

Driptech Newsletter

September 2013

Driptech Instakit: First Choice Of Onion Farmers In Baramati, Pune

Since the launch of Driptech InstaKit, the first 1-acre, all-inclusive drip irrigation system in July 13, farmers and dealers in Baramati and the rest of Maharashtra have been very enthusiastic about this new product.

Onion prices have recently shot up all over India, including Maharashtra, mainly due to high demand and limited supply. Large numbers of farmers in Maharashtra have rushed to take advantage of this situation by cultivating onion in this season. Also large number of farmers have chosen InstaKit for their crops, an ideal fit as it can be installed in less than 3 hours without external technical assistance. This all-in-one InstaKit package includes the necessary components and PVC fittings.

Onion farmers in Baramati are among those who opted for InstaKit instead of other high cost drip irrigation systems available in the market. InstaKit is reasonably priced and can irrigate in 1 hour, thereby reducing dependence on irregular electric supply. Farmers can even carry three units of InstaKit on their motorcycle and relocate it easily from one farm to another.

Proud Instakit Onion Farmers



Bajirao Atole, Gojubavi, Baramati-Pune

Mob-9860017406

InstaKit is the best available option for onion cultivation and I strongly recommend it. Color coding on various modules makes it very easy to install without help from experts. Support from Driptech engineers and sales staff is very good and it has increased my confidence in the system.

Thank you Driptech for this revolutionary product!

Hrishikesh Lokhande, Lasurne, Pune

Mob - 9420874703

I received information about advantages of Instakit from Driptech's dealer in Walchand Nagar & thus I decided to install it on my farm. Major advantage I experienced was, it includes all the necessary components & PVC fittings. Hence trouble of frequently visiting agro shops could be avoided. Flexible layflat submain can be used for multiple purposes. Mr. Prakash Gade from Driptech sales team & Driptech engineers gave me very good guidance and support. I am sure that more and more farmers will take advantage of this innovative and low cost drip irrigation product from Driptech.



Driptech's High Impact Product Visibility Programs In Maharashtra And Tamil Nadu

Driptech organized van campaigns in Maharashtra and Tamil Nadu, which received excellent response from farmers and Driptech dealers.



Maharashtra: Over 2500 farmers participated in van campaign conducted in Barshi, Tuljapur, Mohol and Madha in Solapur district. Product demonstration conducted during these campaigns created awareness among farmers about the advantages of low cost drip irrigation. Farmers appreciated Driptech systems for its affordable cost (Rs.8-10 thousand/acre), superior product quality, ease of operation, low maintenance and long service life of more than 3 years.

Van campaigns were also conducted in the villages of Sakat, Pimpri, Shelgaon, Vairag and Malvandi in Barshi taluka, Kemwadi, Savargaon and Kati in Tuljapur taluka, Narkhede, Degaon and Waluj in Mohol taluka, and Manegaon and Jamgaon in Madha taluka. More than 250 farmers showed keen interest in installing Driptech systems and ten farmers made immediate purchases.

Van campaign was also successfully conducted in Gangapur & Vaijapur talukas of Aurangabad district. More than 500 farmers participated in these van campaigns and 300 farmers expressed their interest to buy Driptech systems. Fifteen farmers instantly purchased Driptech drip irrigation systems.

Tamil Nadu: Driptech's Tamil Nadu team recently conducted van campaigns in 45 villages of Oddanchatram area in Dindigul district. This led to immediate liquidation of Driptech products stocked by Oddanchatram distributor. Dealers expressed their satisfaction and confidence in Driptech's marketing initiatives.

This received positive response from 250 participating farmers, 120 of whom showed great interest in installing Driptech systems. Ten farmers immediately bought the system. The farmers were all praise for Driptech's unique features - low cost, ease of use, good performance and high quality.



Driptech Dealer Profile



In 2004, I started selling BIS drip irrigation systems. Farmers initially showed good interest in these drip systems but sale gradually decreased, mainly due to subsidy hassles and high cost. My association with Driptech started in November 2011. Initially there were lot of doubts about performance, acceptability and quality of Driptech. But due to consistent efforts of Prashant Jagdale from Driptech, we received good initial orders and this increased my confidence in the system.

Driptech is very successful drip irrigation system in this part of Maharashtra. Till date, our farmers have installed Driptech in 7000 acres for various crops like onion, sugarcane, tomato, brinjal, chilli, maize, cotton, etc.

Our farmers use Driptech drip irrigation systems due to its superior product quality at low cost, least clogging, substantial increase in yield and minimum water requirement for irrigation.

I attribute my success to excellent sales and marketing support given by the company through advertisements, field visits and product demonstrations. Importantly our managers Shri Babanrao Ambad, Shri Shambhu Jadhav and Shri Rahul Kale have put in lot of effort to guide farmers and explain them the importance of the Driptech system. We will continue to make efforts to motivate farmers to use Driptech systems. We expect that Driptech will also work to develop new products with good quality and low-cost.

- Anil Vitthal Mithe, M/s Anil Agro Electricals, Barshi. Mob:-9822272406

Importance Of Maintaining Correct Permissible Length Of Driptape

Maximum permissible length of Driptape for various punch spacings should be as per the table below,

Punch spacing (ft)	Maximum permissible length of driptape for both 125 and 200 micron tubing (ft.)*
1	105
1.5	125
2	150
2.5	165

Exceeding the maximum permissible length mentioned above may have these following effects:

- Even though running laterals longer may reduce system cost with less submain, the farmer may experience loss of yield from non-uniform water distribution
- Non-uniform water discharge from the punched holes leads to uneven water distribution and wastage of water
- Uneven growth of crops causes a substantial decrease in the expected yield
- Large variation in pressure across driptape increases the chances of water clogging

Farmer Testimonials



Dashrath Bheke Nandur, Ambegaon-Pune Crop-Tomato Mob-9890527217

Driptech drip irrigation system has helped me to reduce total expenses for fertilizers, labor, irrigation and weeding by 50%. I have also achieved around 30% increase in yield, and I will continue to use Driptech system in future as well.

I have installed Driptech drip irrigation system in my tomato plot. I can irrigate my field in 45 minutes, with water savings of 50%. I strongly recommend Driptech systems, especially for tomato cultivation.

Ashok Chikhale Nandur, Ambegaon-Pune Crop-Tomato Mob-9766614729





Gorakshanath Sajan Pimpalgaon Phunge Rahuri-Ahmednagar Crop-Tomato Mob-9730206240

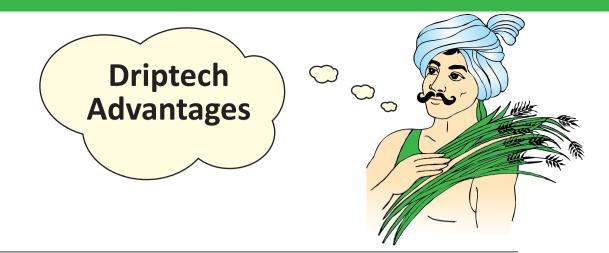
Last summer, my onion crop was on the verge of getting destroyed due to drought. Driptech system not only saved my onion crop, but also helped me in achieving record yield of 22 tons/acre. I have decided to install Driptech system in all my fields this year.

Kiran Randav Ahmednagar Crop-Onion Mob-9922188527

I believe Driptech drip irrigation system is ideal for onion cultivation. Many farmers in my area are already using Driptech systems. Only Driptech system makes it possible to achieve water savings of 35-40%, fertilizer savings of 15% and labor savings of 20%.

Narendra Nene Ahmednagar Crop-Onion Mob-9422223050 By using Driptech drip irrigation system, I have achieved water savings of 35%, fertilizer savings of 25% and labor savings of 20%. Yield is increased by 20%.

Thank you Driptech!



- A complete drip irrigation system solution company with a network of more than 300 dealers across Maharashtra, Madhya Pradesh, Karnataka, Tamil Nadu, Andhra Pradesh, and Gujarat
- Low-cost drip irrigation system, cost starting at Rs. 8,000 to 10,000 per acre
- Proprietary laser punching technology enables uniform water distribution even at low water pressure, the more uniform the distribution of water, the higher the yields and water savings
- Least clogging as compared to any other drip systems
- For maximum service life, use of virgin material only
- Designed in USA

DRIPTECH RECRUITING FOR SALES OFFICERS

We are currently expanding our sales team. So come join us and become part of a compelling social enterprise that aims to create global impact, by reaching millions of small-plot farmers.

Call us I 08408088119 or Send resume I jobs@driptech.com

Contact: Talk To Us

Driptech is rapidly expanding in India. Call us on below numbers to contact our sales officers located at various places in Maharashtra

Pune: 7505558141, 8408086600, 8408086611, Solapur: 8408086622, 8408086633

Ahmednagar: 8408086688, 8408087766, Osmanabad: 8408086655

Sangli: 8408087744, Satara: 9552229353, Aurangabad and Jalna: 7507778142

Nashik: 8408088005, Khandesh: 7507778140, Vidharbha and Marathwada: 7507778148

Beed, Nanded and Hingoli: 7507778148, Parbhani: 8408085522

For all other districts: 7507778141, 7507778148

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