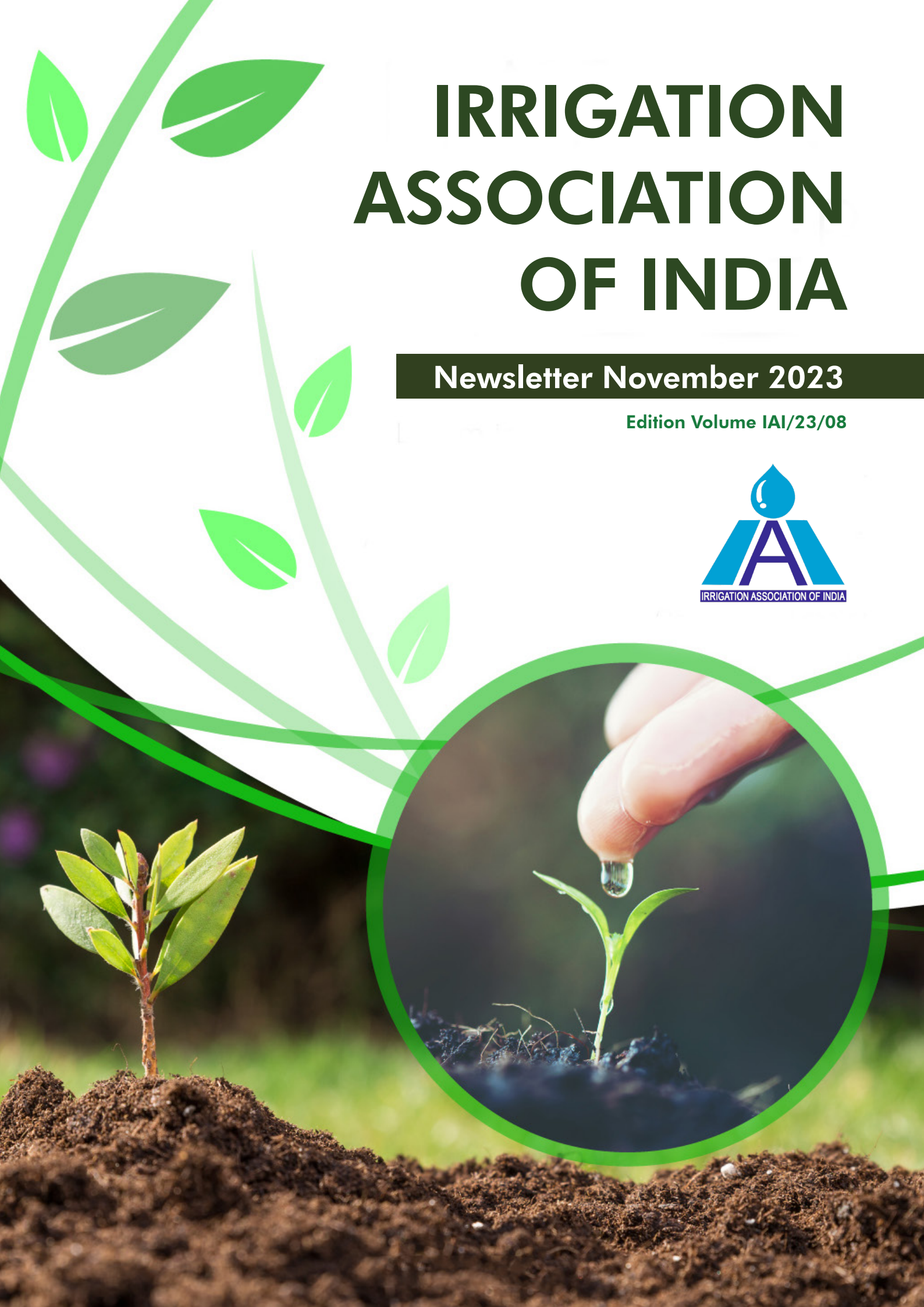


# IRRIGATION ASSOCIATION OF INDIA

Newsletter November 2023

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## “Minister CEO Conclave – Role of Industry” at 25th International Congress at Visakhapatnam, Andhra Pradesh



During the 25th International Congress in Visakhapatnam, Andhra Pradesh, on November 2, 2023, the Irrigation Association of India engaged in the "Minister CEO Conclave – Role of Industry," under the leadership of Hon. Minister Gajendra Singh Shekhawat. At this gathering, IAI representatives highlighted the critical challenges and obstacles hindering the country's goal of widespread adoption of Micro-Irrigation.

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# IAI and FICCI are collaborating to host the National Smart Irrigation Summit 2023

Irrigation Association of India (IAI) is organizing a "National Smart Irrigation Summit 2023" in association with the Federation of Indian Chambers of Commerce and Industry (FICCI) on 21st December at FICCI, Federation House, New Delhi.

The primary goal of this summit is to bring together policy makers, regulators, key stakeholders, experts, and innovators in the field of Irrigation to deliberate on transformative solutions and technological advancements that can reshape the landscape of agricultural water management.



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# Appointment Chairman and Vice Chairman of Odisha State Chapter

The Advisory and Nomination Committee of IAI during its 3rd meeting of the year approved the appointment of Chairman and Vice Chairman of the Odisha State Chapter. Both Chairman and Vice Chairman were selected from a List of Nominations received from the State Executive Committee. The constitution of the State Chapter will strengthen the presence of the Micro Irrigation Industry in the state. Under the Guidance of IAI Executive Committee, the State Chapter will work towards building the presence of the Association in the state, advocating relevant policy change and creating a general ease of doing business for companies.

**Odisha State Chairman** - Mr. Dil Bahadur, Regional Manager (Eastern States) Premier Irrigation Adritec

**Odisha State Vice Chairman** - Mr. Naresh Ch. Dikshit, Vice Cha Area Manager Rungta Irrigation Ltd.

## Curtain Raiser: 2-day Residential training program on Micro Irrigation – Micro Irrigation Technologies, Design, Operation & Maintenance

"The Irrigation Association of India has unveiled the Curtain Raiser for its upcoming '2-Day Residential Training Program for MI Industry Professionals.' This program, the second in a series by the IAI Training and Education Committee, aims to elevate the skills of MI industry professionals regarding the latest Micro Irrigation (MI) technologies, encompassing design, installation, operation, and maintenance. Tailored for professionals dedicated to sustainable agriculture and water resource management, the preview highlighted specialized Training Modules for University Students, Nodal Agencies, and MI Industry personnel. With a positive industry reception, the 2-Day Residential Training Program is scheduled for January 2023 in Pune, Maharashtra." . .

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## Empanelment of Insurance Companies for Insurance under PDMC

Uttar Pradesh's Department of Horticulture & Food Processing offers insurance for all micro irrigation systems installed through the Central Sector PDMC Scheme. Following the updated 2023 Central Guidelines, these systems can now be insured for their expected lifespan, with the beneficiary or state government covering the premium. The Department is currently selecting Insurance Service Providers for these systems in the state.



(Source: [https://uphorticulture.gov.in/site/writereaddata/UploadNews/pdf/C\\_202307121206040062.pdf](https://uphorticulture.gov.in/site/writereaddata/UploadNews/pdf/C_202307121206040062.pdf))

## Use of the Underground Pipeline for the Conveyance of Irrigation Water



The G20 ECSWG team on Water Management, partnered with CEEW, has compiled Best Management Practices for Water Management. They've highlighted Underground Pipelines for Irrigation Water as an innovative approach. These pipelines could double irrigation water conveyance efficiency from 45% to 90%. The Government's Vision @2047 endorses the

adoption of Underground Pipelines, already implemented extensively across over 40,000 kms in India, notably in states like Gujarat, Maharashtra, and Rajasthan.

(Source: <https://mowr.nic.in/core/WebsiteUpload/2023/Final%20CEEW%20%20G20%20Compendium%20Water%202024Jul23.pdf>)

# New Carbon Trading Scheme opens up opportunity for Agri Sector



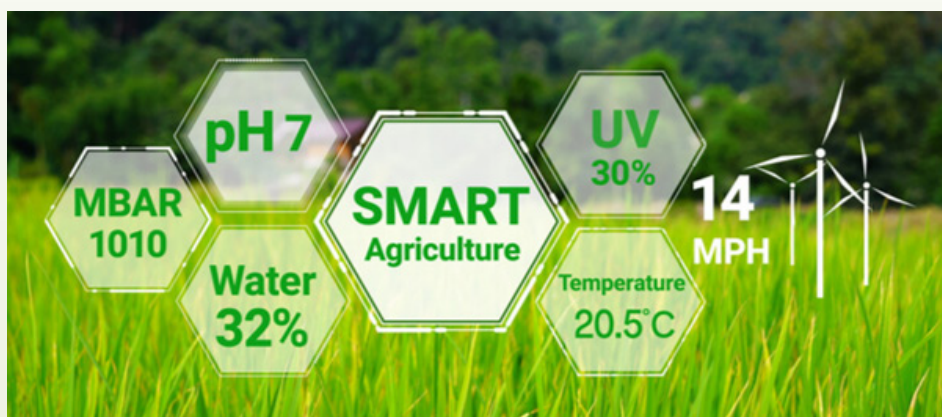
The New Carbon Trading Scheme 2023 introduced with amendments in Energy Conservation Act 2023 has introduced many benefits. With 5.5 lakh ha under rubber cultivation in the state, the new Carbon Trading Scheme has inspired efforts with the Carbon Audit of Government Seed Farm in the State. The audit by Kerala Agricultural University's College of

Climate Change and Environmental Science has declared the farm 170 tonne carbon negative. The Scheme permits the setting up carbon trading companies, which will identify a company or project that generates credits, register the project, get it audited by third party auditors, and find buyers. The success has motivated the College to encourage similar carbon audits of other farms in the state.

(Source: <https://www.gspma.in/news-and-announcement/new-carbon-trading-scheme-opens-up-opportunity-for-farm-sector>)

## What Climate- Smart Farming means for Smallholder Farmers of India

By 2050, India might wave goodbye to an area roughly equivalent to the size of Spain that's currently perfect for rainfed rice cultivation. That's a vast amount of land slipping away from one of the country's staple crops. Plus, a staggering 80% of smallholder farmers, the backbone of India's agricultural landscape, might face the wrath of at least one unforgiving climate hazard. It's not just about land; it's about livelihoods hanging in the balance.



(Source: <https://www.mckinsey.com/industries/agriculture/our-insights/what-climate-smart-agriculture-means-for-smallholder-farmers>)

## Haryana giving special incentive to farmers to adopt crop diversification

Haryana Govt's Mera Pani-Meri Virasat Scheme encourages crop diversification and water conservation. Targeting to save 42,480 crore liters of water in 2023-2024, it's a dual-purpose initiative supporting farmers' incomes and environmental protection.

(Source: <https://economictimes.indiatimes.com/news/economy/agriculture/haryana-giving-special-incentive-to-farmers-to-adopt-crop-diversification/articleshow/104633572.cms> )

## Maharashtra may cut area under chana and wheat, shift to maize and jowar

Maharashtra, a major producer of chana and wheat, is shifting gears for the rabi season due to water concerns. They're slashing chana and wheat cultivation by 27% and 20% respectively, favouring jowar and maize that demand less water. October's high temperatures, depleted reservoirs, and sparse winter rainfall are posing challenges. While irrigated regions lean towards sugarcane, rainfed areas are urged to grow jowar and maize, crucial for fodder needs. It's a strategic move to navigate water scarcity and support diverse farming practices.



(Source: <https://economictimes.indiatimes.com/news/economy/agriculture/maharashtra-may-cut-area-under-chana-and-wheat-shift-to-maize-and-jowar/articleshow/104476909.cms> )

## Automated Drip Irrigation a game changer in Horticulture

Numerous regions across the country are grappling with severe drought, severely impacting both agriculture and horticulture. In response to these challenges, the Water and Land Management Institute (WALMI) has devised an inventive concept: automated drip irrigation. This innovation holds the promise of enabling farmers to cultivate vegetables while conserving a significant amount of water.

(Source: <https://timesofindia.indiatimes.com/city/hubballi/automated-drip-irrigation-a-game-changer-in-horticulture/articleshow/103703559.cms> )



## The Fig Cultivation: Pursuit of Profit in Thar Region of Rajasthan

The Krishi Vigyan Kendra, Gudamalani in Barmer, Rajasthan, is actively advocating for the cultivation of figs within the state. Traditionally grown in sub-tropical regions like western Maharashtra, Gujarat, Uttar Pradesh, Karnataka, and Tamil Nadu, the KVK is now promoting fig cultivation in Barmer. Equipped with initial planting



resources and farming guidance from the KVK, farmers are urged to embrace drip irrigation methods to address water challenges in fig cultivation. Given the significant local and nearby market demand for figs, this cultivation presents a lucrative prospect for Indian farmers.

(Source: <https://icar.org.in/fig-cultivation-pursuit-profit-thar-region-rajasthan> )

## Secretary, Department of Water Resources, Chairs Meeting of the National Level Steering Committee of Atal Bhujal Yojana



Debashree Mukherjee, Secretary of the Department of Water Resources, chaired the fifth meeting of the National Level Steering Committee for the Atal Bhujal Yojana under the Ministry of Jal Shakti. This scheme focuses on community-led groundwater management in water-stressed regions across Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, and Uttar Pradesh. The meeting



highlighted positive impacts like increased groundwater levels, improved water storage, and a community-driven approach to groundwater management.

(Source: <https://thewaterdigest.com/secretary-department-of-water-resources-chairs-meeting-of-the-national-level-steering-committee-of-atal-bhujal-yojana/>)

## Groundwater Rises by Four Metres in Telangana

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Rajat Kumar, the Irrigation Special Chief Secretary, recently greenlit the 'Dynamic Ground Water Resources of Telangana State for 2023' during the State Level Committee (SLC) session. This report, jointly crafted by the state's Groundwater Department and the Central Groundwater Board of the Ministry of Jal Shakti, evaluates the state's groundwater reserves. In Telangana, the current assessable groundwater stands at 739 tmcft, witnessing an impressive average rise of over 4 meters in the past 9 years. This surge is credited to reduced reliance on groundwater and the enhancement of surface water sources—revival of tanks and the implementation of artificial recharge methods like check dams, percolation tanks, and recharge shafts.

(Source: <https://thewaterdigest.com/groundwater-rises-by-four-metres-in-telangana/> )



## Micro Irrigation Market Set to Multifold by 2030

The global micro irrigation market's projected growth to reach a staggering value of US\$ 19 billion by 2030 signifies its rapid expansion and critical importance in agriculture. This market includes various innovative irrigation methods like drip and sprinkler systems designed to efficiently deliver water to crops.

(Source: [https://finance.yahoo.com/news/micro-irrigation-market-set-multifold-081700068.html?guccounter=1&guce\\_referrer=aHR0cHM-6Ly93d3cuZ29vZ2xlLmNvbS8&guce\\_referrer\\_sig=AQAAEE-5VdcNtGvB\\_Opl30tRydEflkgAe-mqHSYOk4E1FhSXd](https://finance.yahoo.com/news/micro-irrigation-market-set-multifold-081700068.html?guccounter=1&guce_referrer=aHR0cHM-6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAEE-5VdcNtGvB_Opl30tRydEflkgAe-mqHSYOk4E1FhSXd))

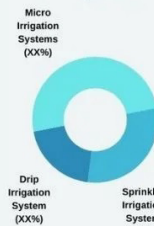
### GLOBAL MICRO IRRIGATION MARKET ANALYSIS, 2023-2030

RationalStat  
Value & Growth

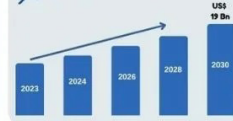
CAGR (2023-2030) : 11.4%

Growing concerns over water scarcity and the need to optimize water usage in agriculture are driving the adoption of micro irrigation systems

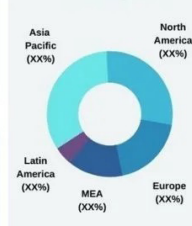
#### MARKET SHARE BY TYPE, 2023E



#### MARKET OVERVIEW



#### MARKET SHARE BY REGION, 2023E



#### LEADING COMPANIES

- Netefim Limited
- Lindsay Corporation
- The Toro Company
- Deere & Company
- Rivulis Irrigation Limited
- Nelson Irrigation Corporation
- Rain Bird Corporation

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## World Bank Approves \$148 Million Financing for Minor Irrigation Project



The World Bank just gave a nod to a game-changing \$148 million loan, unlocking a flood of opportunities for West Bengal, India! This financial boost is set to transform irrigation practices, tapping into both surface and groundwater. But here's the real gem: it's not just about water; it's about changing lives in rural areas. Picture this loan as a key to unlock better lives, improved farming, and brighter futures for countless people in West Bengal.

Source: <https://www.worldbank.org/en/news/press-release/2023/06/09/world-bank-approves-148-million-financing-for-minor-irrigation-project-to-support-water-availability-increase-food-secure>

# Precision Irrigation Game- Changer for blueberry cultivation



The world of cash crops, like the illustrious blueberries, isn't just about planting and hoping for the best. It's a high-stakes game that demands precision. Enter drip irrigation and fertigation, the dynamic duo that perfectly caters to these crops' unique water needs. Picture a high-speed delivery system for water and nutrients, fine-tuned to optimize supply and slash waste. Irritec isn't just a spectator; it's a game-changer in this agricultural arena. They're crafting top-notch irrigation systems that revolutionize how blueberries thrive. Partnering with companies, they're driving a transformation—think a futuristic makeover

Source: <https://www.freshplaza.com/europe/article/9526246/precision-irrigation-for-blueberry-cultivation/>

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# 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

99, GF, World Trade Centre  
Babar Road, New Delhi - 110001

**Phone:** +91 9910836560

**Email:** [director@iaiiindia.org](mailto:director@iaiiindia.org)

