



## IRRIGATION ASSOCIATION OF INDIA

### Newsletter January 2023

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#### National News

##### MIDH promotes cultivation of Exotic and Niche Fruits integrated with Drip Irrigation

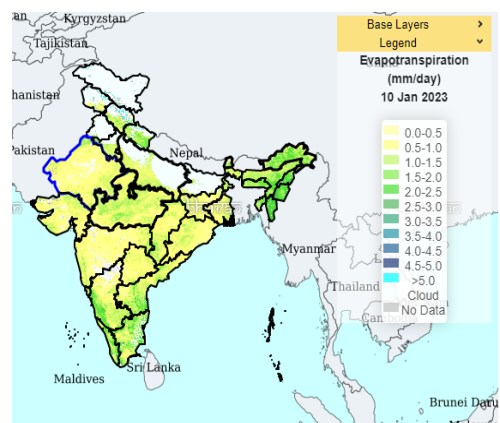


The Mission for Integrated Development of Horticulture (MIDH) is a Centrally Sponsored Scheme for the holistic growth of the horticultural sector covering fruits, vegetables etc. In 2022-2023, MIDH has been supporting the establishment of new horticultural gardens of exotic and niche fruit crops like Dragon Fruit, Passion Fruit, Fig, Kiwi, Strawberry, Avacado and Blueberry. Farmers in the States of Madhya Pradesh, Maharashtra, Telangana, Tamil Nadu and Jharkhand are eligible for subsidies including the cost of planting material and installation of drip irrigation systems.

(Source: MIDH Annual Action Plan <http://midh.gov.in/AapNHM.html>)

##### Satellite based Regional Evaporative Flux Monitoring System for India

The National Remote Sensing Centre (NRSC) has developed a web portal on the Bhuvan Geo platform called Bhuvan – NHP. This portal hosts various geospatial hydro products including near real time data on actual Evapotranspiration (ET). Daily evapotranspiration data for the country has been developed using satellite-based inputs and ground data. Accurate estimation of ET will help estimate crop water requirements, schedule irrigation and contribute to better irrigation water management in the country.



(Source: Bhuvan ISRO <https://bhuvan.nrsc.gov.in/home/index.php> )

## Precision Technologies Help Farmers increase Crop Yields



Innovative precision farming technologies like in field wireless sensors, aerial drones and satellites helps farmers in India forecast weather conditions, optimize irrigation and fertilization and monitor soil and crops. The Government of India is providing 40-50% subsidy to farmers for purchase of 'Kisan Drones'. The subsidy is available to individual farmers, Cooperative Society of Farmers, Farmers Producer Organisations (FPOs) and rural entrepreneurs. Central and State government

agricultural institutions and Public Sector Institutions engaged in agricultural activities are also eligible for the subsidy.

## Training Program on Drones for Precision Agriculture at CAAST-CSAWM

Centre for Advanced Agricultural Science and Technology for Climate Smart Agriculture and Water Management (CAAST-CSAWM) organized a training for academicians, entrepreneurs, researchers, students, farmers and practitioners on 'Drones for Precision Agriculture'. The aim of the training was to create awareness on the use of drones in precision agriculture especially precision irrigation water management, spraying of crop nutrients and pesticides and monitoring of crop health.

(Source: [www.mpkv-caast.ac.in](http://www.mpkv-caast.ac.in) )

## Tamil Nadu Govt Forms Committee for Publicity & Promotion of Agriculture Scheme

Tamil Nadu Government has established an eight-member publicity and promotion committee at the Directorate of Agriculture to promote and publicize state and central agricultural schemes. According to an order issued by the Agriculture Secretary Shri C Samayamoorthy, the Committee, headed by a deputy director of agriculture (information and training), has representatives from wings such as agricultural marketing and agribusiness, horticulture and plantation crops, agricultural engineering, Tamil Nadu Watershed Development Agency, Commissionerate of Sugar, Tamil Nadu Agriculture University, and Director of the seed certification.

(Source: <https://krishijagran.com/news/tamil-nadu-govt-forms-committee-for-publicity-promotion-of-agri-scheme/> )

## 1st Annual State Ministers Conference on Water, Ministry of Jal Shakti

The Ministry of Jal Shakti organized the 1<sup>st</sup> Annual State Ministers Conference on Water on 5<sup>th</sup> and 6<sup>th</sup> January 2023. The event was organised by the National Water Mission on the theme “Water Vision @ 2047” and focussed on the need to achieve water security and water use efficiency. **The Honourable Prime Minister Shri Narendra Modi during his address highlighted the need to conserve water resources and promote the adoption of micro irrigation technologies. He further mentioned the assistance available to farmers for adoption of micro irrigation under the Per Drop More Crop Scheme of the Government of India.** Some of the other issues addressed during the Conference include circular economy’s in the water sector including treatment and reuse of waste water and demand and supply side management.



(Source: <https://pib.gov.in/PressReleaseSelfFramePage.aspx?PRID=1888934> )

## Consumer survey on Sustainability in the Flower Sector



Floriculture is considered as a sunrise industry and has been accorded 100% export-oriented status. In 2021-2022, India exported 23,597.17MT of floriculture products to the world worth Rs. 771.41Crores. Major export markets for Indian flowers include USA, Netherlands, Germany, UK, UAE, Canada and Italy. However, there is growing concern over the purchase of sustainability sourced produced especially among consumers in Europe. The Flower Council of Holland conducted a consumer survey of consumer views regarding sustainability in the flower sector. According to the survey, land and water pollution due to use of chemical fertilizers and pesticides, over consumption and waste, over packaging and wastage of water were some of the biggest concerns of consumers. With expansion of export-oriented floriculture sector in India, the adoption of sustainable production principles will help strengthen the sector.

(Source: Flower Council of Holland <https://www.flowercouncil.co.uk/> )

## Centre plans to establish 16 Centers of Excellence in Agriculture

India and Israel will collaborate to establish 16 Centers of Excellence (CoE) in Agriculture under the on-going Indo Israel project. On completion, the total number of CoE operating in India will increase to 45. The CoE demonstrate technologies of micro irrigation with different types of micro irrigation systems and offers demonstration classes for farmers on how to

produce high quality seeds. Each SoE specializes in some sub segments like vegetables, citrus, pomegranate, mangoes etc. CoE in Uttar Pradesh also specialize in cultivation of vegetables under protected cultivation technologies and climate-controlled greenhouses.

(Source: <https://embassies.gov.il/delhi/Relations/Indo-Israel-AP>)

## International News Updates

### Water in Agriculture at Stockholm 2022

World Water Week (WWW) was held from 23<sup>rd</sup> September – 1<sup>st</sup> September, 2022 in Stockholm in Sweden. The theme this year was “*Seeing the Unseen: The Value of Water*”. A leading conference on global water issues, efforts were made to explore opportunities of agricultural water management and on farm water management. The role of open-source data and existing global open-source platforms for estimation of irrigation water demands was also explored.

(Source: Stockholm World Water Week: <https://worldwaterweek.org/event/>)

### Micro Irrigation Systems Global Market Report 2022

The Micro Irrigation Systems Global Market Report 2022 was recently released. According to the report, the global micro irrigation systems market is expected to grow from \$5.87 billion in 2021 to \$6.86 billion in 2022 at a compound annual growth rate (CAGR) of 16.8%. The micro irrigation systems market is expected to grow to \$11.48 billion in 2026 at a CAGR of 13.8%. The regions covered in the micro irrigation systems market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa. While Asia Pacific was the largest region in the micro irrigation systems market in 2021, it is also expected to be the fastest-growing region in the forecast period.

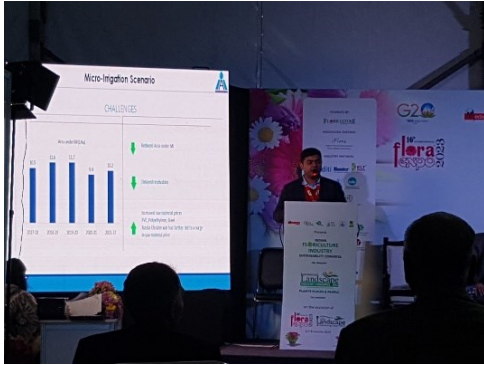
### International Micro Irrigation Conference 2023

The 10<sup>th</sup> International Micro Irrigation Conference will be hosted by the Moroccan National Committee (ANAFIDE) from 25-27 January 2023 in the Conference Center of the city of Dakhla in Southern Morocco on the theme “Micro-irrigation in the Era of Technology Innovation and Digital Transformation”. The International Commission on Irrigation & Drainage (ICID) has been organizing the Conference since 2000 with the objective of creating awareness among its members about the latest developments in micro irrigation technology to enhance sustainable and efficient crop production.

(Source: ICID Micro Irrigation Conference <https://icid-ciid.org/event/detail/28>)

## IAI Updates

15th Landscape and Gardening Expo 2023, New Delhi, 6<sup>th</sup> – 8<sup>th</sup> Jan 2023



The 15<sup>th</sup> Landscape and Gardening Expo 2023 was held on 6<sup>th</sup> – 8<sup>th</sup> January, 2023 at NSIC Exhibition Complex, New Delhi. The Expo included a Conference and an International exhibition on Floriculture, Floral Designing, Nursery, Landscaping, Greenhouse Products and Technologies. **Irrigation Association of India was one of the industry partners and represented the Micro Irrigation Industry at the Expo.**

IAI organized an exhibition stall displaying details about the association, its objectives, State Chapters and IAI Policy Advocacy efforts. The Expo served as an effective platform to network with industry stakeholders, create awareness on activities of the Association and widen its Membership base. Mr Kalyan Verma, Director IAI also participated in a panel discussion on Global Innovative Technologies and its adoption in India. Speaking on “Business Opportunities for Irrigation Industry”, he highlighted the benefits of micro irrigation in agriculture, horticulture, floriculture and landscape sectors and the need to address challenges limiting the adoption of micro irrigation technologies.

IAI Gujarat State Chapter Meeting, Gandhinagar, 27<sup>th</sup> Dec 2022



IAI organized the Gujarat State Chapter Meeting in Ahmedabad, Gujarat on 27<sup>th</sup> December, 2022. The meeting was attended by 44 micro irrigation manufacturing companies working in

the State of Gujarat. With 71,697 ha covered under micro irrigation in the state till December 2022, some of the immediate concerns affecting micro irrigation manufacturers included a delay in release of payments to the manufacturers even after 10 months during the current fiscal year. In this regard, the Association is actively coordinating with Central and State Governments for the release of pending payments.

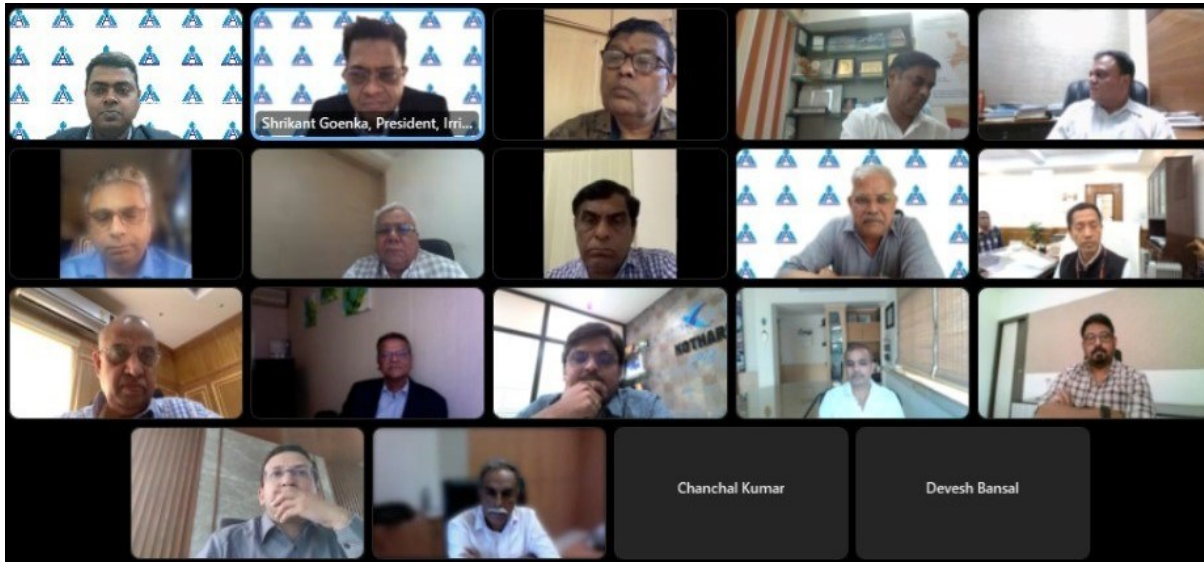
The State Chapter meeting was followed by a meeting with MD, GGRC with the CEOs of all the manufacturers operating in the State. MD, GGRC gave a patient hearing to the concerns of the micro-irrigation players and shared that his Department is undertaking efforts for ensuring that the release of unutilized funds from previous year is made at the earliest to the Centre so that the 1<sup>st</sup> instalment due for the current fiscal is received by State and due payments can be made to the manufacturers.

### Stakeholders Meeting for development of mechanism for carbon finance and to make agriculture climate positive while increasing farmer's income, Krishi Bhawan, 19<sup>th</sup> Dec 2022

Ministry of Agriculture and Farmers Welfare (MoA&FW) organized a Stakeholders' Meeting for developing carbon finance mechanism on 19<sup>th</sup> December, 2022 at Krishi Bhawan, New Delhi. With the agricultural sector contributing to 14.45% of the total Green House Gas Emissions in the country, the Stakeholders' meeting was organized towards understand the existing Carbon Finance Mechanisms in the country and the potential role of the agricultural sector. According to the 3<sup>rd</sup> Biennial Update Report to the United Nations Framework Convention on Climate Change, Micro Irrigation including drip and sprinkler irrigation has been identified as one of the mitigation actions for the agricultural sector.

**MoA&FW has recently formed a Carbon Credit Cell headed by Shri Franklin Khobung, Joint Secretary, MoA&FW and IAI has been involved by the Ministry to provide industry side suggestions towards developing a Carbon Credit mechanism for the Agriculture sector in the sector. The Meeting was chaired by Shri Manoj Ahuja, Secretary, MoA&FW and attended by officials from MoP, MNRE, ICAR, IAI, Ernst & Young, World Bank, Varaha Climate, GrowIndigo, Nurture Farm and few other NGOs.**

**IAI Executive Committee Meeting & Interactive Session with Shri Franklin Khobung, Joint Secretary, MoA&FW, Virtual, 15th Dec-2022**



**The IAI Executive Committee Meeting was organized virtually on 15<sup>th</sup> Dec 2022. Shri Franklin Khobung, Joint Secretary, MoA&FW addressed the Members of IAI Executive Committee Virtually during the Executive Committee Meeting. The Joint Secretary highlighted the following key points during his interaction with the Members:**

- Micro-irrigation is one of the key areas to be focused under sustainable agriculture
- Industry has a major role to play in accelerating the coverage of micro-irrigation in the country
- Review meetings: Regular Review Meetings to be conducted by MoA&FW with the States to discuss the progress of the Per Drop More Crop scheme and IAI to be involved in these discussions
- MIF: A Micro Irrigation Fund of initial corpus ₹ 5000 crore has been created with NABARD. In the Budget Announcement for 2021-22, the corpus of the fund is to be increased to ₹ 10000 crores
- Full allocation for the scheme every year is not utilized. The States are required to increase their demand from the Centre
- Central sector scheme: The Government is also considering running the scheme as Central Sector Scheme to ensure speedy MI implementation
- Budget Allocation for next fiscal to cover 2 million ha micro-irrigation coverage
- PMU: A Project Management Agency (PMU) will also be set up by the Ministry for coordinating and engaging with the different stakeholders
- Technology has a major role to play towards scaling up micro-irrigation
- Need for promotion & marketing activities for scaling up micro-irrigation

## MoA&FW Review Meeting on PDMC with States, Krishi Bhawan, New Delhi, 8<sup>th</sup> Dec 2022



A Review Meeting on **Per Drop More Crop (PDMC) scheme** with the States was conducted under the Chairmanship of **Shri Franklin Khobung, Joint Secretary, MoA&FW** on **8<sup>th</sup> Dec-2022** at **Krishi Bhawan**.

The Representatives from the following key States attended the Meeting: **Gujarat, Karnataka, Maharashtra, Tamil Nadu, Uttar Pradesh, Rajasthan, Andhra Pradesh**. IAI was also invited for the Meeting and was Represented by Mr. Primal Oswal, Immediate Past President; Mr. Kaushal Jaiswal, Sr. Vice President and Director IAI.

### IAI Recommendations to Govt. of Uttar Pradesh for Micro-Irrigation in the State

(for Uttar Pradesh Agri-Water Accelerator program supported by Government of Uttar Pradesh (GoUP) & 2030 Water Resources Group, World Bank)

The State Government of Uttar Pradesh has initiated the Uttar Pradesh Agri – Water Accelerator Program - an innovative public-private partnership that aims to promote sustainable agricultural value chains. Under the leadership of the Government of Uttar Pradesh (GoUP) and supported by the 2030 Water Resources Group (2030 WRG) of the World Bank, the Accelerator will aim to scale up the adoption of micro irrigation and mechanization to improve the productivity of agriculture and reduce carbon and water footprints in agriculture. The Accelerator is also expected to bring in private financing and innovations while facilitating the convergence of public finance with existing government schemes.

In this regard, Irrigation Association of India was asked to share and present their suggestions on different aspects of a comprehensive micro irrigation adoption model customized for Uttar Pradesh.

**IAI formed a Working Group comprising of the various micro-irrigation companies and submitted the following recommendations to Govt. of Uttar Pradesh for micro-irrigation in the State:**



- a) Developing a portal for 7 step simplified deadline-oriented process for PDMC scheme implementation**
- b) The entire process from the Registration to Final Payment must be completed within a timeline of approx. 70-75 days**
- c) Free pricing and fixed subsidy is a long-term sustainable model. It is a Win-Win for all stakeholders. IAI recommended continuing with current pricing mechanism as per PMKSY guidelines**