

# IRRIGATION ASSOCIATION OF INDIA

Newsletter JUNE 2024

Edition Volume IAI/24/15





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## IAI attends Workshop on Demonstration of National Portal of Per Drop More Crop Scheme at NASC Complex Pusa, New Delhi

IAI was invited to attend a workshop organized by the Ministry of Agriculture and Farmers Welfare, Government of India. The event showcased the National Portal, an innovative National Management Information System (NMIS) developed by DA&FW and Gujarat Green Revolution Company (GGRC) for centralized monitoring of the Per Drop More Crop (PDMC) Scheme.

### Key features highlighted during the Workshop

- Separate logins for Centre and State
- State On-Boarding
- Seamless data upload and integration
- APIs for state MIS
- E-KYC and Krishi Mapper Integration
- Monitoring of Installed Sites
- Map Functionality
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During the workshop, Secretary, DA&FW, Govt of India emphasized the need to keep the system and processes as simple as possible for the benefit of the farmer community. He also appreciated the constant increase in coverage of micro irrigation area in the country and advised all the stakeholders to make all possible efforts to cover more area under micro irrigation for enhancing water use efficiency at farm level. More than 100 officers from different States and UTs participated in the Workshop. New Central portal for PDMC - <https://pdmc.da.gov.in/>

## TANHODA informs IAI-TN Chapter of special financial assistance for adopting innovative micro irrigation technologies (Automation) under the PDMC Scheme.

The IAI-TN Executive Committee, led by Dr. C. Gopal, Vice President of IAI South held an interactive discussion with Thiru P. Kumaravel Pandiyan, IAS, Director of Horticulture and Plantation Crop, MP of TANHODA. Key issues discussed included the initiation of the PDMC Scheme 2024-2025, work orders, field verification of installations, and release of pending payments. The DA&FW GoI and TANHODA have approved the



State Annual Action Plan 2024-2025 with a target of 90,000 Ha and an outlay of Rs 800 crore, along with special financial assistance for adopting innovative micro irrigation technologies (Automation). This makes Tamil Nadu the second state in India to offer financial aid for automation under the PDMC Scheme. Automation technologies like automatic filters, fertigation systems, soil moisture sensors, climate controllers, remote sensing, AI, and IoT will enhance farm productivity and water efficiency. Meeting with the MD of TANHODA highlighted a positive industry-government collaboration, addressing key concerns and speeding up micro-irrigation coverage in the state

## IAI-Maharashtra Chapter Met with Hon'ble Agriculture Minister, Govt. of Maharashtra

The Irrigation Association of Maharashtra met with Hon. Agriculture Minister Mr. Dhananjay Munde on June 18, 2024, to address crucial issues related to the PDMC Scheme. Our key requests included:

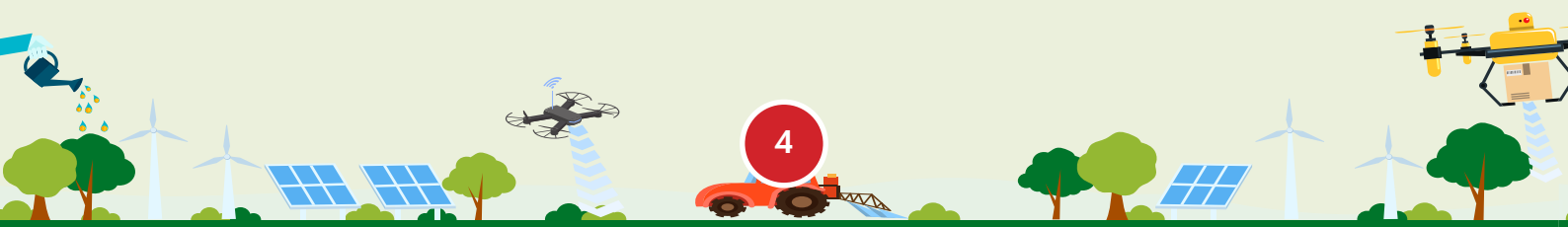
1. Immediate availability of Rs. 1100 crores for pending PDMC Scheme subsidies before the end of 2023-24.
2. Ensuring funds are provided before the implementation of the Maharashtra Legislative Assembly Code of Conduct.
3. Increased budget provision for the 2024-25 financial year for the scheme.
4. Funds for the pending grant of NAFCC Scheme 2022-23.
5. Launch of Phase-II of the Najaji Deshmukh Krishi Sanjivani Yojana.
6. Running the scheme on a first application – first grant basis.



Irrigation Association of India Delegation was led by Mr. K.M. Mahamulkar (IAI Vice President, West) along with Mr. Z.H. Bhandari (Chairman, IAI-MH Chapter), and other IAI members.

## IAI organizes Training Programme on Micro-Irrigation Automation on 28th-29th June 2024 in Bengaluru

The Irrigation Association of India hosted a 2-Day Training Programme on “Micro-Irrigation Automation” on 28th - 29th June 2024. This event, designed by industry experts, introduced professionals to cutting-edge innovations like Automatic Filters, Fertigation Systems, Soil Moisture Sensors, Climate Controllers, SCADA, Remote Sensing, AI, and IoT.



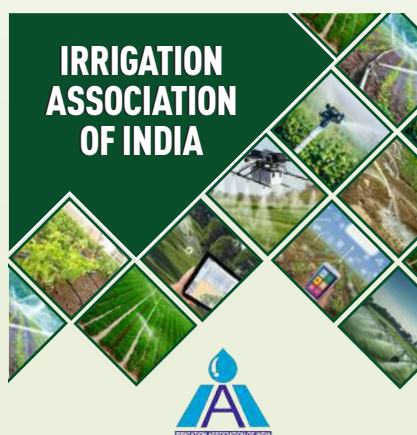


## Key Highlights:

- Inauguration by Chief Guest Shri Ramesh DS, IAI- Director of the Department of Horticulture, Gok.
- Special addresses by Shri Kaushal Jaiswal (IAI President), Shri Sudhendra Katti (IAI Karnataka Chapter Chairman), and Dr. Sangita Ladha (IAI Education and Training Committee Chairman).
- Sessions on automation basics, product selection, fertigation systems, and remote sensing irrigation scheduling.
- Field visit to a greenhouse with a fully automated drip irrigation system.

The Training program attracted 80 + industry leaders, irrigation professionals, and key government officials from Karnataka, Telangana, and Uttar Pradesh.

## IAI announces the Grand launch of its 3rd Edition of IAI Members Directory on August 17th, 2024 in Pune



Irrigation Association of India will launch the 3rd Edition of IAI Irrigation Directory on 17th August 2024 at its 2nd Executive Committee Meeting in Pune. The Directory is an Industry initiative specially designed to foster industry collaborations and partnerships within the sector. Encompassing all stakeholders of the Irrigation Sector, the directory aims to bring together Major and Minor Micro Irrigation Manufacturing Companies, Raw Material Suppliers, Dealers, as well as Innovative AI and IoT Automation manufacturers and distributors.

IAI directory will be circulated to more than 10000 individual and organizations including Central Ministry, State Govt, Allied industry associations, Farmer Associations, FPOs, KVKs, IAI members and other Agri-related industry.

It offers our esteemed members an opportunity to Build Credible Business and Customer Networks, Quick Industry Connections, and Increase product and brand awareness and visibility.

For Registrations/Advertisements Contact: Mr. Rajesh Kumar, Director Irrigation Association of India  
director@iaiinida.org; exe-secy@iaindia.org



## Smart Irrigation - Simple Technology with Excellent Impact!!



Smart irrigation is an advanced approach to water management in agriculture, utilizing technology to optimize water usage and improve crop yields. It encompasses techniques like drip and sprinkler irrigation, automated systems, soil moisture sensors, and weather forecasting tools. According to research studies, Smart Irrigation results in increased crop yields, improved water use efficiency, and savings in cost of production. Technologies like Soil moisture sensors play a crucial role in smart irrigation by providing real-

time data on soil water content. This information allows farmers to make informed decisions about irrigation scheduling, avoiding over-irrigation and conserving water.

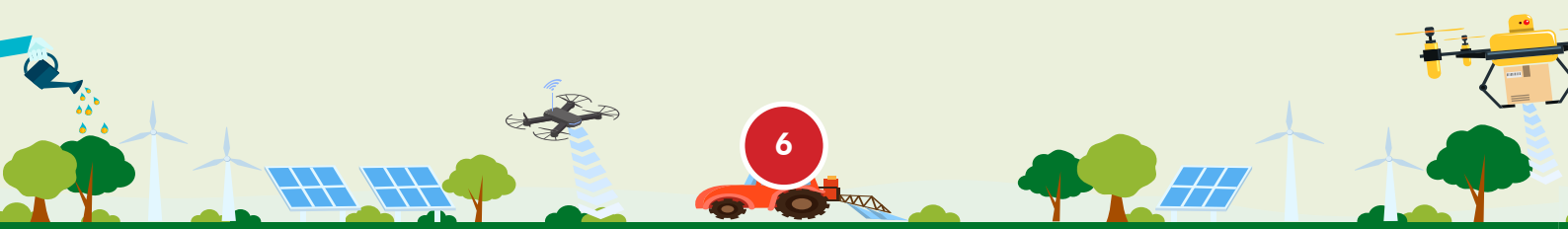
Source: <https://www.linkedin.com/pulse/smart-irrigation-simple-technology-excellent-impact-fxqtf/?trackingId=uvPFX26EQnKH1C7l3lqD6g%3D%3D>

## How AI and data can bring another Green revolution to India

India faces environmental challenges in agriculture, but AI offers transformative solutions. Precision farming, empowered by AI and big data, optimizes resources and boosts yields sustainably. With satellite data and predictive analytics, farmers make informed decisions. AI aids resource management and environmental conservation, but widespread adoption requires collaboration. Farmers' active engagement with data transforms them from beneficiaries to contributors, ensuring sustainable agriculture.



(Source: [https://economictimes.indiatimes.com/news/economy/agriculture/how-ai-and-data-can-bring-another-green-revolution-in-india/articleshow/109946518.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/news/economy/agriculture/how-ai-and-data-can-bring-another-green-revolution-in-india/articleshow/109946518.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst))



## Department of Horticulture & Food Processing Govt. of Madhya Pradesh Releases List of 80 Registered Manufacturing Companies 2024-2025 under Per Drop More Crop (PDMC) Scheme

The Department of Horticulture & Food Processing, Govt. of Madhya Pradesh, has published a list of 80 Micro Irrigation Companies registered under the Per Drop More Crop (PDMC) Scheme. These companies will assist in the scheme's implementation across the state. The detailed list, including contact information for company representatives, is available on the Madhya Pradesh Farmers Subsidy Tracking System (MPFSTS) portal.

Source: <https://mpfstts.mp.gov.in/mphd/#/MPAgroVendorList>

## Department of Horticulture & Food Processing Govt. of Madhya Pradesh revamps Madhya Pradesh Farmers Subsidy Tracking System - MPFSTS

The Department of Horticulture & Food Processing, Govt. of Madhya Pradesh, has updated its Management Information System (MIS) for implementing Central and State Sector Schemes. The MIS now includes detailed information on registered micro-irrigation companies, dealers, and service centres. The portal also offers farmer support features like registration, application tracking, and grievance redressal. Farmers can easily access after-sales services and expert advice.

This updated MIS will enhance technical support for farmers and improve coordination between officials and companies, facilitating work order generation and progress tracking. State MIS is crucial for addressing implementation challenges and improving scheme performance and accountability.

Source: <https://mpfstts.mp.gov.in/mphd/#/DealerFreeServiceDetails>

## Maharashtra Releases List of Registered Micro-Irrigation Companies and their Dealers under the Per Drop More Crop (PDMC) Scheme

The Department of Agriculture, Government of Maharashtra has been implementing the Centrally Supported Per Drop More Crop (PDMC) Scheme since its introduction in 2015-2016. In 2024-2025, the



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Project (PDN) Designs | DPR (Pre/post bid)  
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Department of Agriculture, Govt. of Maharashtra released a List of 132 Micro Irrigation Companies Registered under the PDMC Scheme. These companies will support the Department in the adoption of Micro-Irrigation Technologies including its Design, Installation, Operation, and Maintenance in the state of Maharashtra. All Micro-Irrigation Systems – Drips, Sprinklers, Micro & Mini Sprinklers, and Sub-Surface Irrigation Systems are eligible for financial assistance under the Scheme.

(Source: [http://40.80.81.88/mahdrip/ethibak/r\\_manufacturer.php#](http://40.80.81.88/mahdrip/ethibak/r_manufacturer.php#) )

## **Mobitech Wireless Solution Private Limited supports ICAR and the Agriculture Skill Council of India in a Pilot Training Programme on Digital Agricultural Extension Facilitators**

Mobitech Wireless Solutions Pvt. Ltd., a leading irrigation automation company, supported ICAR-Krishi Vigyan Kendra MYRADA in a 5-day Skill Training Programme on Digital Agriculture Extension Facilitators. This pilot program introduced participants to the latest digital agriculture innovations.

Mobitech demonstrated advancements in irrigation automation, precision farming, automatic weather stations, sensor-based irrigation, fertigation, and IoT. Agricultural Extension Workers observed data-driven precision farming technologies in action during a field visit to an automatic micro-irrigation system.

The training also covered drones, e-platforms like e-NAM and ONDC for digital marketing, and data usage in digital agriculture.

(Source: [https://atarihyderabad.icar.gov.in/atarihyderabad/news/ICAR%20KVK%20Erode\\_%20Report%20on%20Digital%20agriculture%20extension%20facilitator%20on%206.06.2024..pdf?lang=en](https://atarihyderabad.icar.gov.in/atarihyderabad/news/ICAR%20KVK%20Erode_%20Report%20on%20Digital%20agriculture%20extension%20facilitator%20on%206.06.2024..pdf?lang=en))

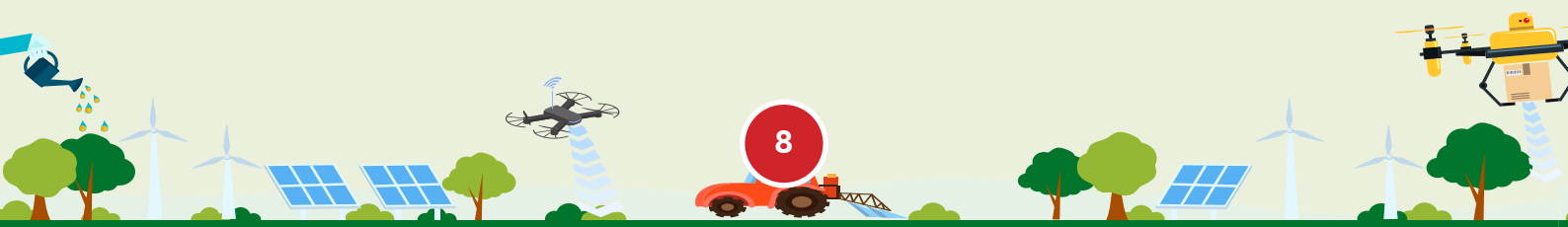
## **TANHODA launches Online Service for Acid Treatment of Micro-Irrigation Systems installed under PDMC Scheme**

The Tamil Nadu Horticulture Development Agency (TANHODA) has launched an online service for requesting acid treatment of micro-irrigation systems under the Per Drop More Crop (PDMC) Scheme. Regular use of drip irrigation can lead to blockages from lime, calcium, and fertilizer residues. Acid treatments with hydrochloric, nitric, or sulfuric acid effectively dissolve these precipitates. This service ensures farmers in Tamil Nadu have access to essential maintenance support for their micro-irrigation systems, promoting water-efficient technologies.

(Source: <https://tnhorticulture.tn.gov.in:8080/Subsidy/AcidTreatment>)

## **DA&FW Releases 1st Instalment in fiscal 2024-2025 to Maharashtra and Rajasthan under the PDMC Scheme**

The Department of Agriculture & Farmers Welfare has released the 1st instalments for fiscal 2024-2025. Two water-scarce states – Maharashtra and Rajasthan - with a high potential for the adoption of water-efficient Micro-Irrigation technologies are the 1st to receive their instalments. With the release of their 1st instalments, the Department of Agriculture, Govt. Of Maharashtra and Govt. of Rajasthan responsible for implementation under the PDMC Scheme can initiate the Scheme in their respective states. Timely release of 1st instalments and subsequent initiation of the Scheme in the states will provide MI-Companies and Nodal Agencies with adequate time to work toward the achievement of planned targets 2024-2025.





## Fyllo Nets \$4 Mn To Boost Its Precision Farming Solutions Portfolio

Agri-tech startup Fyllo has raised a fresh funding of \$4 Mn (around INR 33 Cr) led by India Quotient, along with participation from SIDBI Venture Capital Ltd. Bengaluru-based Fyllo plans to deploy the fresh proceeds for expansion into newer crops and geographies, including Andhra Pradesh, Telangana, Tamil Nadu and Himachal Pradesh. Fyllo offers software and hardware products to assist farmers with precision farming solutions including live farm data, irrigation and fertiliser scheduling, disease and pest prediction, and weather prediction.

(Source: <https://inc42.com/buzz/fyllo-nets-4-mn-to-boost-its-precision-farming-solutions-portfolio/amp/>)

## Record Area under Paddy is Bad News for Groundwater

With paddy cultivation expected to reach a record 32 lakh hectares in Punjab this season, the water-intensive crop, transplanted in ankle-deep water, is likely to further deplete the state's groundwater reserves. The 2023 Groundwater Resources Assessment reveals that Punjab is extracting groundwater at nearly 164% of its available capacity, with about 76% of the blocks overexploited. To address this critical issue, alumni of Punjab Agricultural University have formed the Punjab Water Conservation Initiative Group. This group of eminent scientists, professors, and government officials is dedicated to conserving water resources in the state.

(Source: <https://timesofindia.indiatimes.com/city/chandigarh/record-area-under-paddy-is-bad-news-for-groundwater/articleshow/111070119.cms>)

### PUNJAB BIGGEST GUZZLER

Water status	Punjab	Haryana	Rajasthan
Extractable groundwater	16.98 BCM	8.69 BCM	11.25 BCM
Annual groundwater recharge	18.84 BCM	9.55 BCM	12.45 BCM
Annual extraction	27.8 BCM	11.8 BCM	16.74 BCM
%age of groundwater extracted	163.8%	135.7%	148.8%

### FAR BEHIND COUNTRY

State	Groundwater blocks	Overexploited	%age
Punjab	153	117	76.5%
Haryana	143	88	61.5%
Rajasthan	302	216	71.5%
India	6,553	736	11.2%



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## Water credits for improving water use efficiency in the agricultural sector

With 18 percent of the world's population but only 4 percent of its freshwater resources, India faces a critical water scarcity challenge. Since agriculture alone accounts for almost 85 percent of India's freshwater usage, so efficient management practices in this sector can significantly affect groundwater conservation. Efficient Utilization of water resources, especially efficient use of water in agriculture has been identified as one of the seven priority areas under the Government of India Mission LiFE (Lifestyle for Environment).

Water credits are a market-based mechanism such as carbon credits, incentivizing water conservation and quality improvement. Water credits can enhance water use efficiency in agriculture, promote sustainable water management practices, and foster investment in water-saving technologies and infrastructure, addressing Sustainable Development Goal 6 (Clean Water and Sanitation). Developing a Robust Framework for water credits is essential for effectiveness and scalability. It should define eligible water-saving activities, set measurement and verification standards, and create a marketplace for credit trading. With the total volume of water consumed in the production process of agricultural commodities – cultivation, production of fertilizers, etc varying significantly the introduction of water credits can help in significant water savings in agriculture.

(Source: <https://www.thehindubusinessline.com/economy/agri-business/water-credits-for-improving-water-use-efficiency-in-the-agricultural-sector/article68320315.ece>)



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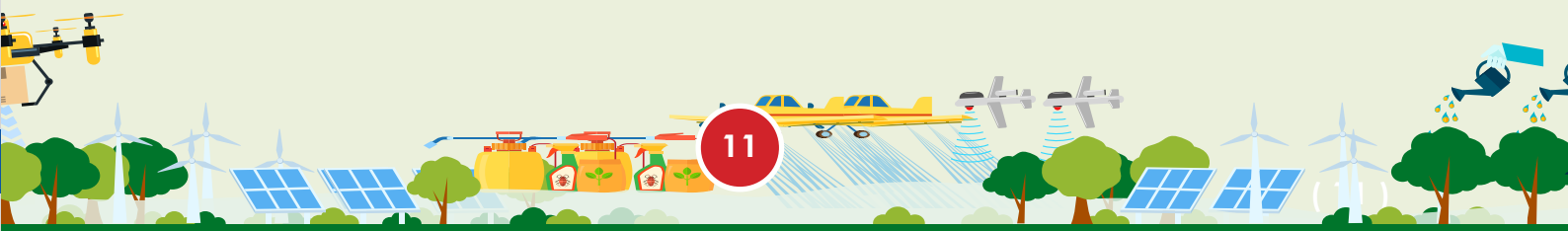


## JWIL Infra Limited & Water Resources Department Govt. of Rajasthan Commission Phase 2 - Parwan project



Phase -II of the Parwan Major Irrigation Project, a Pressurized Water Distribution and Pressurized Water application project has been completed by JWIL Infra Limited and the Water Resources Department, Govt of Rajasthan. The construction of canal and distribution networks of the Parwan Major Irrigation Project was an integral part of the scope of work. In Phase II JWIL has completed the design and construction of the Pressurized Piped Irrigation Network with a cultivable command area of 0.7 Lac Ha. Work under Phase – 2 includes the construction of diggi, sump well, pump room & pressurized water distribution cum water application, SCADA, solar power plant and other works. In addition to the construction of Pressurized Piped Irrigation Networks, integration of On Farm Water Efficient Micro-Irrigation Technologies especially Sprinkler Irrigation Systems have been a unique feature of the project. With the commissioning of Phase -II of the Parwan Minor Irrigation Project, farmers in Jhalawar Baran and Bundi will be able to cultivate crops in the rabi season.

(Source: [https://www.linkedin.com/posts/jwil-infra-limited\\_irrigation-happyfarmers-waterforall-ugcPost-7206974228145819648-ZVtG/?utm\\_source=share&utm\\_medium=member\\_android](https://www.linkedin.com/posts/jwil-infra-limited_irrigation-happyfarmers-waterforall-ugcPost-7206974228145819648-ZVtG/?utm_source=share&utm_medium=member_android))



## CCC, Hatch to help Peru deliver largest drip irrigation project in the world



The CHAVIMOCHIC project in northern Peru, featuring the Palo Redondo Dam, will capture water from the Santa River to irrigate the Chao, Virú, Moche, and Chicama Valleys and generate hydroelectric power. Upon completion, it will be the world's largest drip irrigation project, adding 63,000ha of new farmland and improving 48,000ha in La Libertad. The project will provide sustainable potable water to 40,000 families and create over 150,000 jobs. It is expected to significantly boost agriculture and agribusiness in the region, tripling exports from \$400 million to \$1.2 billion annually.

Source: [https://finance.yahoo.com/news/ccc-hatch-help-peru-deliver-170800659.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce\\_referrer\\_sig=AQAAADYhNZjOKs8TXuA0-M3Whki27vJNNqPNJEG3zKgNlowgALwAuso7z88AM8B2Z0BQfZMxbYgi606ewzqQXfz5AHvb-d3-NiY3AfjOEukX\\_4FTfpd6Z2zHiKnHKjeMc5kXZXrYjAvRwflvVHETclQn2s8wgl59H1\\_kwJDuyZ7KSbK](https://finance.yahoo.com/news/ccc-hatch-help-peru-deliver-170800659.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAADYhNZjOKs8TXuA0-M3Whki27vJNNqPNJEG3zKgNlowgALwAuso7z88AM8B2Z0BQfZMxbYgi606ewzqQXfz5AHvb-d3-NiY3AfjOEukX_4FTfpd6Z2zHiKnHKjeMc5kXZXrYjAvRwflvVHETclQn2s8wgl59H1_kwJDuyZ7KSbK)

## Smart Micro Irrigation System: A Growing Trend

The global Micro Irrigation systems market is projected to expand significantly, reaching an estimated USD 32.2 billion by 2033, up from USD 12.0 billion in 2023. This robust growth, at a compound annual growth rate (CAGR) of 10.5% from 2023 to 2033, is driven by several key factors.



The primary drivers of this market expansion include the rising global demand for food, spurred by booming population numbers, particularly in emerging regions such as the Asia Pacific and Latin America. Additionally, the increasing necessity for water conservation, especially in arid areas, has led to heightened demand for micro irrigation systems.

These efficient irrigation solutions are becoming essential for sustainable agricultural practices, addressing both the need to boost crop yields and manage limited water resources effectively. As the market continues to grow, innovations in micro irrigation technology are expected to further enhance the capabilities and adoption of these systems worldwide.

Source: <https://www.morningagclips.com/market-us-smart-microirrigation-system-a-growing-trend/>



## 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



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