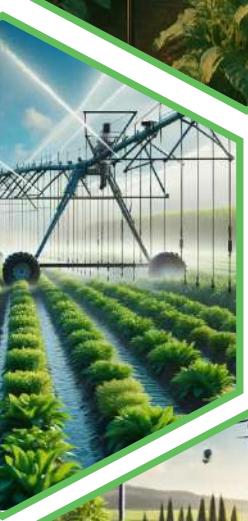




IRRIGATION ASSOCIATION OF INDIA

Newsletter October 2025

Edition Volume IAI/25/09



IAI UPDATES



Irrigation Association of India participated in the State-level Review Meeting of the RKVY-PDMC Scheme with the Department of Agriculture & Farmers Welfare.



Saurabh Sangla, President of IAI, along with Abhijit Page and members of the Executive Committee, represented the irrigation industry at a state-level review meeting convened by the Department of Agriculture & Farmers Welfare on 2nd December 2025. Chaired by Shri Franklin L. Khobung, Joint Secretary (RFS/NRM), the meeting reviewed the progress of the RKVY-PDMC Scheme for 2025–26 and discussed priorities for the next phase. Officials from the DoA&FW, state nodal agencies, and the irrigation industry participated.

Key Points Discussed

- o Fund utilization in Q1
- o Early release of the second Mother Sanction
- o Clearance of beneficiary payments
- o Timely updation of progress on the PDMC Portal
- o Additional funds for top-performing states



IAI Maharashtra Chapter had discussion with Director of Horticulture- Department of Agriculture, Government of Maharashtra



The Irrigation Association of India had the honour of meeting Shri Ankush Mane, Director of Horticulture, Department of Agriculture, Government of Maharashtra, on 13th November 2025 at the Agricultural Commissionerate, Pune. Shri Krishnath Mahamulkar, Vice President–West, and Shri

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IRRIGATION SYSTEMS

Zumbarlal Hiralal Bhandari, Chairman, Maharashtra Chapter, along with other IAI members, submitted a representation to the Hon'ble Director highlighting key challenges faced by the irrigation industry in the state and proposing innovative measures to strengthen the sector.

Irrigation Association of India (IAI) hosts a Maharashtra Chapter meeting in Pune



Irrigation Association of India convened state chapter meeting on 28th November in Pune, Maharashtra. The Maharashtra Chapter meeting held in the presence of IAI President Saurabh Sangla, Vice-President Abhijit Page, K. Mahamulkar IAI Vice-President - West, Mr. Zumbarlal Bhandari Chairman Maharashtra Chapter and Former Chairman Mr. Kamlesh Das included the participation of more than 50 members from across the state. The discussions focused on challenges as well as opportunities and future action plans for the micro-irrigation sector of Maharashtra.

Key Issues Discussed

- Fund Shortages under RKVY-PDMC scheme and CMSIP Schemes
- Technical Issues in the MAHADBT Portal
- Proposal for Online Registration and Stock Control
- Strategy to Strengthen IAI's Maharashtra Chapter
- Enhancing Service Quality and Farmer Training



INDUSTRY UPDATES



Automation-based Micro Irrigation Systems launched for Andhra Pradesh Farmers

The Government of Andhra Pradesh has launched a major initiative to promote smart irrigation across the state. Under the RKVY-PDMC Scheme, the Department of Agriculture has approved financial assistance for small and marginal farmers to adopt automation-based micro-irrigation systems, with participation limited to empanelled manufacturers as per scheme guidelines.

Automation-based MIS uses data-driven technology to deliver precise irrigation with minimal manual effort. Equipped with automated controllers, solenoid valves, soil-moisture sensors, weather stations and fertigation units, these systems operate on real-time field



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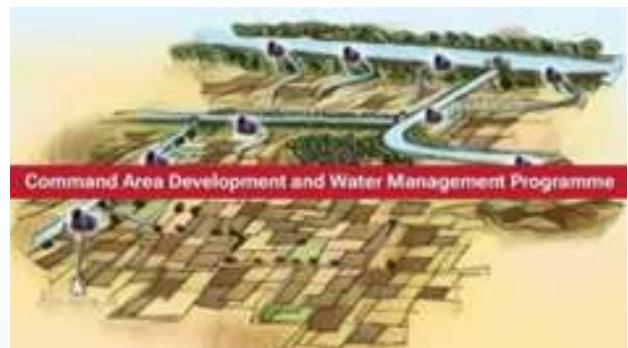


and climate data. Designed to enhance precision farming and conserve water, this initiative is seen as a transformative step for sustainable agriculture in Andhra Pradesh, especially in drought-prone regions.

(Source: <https://timesofindia.indiatimes.com/city/vijayawada/automation-based-micro-irrigation-systems-launched-for-ap-farmers/articleshow/125522971.cms>)

Hon. Water Resources Minister Shri C. R. Patil presented a written reply in Parliament on the M-CADWM

Shri C. R. Patil, Hon. Minister of Water Resources, Govt. of India submitted a written reply in the Rajya Sabha in response to a Parliament question on progress under the Modernization of Command Area Development and Water Management (M-CADWM) programme. As a part of the written reply, the Ministry of Jal Shakti, Govt of India has provided the Members of Parliament with information on 34 pilot clusters located in 23 States/UTs approved for inclusion under the M-CADWM Scheme. Modernization of Command Area Development and Water Management (M-CADWM) is a sub-scheme of PMKSY approved by the Cabinet on 9th April 2025 and aims to promote pressurized water at the farm level to facilitate adoption of micro-irrigation for higher agricultural productivity and hence higher farmers' income.



(Source: <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2197174®=3&lang=2/>)

Ministry of Jal Shakti Holds High-Level Brainstorming Session on Strengthening Water Governance and Service Delivery



The Ministry of Jal Shakti, Govt. of India organised a high-level brainstorming session under the Chairmanship of the Union Minister for Jal Shakti, Shri C. R. Patil. With sessions on drinking water and sanitation, river rejuvenation, irrigation efficiency, institutional strengthening and the use of modern technology; the meeting aimed to deliberate on strengthening water governance, improving service delivery, ensuring water security, and enhancing the long-term sustainability of the water sector.

The meeting was attended by the Ministers

of State for Jal Shakti, Shri V. Somanna and Dr. Raj Bhushan Choudhary, along with senior officers of the Ministry.

(Source: <https://www.jalshakti-dowr.gov.in/static/uploads/2025/11/48b6d0aebbb5b7d0f5f-de8454a2a7f29.pdf>)



Understanding the Farm-to-Table Movement: A Comprehensive Guide for Developers, Architects, Designers and Hospitality Professionals



Farm-to-Table is a social movement that promotes serving locally grown food directly from its origin to the consumers. Often facilitated by restaurants, developers and grocery stores, the social movement encourages restaurants and local communities to source their ingredients straight from local farms instead of being shipped long distances via middlemen. The movement a result of the proliferation of processed foods and the opposing need for fresh, organic, and sustainable food production is a more direct approach and ensures the consumption of fresher, more nutritious and more sustainable products.

The hospitality industry is adapting to the farm-to-table trend in several ways - sourcing ingredients directly from local farmers; as well as redesigning menus to reflect seasonal availability of ingredients.

The change not only ensures the freshness and quality of the food served, but also supports local economies and reduces the environmental impact of long-distance transportation.

(Source: <https://shorturl.at/WDOxs>)

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NATIONAL NEWS



Bureau of Water Use Efficiency (BWUE), National Water Mission, Ministry of Jal Shakti organized the first Regional Conference on enhancing Water Use Efficiency in Irrigation Sector at Jaipur



The Bureau of Water Use Efficiency (BWUE), National Water Mission, Ministry of Jal Shakti, organised the first Regional Conference on Enhancing Water Use Efficiency in the Irrigation Sector on 20 November 2025 at CCS NIAM, Jaipur. In his inaugural address, Shri Sumant Narain, Joint Secretary, NWM, underscored the urgency of improving irrigation efficiency, noting that 80–85% of India's freshwater is used in

agriculture. He highlighted the role of micro-irrigation and technology-driven solutions in reducing water wastage and boosting productivity.

Ms. Archana Varma (AS & MD) outlined the newly launched MCAD scheme aimed at improving efficiency through pressurised pipe systems and stressed the need for stronger water conservation measures. States also shared best practices including Haryana's Mera Pani Meri Virasat and Sahi Fasal, Rajasthan's micro-irrigation expansion, ice stupas in Leh, Karnataka's SCADA system, Himachal Pradesh's piped irrigation, and lift irrigation in Uttarakhand.

(Source: <https://www.jalshaktidowr.gov.in/static/uploads/2025/11/e23f3d2c089a7f90e2fdc37645a63915.pdf>)

Gujarat becomes home to India's largest frozen potato processing plant

Union Home and Cooperation Minister Amit Shah inaugurated Falcon Agrifriz's state-of-the-art frozen potato products facility in Kadi, Mehsana district, Gujarat. Built with an investment of \$126.5 million, it is now India's largest plant for frozen French fries, potato wedges, hash browns and nuggets.

The facility is expected to boost regional economic growth by creating substantial employment and supporting local farmers

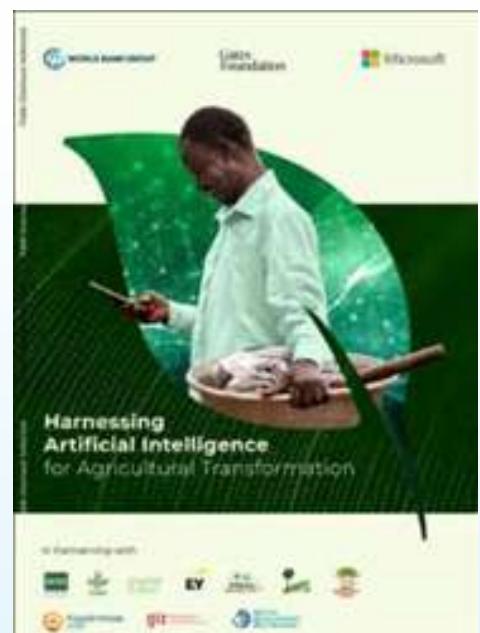


through stable incomes, modern farming practices, quality inputs, and assured market linkages. This farmer-centric initiative aligns with the Government of India's efforts to strengthen the food processing sector and enhance farmers' incomes, especially for small and marginal growers.

(Source: <https://agrospectrumindia.com/2025/05/26/gujarat-becomes-home-to-indias-largest-frozen-potato-processing-plant.html>)

World Bank Group announces the launch of the report 'Harnessing Artificial Intelligence for Agricultural Transformations'

The World Bank Group launched the report 'Harnessing Artificial Intelligence for Agricultural Transformations'. With Small-scale producers (SSPs), who produce one-third of the world's food, are especially vulnerable to climate shocks, rising input costs, fragile supply chains, and widening inequality, artificial Intelligence (AI) presents a timely and powerful tool to help reimagine agricultural transformation in ways that are more productive, sustainable, and inclusive. The report presents a comprehensive and development-oriented analysis of how AI can be responsibly deployed across agri-food systems, especially in low- and middle-income countries (LMICs). It moves beyond hype to deliver a grounded roadmap of applications, prerequisites, and investment priorities, while emphasizing ethical, inclusive, and scalable use.



Key recommendations: -

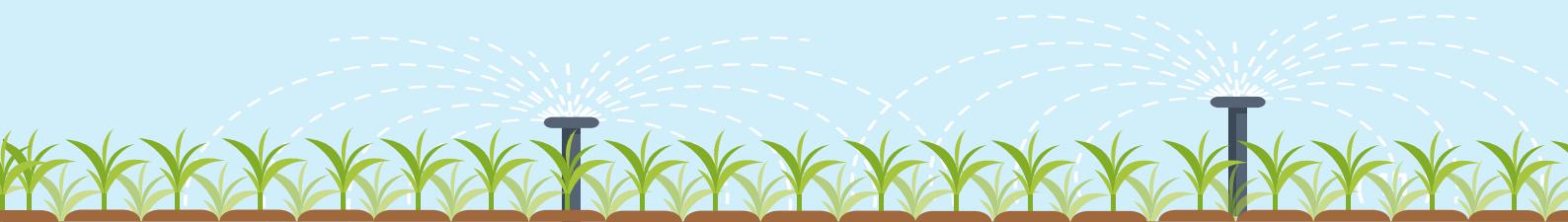
For Policymakers:

- Adopt National AI Strategies inclusive of agriculture, with clear implementation pathways and budgets
- Embed AI in Agri-Food System Policy by linking it to resilience, climate adaptation, and nutrition security goals

For International Development Institutions:

- Integrate DPI and AI Investments in agriculture projects, ensuring that identity, payments, and data infrastructures are AI-ready.
- Support AI Readiness Assessments and policy diagnostics for LMIC governments, especially in fragile or climate-vulnerable regions

(Source: <https://documents1.worldbank.org/curated/en/099110225213024234/pdf/P179477-db7b384d-334c-4ff4-ad8a-0524d99ab3c5.pdf>)



Dr. Devesh Chaturvedi, Secretary (DA&FW), graced the FPO Hospitality & Farmers' Benefit Summit 2025 held in New Delhi



Dr. Devesh Chaturvedi, Secretary (DA&FW), attended the FPO Hospitality & Farmers' Benefit Summit 2025 in New Delhi, organised by FHRAI to promote "Farm to Venue" partnerships and stronger agri-hospitality linkages. In his address, he emphasised that direct sourcing between FPOs and hotels

The image is a promotional collage for Mobitech's irrigation automation. It features a central title 'SMARTER FARMING WITH MOBITECH'S WIRELESS SOLUTIONS' in large green letters. To the left, the Mobitech logo and 'IRRIGATION AUTOMATION' text are displayed. Three smartphones show the 'Mobitech Farm' app interface. Below the title, a list of services includes 'Sensor based wireless Automation', 'Timer based wireless Automation', and 'Timer based wired Automation'. A large photograph of a solar-powered irrigation control unit with a 'VCN' label is shown in the foreground. To the right, a circular graphic with a QR code and a green leaf icon contains the text 'Since 2008' and 'Irrigation Automation Solutions'. A call-to-action bubble says 'Call For Details +91 99434 30000'. The background shows a green field with irrigation equipment.

is a win-win model that can significantly enhance farmers' incomes. With nearly 40,000 FPOs in India offering clean and sustainable produce suited to the hospitality sector, he encouraged hotels to procure premium, largely chemical-free ingredients from farmer-led enterprises—advancing a more resilient and competitive agri-value chain.

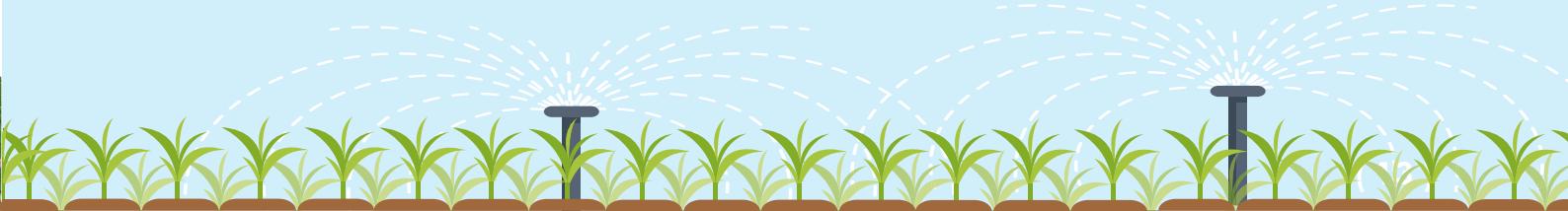
(Source: <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2193641®=3&lang=2>)

NBCC Signs MoU with National Horticulture Board for ₹42.37 Crore to develop an International Potato Centre Project in Agra, Uttar Pradesh



NBCC Limited announced the signing of two significant agreements, including a major construction project with the National Horticulture Board (NHB). The Public Sector Undertaking (PSU) signed a Memorandum of Understanding (MoU) with the National Horticulture Board for the development of an International Potato Centre in Agra includes civil works, design and development of research facilities and associated infrastructure. The project valued at approximately ₹42.37 crore will support NHB's broader mission of enhancing horticultural growth and innovation.

Source: <https://indianmasterminds.com/news/nbcc-nhb-mou-international-potato-centre-agra-4237-crore-162398/>



INTERNATIONAL NEWS



Irrigation companies offering new products for 2025



The Irrigation Season 2025 in the United States has begun with spectacular product launches. Companies like Valley Irrigation, Ace Irrigation and Vandwater's have introduced innovative products including advanced remote monitoring, automated controls and retrofit solutions that modernize existing farm equipment cost-effectively. Retrofit panels, surge valves, battery-powered controllers and telemetry interoperability are providing farmers with comprehensive irrigation solutions enabling proactive irrigation decisions.

(Source: <https://www.farmprogress.com/farming-equipment/irrigation-companies-offer-new-products-for-2025>)

Ghana: Shielding greenhouse growers from climate shocks

Farm.io's modular greenhouses are designed to withstand Ghana's diverse climate conditions. Built from recycled yet durable materials, the company's modular structures last over 15 years and protect crops from heat stress, erratic rainfall, and pests. In open farming, yields are highly vulnerable to erratic rainfall, pests, and heat stress. However, with greenhouses, farmers can grow year-round in controlled environments, optimise water use, reduce pest pressure, and increase productivity up to



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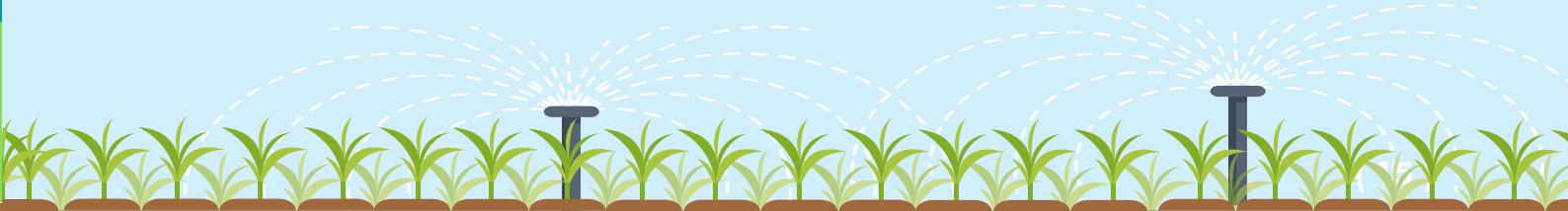
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five times compared to open fields. Greenhouses come with drip irrigation for efficient water use, ventilation controls for temperature and humidity management, and protective mesh to minimise pest entry. Newer models include digital sensors connected to Farm.io's USSD platform, allowing farmers to monitor conditions and receive tailored advice. The company has completed more than 100 projects, with most users reporting steady yields throughout the year.

(Source:<https://www.hortidaily.com/article/9776804/ghana-shielding-greenhouse-growers-from-climate-shocks/>)



About Irrigation Association of India

Irrigation Association of India (IAI) is an apex industry body established in 1999, representing Micro Irrigation System (MIS) manufacturing companies in India. It is a not-for-profit organization and is working towards the successful implementation of Micro Irrigation in India for the benefit of farmers.

IAI has a registered office at Pune, Maharashtra, India and corporate office at New Delhi. IAI is closely working with the central Government of India and the State Governments. The association has a strong presence in states through IAI State Chapters at Karnataka, Maharashtra, Madhya Pradesh, Tamil Nadu, Gujarat, Andhra Pradesh, Rajasthan, Uttar Pradesh, Odisha, Chhattisgarh, Haryana, Jharkhand, West Bengal, and North Eastern Region.

What we do

- Policy Advocacy
- Knowledge Dissemination
- Capacity Building
- Convene meeting with Central/State govt. departments to apprise the industry issues
- Sectoral Conference/Workshop to promote Micro Irrigation



CONTACT: IRRIGATION ASSOCIATION OF INDIA

112, UGF, World Trade Centre
New Delhi – 110 001 (India)

Phone: +91 9910836560

Email: director@iaiindia.org