

Stanford students visit Driptech customers and dealers

Driptech and Stanford University's association goes back a long way: Stanford's program "Entrepreneurial Design for Extreme Affordability" was instrumental in inspiring the idea behind Driptech. We were delighted to host two students from this program, Kate Malcolm and Adi Kurniadi, during the last week of March when they visited Pune to study how Driptech's drip irrigation systems work. Accompanied by Driptech staff members, the students installed a customized system in Baramati and visited different districts in Maharashtra to speak to dealers about what makes Driptech more attractive to farmers than traditional drip irrigation systems. They also interacted with Driptech customers and studied the income level of the average Indian smallholder.



These activities were carried out for developing insights into the main reasons behind the low adoption of drip irrigation. The results of this research are being applied currently in the USA to enhance Driptech's existing products and services, and make them even more suitable to the needs of Indian farmers.

Driptech Dealer Profile : Jalmoti Machinery Stores, Village Dhanora, Taluka Ashti, District Beed, Maharashtra, Mobile: 9422880809

I used to work at my uncle's shop selling drip irrigation systems when I understood the enormous market potential for drip irrigation. Eventually I started my own drip irrigation business and was keen to sell branded, high-quality products like Driptech. Driptech staff has supported me to the fullest. District Area Manager Mr. Pradip Nawale and Sales Officer Mr. Raju Gadade guided me through the process of applying for a dealership.

Till date, I have sold 70 acres of Driptech systems for various crops and never faced any quality issues. I am very happy with Driptech products and look forward to covering many more acres in the next few months with support from their staff.

Driptech's laser punching technology is the most appealing factor for farmers here. Anybody who has used the product definitely tells friends and relatives about increase in yields and income levels.



Driptech Dealer Profile : Kissan Agro Agency, Village Sangola, Taluka Sangola, District Solapur, Maharashtra, Mobile: 9049244842

I set up my business 10 years ago, mainly working on the sale and repair of water pumps, spray pumps, pipes and fittings, and drip irrigation equipment on a small scale. A year ago, Driptech Sales Officer Mr. Prashant Jagdale visited my shop and explained their products, offering me a dealership. I was hesitant but decided to purchase material worth Rs 30,000 for a trial. My customers were initially hesitant, but a few brave farmers came forward and tried Driptech. The good results were evident and word spread quickly. Today Driptech is popular amongst local farmers and sales have increased to a satisfactory level.

I have sold around 120 acres of Driptech systems so far (roughly 80 acres of sugarcane, 30 acres of maize and 10 acres of vegetables). Their performance has been excellent and I am very proud to be associated with Driptech.



Farmer Testimonials



Madhukar Thorat

Kalamb, Tal.Ambegaon, Dist.Pune, Maharashtra

Crop : Sugarcane, **Mobile:** 9970384109

Results-Water savings : 50%

Yield increase per acre : From 40-50 tons to 60-70 tons (~50%)

Labour savings : ~Rs. 2,000 per month

At first I could not understand the dramatic yield increase on my neighbor's farm. Then I realized that Driptech was the reason for his prosperity and purchased a Driptech system for my 3-acre sugarcane plot. I agree that Driptech provides "best value drip irrigation": it is affordable, and easy to install and operate. I have to run my electric pump for only 6 hours a week as opposed to 10

hours earlier.. My sugarcane crop is bright green in colour, showing healthy growth and uniform in height. I use the venturi for fertigation and save 50% on fertilizers. I don't need to hire laborers for irrigation or fertilizer application.

To my pleasant surprise, Driptech CEO Mr. Peter Frykman, Regional Sales Manager Mr. Banshi Katkar and Sales Officer Mr. Vijay Yewale recently visited my farm. I felt that Driptech truly values its customers. I don't miss an opportunity to tell people that I'm a proud Driptech user.

Sangram Shriram Gadekar

Dhawari, Tal.Loha, Dist.Nanded, Maharashtra

Crops: Turmeric, cotton, groundnut, **Mobile:** 9970756097

Results for groundnut-Water savings: 50%

Yield increase per acre: From 1,700 kg to 3,000 kg (~76%)

Labour cost savings: ~Rs. 6,000-7,000 per month

I first heard of Driptech from a relative who used it for a turmeric crop. Noting its low cost and performance, I purchased a Driptech system at Parbhani and installed it for 3 acres of turmeric in 2012, extending it to 2 more acres after I saw its benefits. I am very happy with my Driptech system's performance as it enables me to save time and electricity, especially considering the 8-hour power cuts we face here. I have used the same system for two turmeric crops, one cotton crop, and am now using it for groundnut. My income has increased by 30% and I am delighted with the durability of the system.



I encourage farmers here to try out Driptech and experience the advantages of laser punching technology and affordability for themselves.

Farmer Testimonials



Manjunath

Hantharahalli, Tal.Doddaballapur, Dist.Bangalore Rural, Karnataka

Crops: Marigold, tomato, **Mobile:** 9986025541

Results for tomato-Water savings: 30%

Expected yield: 35,000 kg per acre

Labour cost savings: Rs. 10,000 per month

I first learnt of Driptechnology from the Doddaballapur dealer, Mr. Mohan of Madhu Enterprises, when I was looking for a replacement for my existing drip irrigation system. I have been using Driptechnology systems for around two months now for 5 acres of marigold and 1 acre of tomato. I am very pleased with the performance of the system and plan to bring more land under Driptechnology soon.

Srinivas Murthy

Gaviganahalli, Tal.Chikkaballapur, Dis.Chikkaballapur, Karnataka

Crops: Beans, tomato **Mobile:** 9738142201/9480859915

Results for tomato-Water savings: 40%

Labour cost savings: Rs. 4,000 per month

Expected yield increase: From 20,000 kg per acre to 30,000 kg per acre (~50%)

I learnt of Driptechnology during a farmer meeting at Chikkaballapur and purchased a system for 0.75 acre of beans a month ago. Happy with the performance of the system, I then brought 0.75 acres of tomato under Driptechnology as well. I am very happy with the results and the performance of my Driptechnology system.



Abdul Hamid Sayyad

Chinchodi Patil, Tal.Ahmednagar, Dist.Ahmednagar, Maharashtra

Crop: Groundnut, **Mobile:** 9764246412

Results-Water savings: 30-40%

Expected yield: 20 quintals (0.75 acre)

Shortage of water restricted me from cultivating my entire farm plot. I then heard of Driptechnology from Jalmoti Machinery Stores, the local dealer, where I purchase my machinery requirements. Now, thanks to Driptechnology, I am able to cultivate 0.75 acre of groundnut. I did not know of drip irrigation earlier but am thankful that I have learnt of this practice; it has enabled me to cultivate groundnut for the first time. The affordability of Driptechnology systems ensures that any farmer can purchase and install them easily.



Santosh Patil

Paniv, Tal.Malshiras, Dist.Solapur, Maharashtra

Crop: Sugarcane, **Mobile:** 9860970400

Results-Water savings: 50%

Expected yield per acre: 50 tons

I have 16 acres of farm land but finding labor is a huge problem. I therefore decided to invest in drip irrigation to make my work easier. I installed a Driptechnology system on 3.5 acres of sugarcane in March. I am very happy with its low cost, the large water savings it makes possible, and the uniform water discharge. I expect a higher yield this season.



InstaKit Advantages



Dripteck InstaKit: a 1-acre, all-inclusive drip irrigation system.

- For the first time in India, 1-acre portable drip irrigation system with flexible layflat submain.
- Assemble entire system in less than 3 hours using a user manual. No technician required.
- All components in one set, including fertigation. No other purchase required.
- High quality laser-punched driptape. Uniform discharge of water and least clogging.
- Specially designed for high performance at low water pressure. Water pressure is no longer an issue.
- Around 400 InstaKits sold so far in India, China and Africa - very popular for exports.

Join the Dripteck Team !

We are hiring Sales Officers for multiple locations in Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh and Madhya Pradesh. So come join us and become part of the Dripteck team, create a global impact and reach out to millions of small-plot farmers.

Call us | 08408088119 or Send resume | jobs@dripteck.com

Contact : Talk To Us

Dripteck is rapidly expanding in India. Call us on below numbers to connect with our sales officers.

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Shrinivasa : +91-9448397065 (Andhra Pradesh)

Ram Bheke : +91-8007999363 (Institutions)

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