GREEN, EFFECTIVE and suited for ALL FARMERS, this is how I see pest control.

**Change is a decision. Join *FreeDome* and cooperate Biofeed to Make a Change!**

Regards,



**Better produce... Better future... Biofeed...**

**P.S.** 2020 is going to be great only if we act on 2019. Do not waste 2019. Contact me and let's move things today.

**P.P.S.** As a proud company with a strong R&D, we had our share of breakthroughs this year. We are nearly done completing all preparations for 2019, including the incorporation of our most recent developments and improvements for the benefit of our 2019 clients.

**P.P.P.S.** For the ones who keep asking me "*How does FreeDome really works?*". Here is a link for you: "[How does FreeDome really works](#)" plus 'bonus' videos. Enjoy

For more updates and information join me on [LinkedIn](#) / [YouTube](#) / [Facebook](#)!

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