

»» NEWSLETTER ««

IRRIGATION ASSOCIATION OF INDIA

Voice of Irrigation Industry

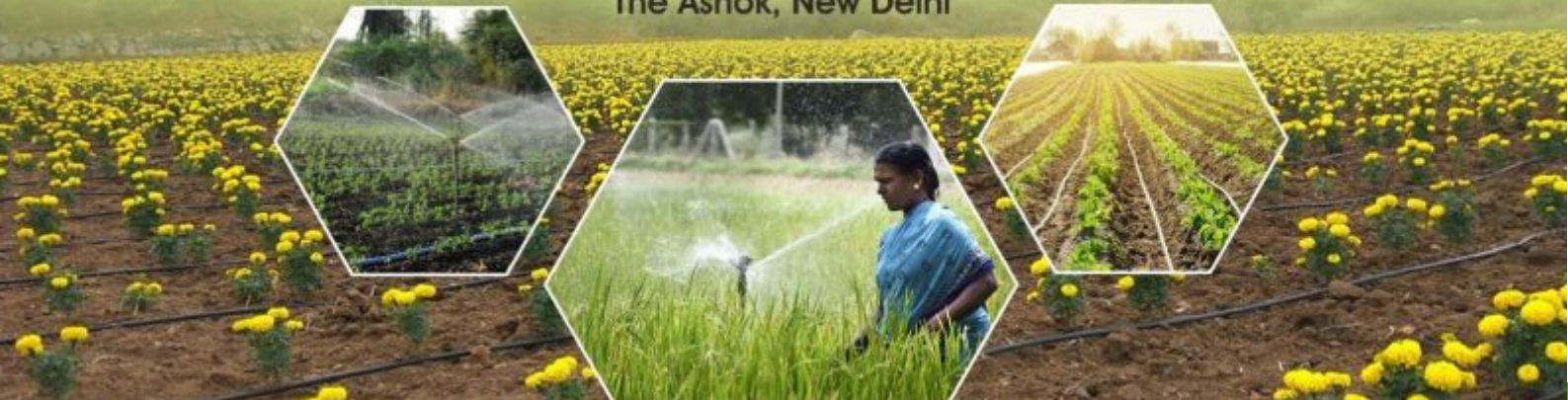


IAI UPDATES



National Workshop on Per Drop More Crop

31st May 2023
The Ashok, New Delhi



NATIONAL WORKSHOP ON "PER DROP MORE CROP"



The Department of Agriculture & Farmers Welfare (DoA&FW), Ministry of Agriculture and Farmers Welfare, Govt. of India orchestrated a National Workshop called "Per Drop More Crop" on May 31, 2023, in New Delhi. This workshop aimed to foster discussions among various stakeholders regarding strategies to enhance the adoption of micro irrigation in India.

The meeting was attended by high-ranking officials from DoA&FW, Indian Council of Agricultural Research (ICAR), Ministry of Jal Shakti, Bureau of Water Use Efficiency, NABARD, State Nodal Agencies/Departments of Agriculture and Horticulture, along with Farmer Producer Organizations (FPOs), Agri-Start Ups, and Farmers.

Shri Franklin L. Khobung, Joint Secretary of DoA&FW, Govt of India chaired an interactive session wherein he briefed on Draft PDMC Operational Guidelines. Participants shared their input regarding different aspects of these guidelines. The National Workshop effectively fostered discussions among various stakeholders, underscoring the significant roles played by State Governments and Micro Irrigation Companies in propelling Micro Irrigation. The Central Government's pivotal roles were guidance and financial backing. The suggestions gathered from participants will be taken into account by DoA&FW for potential inclusion in the upcoming revision of the PDMC Operational Guidelines.

The micro-irrigation sector was represented by **Shri. Shrikant Goenka, President of the Irrigation Association of India (IAI)**. He highlighted that India's MI Industry is dynamic and continually growing. These companies have reached out to millions of farmers, providing them with awareness and training on Micro Irrigation Systems' usage and upkeep. Despite this progress, the annual growth has plateaued. To counter this, integrating transformative solutions could expedite implementation efforts and extend coverage. The workshop additionally delved into various Public Private Partnership (PPP) Models applicable to Micro Irrigation.



The key suggestions received during the National Workshop are outlined below:-

1. OPERATIONALIZATION OF THE PDMC SCHEME FOR 12 MONTHSTIMELY DISBURSEMENT OF SUBSIDY
2. ESTABLISHMENT OF PROJECT MANAGEMENT UNIT (PMU)
3. UPDATION OF PDMC GUIDELINES
4. FORTNIGHTLY STATE REVIEW AND MONTHLY GOI STEWARDSHIP COUNCIL REVIEW
5. TRANSPARENT ONLINE PORTAL & DEDICATED MANPOWER AT THE DISTRICT LEVEL
6. CONVERGENCE OF PM KUSUM & PDMC

1ST IAI EXECUTIVE COMMITTEE MEETING OF THE YEAR 2023



Irrigation Association of India held its first Executive Committee Meeting of the year 2023 on **June 30th** at the **India International Centre in New Delhi**. The meeting included existing and new committee members discussing micro irrigation industry prospects in different regions. Subcommittees presented their 2023-2024 plans and budgets. The Executive Committee defined IAI's focus and support for strengthening micro irrigation nationwide, based on industry challenges and opportunities outlined across states.

IAI Executive Committee and Sub Committee members engaged in an **Interactive session with Shri Franklin L. Khobung, Joint Secretary (RFS/NRM) of the Department of Agriculture and Farmers Welfare** on June 30, 2023, at the India International Centre, New Delhi. This session provided a platform for dialogue between the Indian Government and the Micro Irrigation Industry. Joint Secretary shared the Indian Government's viewpoint on advancing Micro Irrigation, the roles of both Central and State Governments, the significance of the Micro Irrigation Industry, and key success factors for its enhancement. The committee members also voiced industry concerns, including MI Company registration, Unit Cost Norms update, Central Guidelines for the Per Drop More Crop (PDMC) Scheme, and State Norms. These discussions will contribute to the industry's future strengthening.



IAI SUBMITTED THE REPRESENTATION ON THE REVISION OF PDMC OPERATIONAL GUIDELINES

Irrigation Association of India has been organizing several consultative meetings with members of its Executive Committee, Technical Committee, and other senior members of the Association to discuss and finalize suggestions/recommendations of the Micro Irrigation Industry on the Proposed Revision of PDMC Operational Guidelines. IAI shared its Recommendations on Technical/Operational/Financial provisions of the Guidelines to GoI highlighting the concerns and advocating changes in policy.

EXHIBITION AT MEGA EVENT ON MISSION LIFE ON WORLD ENVIRONMENT DAY

Irrigation Association of India organized an exhibition at the **Mission LiFE Mega Event** on June 5, 2023. The aim was to promote Mission LiFE adoption in agriculture. IAI showcased innovative micro-irrigation technologies like drip and sprinkler irrigation, developed by India's micro-irrigation industry. These technologies assist farmers in managing water efficiently amid erratic rainfall patterns, reducing losses, boosting productivity, minimizing fertilizer usage, and conserving energy. The event also facilitated networking with government and industry leaders and experts.



MEETING WITH THE NATIONAL BUREAU OF WATER USE EFFICIENCY

Irrigation Association of India participated in the **2nd Sub Group of the Task Force** on the Irrigation sector on June 16, 2023. The meeting was aimed to address challenges in enhancing irrigation efficiency within Canal Commands. Discussions centered around the report by the National Bureau of Water Use Efficiency and the importance of measuring both Conveyance and On Farm Efficiencies, particularly in light of groundwater depletion. The meeting was attended by officials from the **Bureau of Water Use Efficiency, Central Water Commission, State Water Resources Departments, CGWB, NITI Ayog, and the Irrigation Association of India**

PROJECT MANAGEMENT UNIT (PMU) UNDER THE PDMC SCHEME

Irrigation Association of India is collaborating with the **Ministry of Agriculture & Farmers Welfare, Govt. of India** to establish a **Project Management Unit (PMU)**. The PMU's primary roles include proficiently supervising the PDMC Scheme and enhancing its utilization across state governments. It will thoroughly evaluate the present scenario, strategize for greater adoption, aid DoA&FW, and propose potential interventions and policy adjustments for future growth objectives. The PMU will compile comprehensive documents, oversee implementation, and liaise with state governments for up-to-date PDMC data.

INDUSTRY UPDATES

DEPARTMENT OF HORTICULTURE & FOOD PROCESSING, UTTAR PRADESH FINALIZE PRICES OF MICRO IRRIGATION SYSTEMS (MIS) IN UTTAR PRADESH

Department of Horticulture & Food Processing, Govt. of UP has recently determined the prices for Micro Irrigation Components to be provided by Micro Irrigation Companies operating within the state. Recognizing Uttar Pradesh as a category B state in accordance with PDMC Operational Guidelines, and understanding the extra costs borne by companies in supplying these components, a 15% allowance for additional expenses has been granted. Remarkably, Uttar Pradesh stands out as one of the rare states in India to embrace "Free Pricing," allowing companies to provide these components at their own quoted prices.

NATIONAL NEWS

MEGA EVENT ON MISSION LIFE CELEBRATED ON WORLD ENVIRONMENT DAY

The Ministry of Agriculture and Farmers Welfare, Govt. of India hosted a major event for **Mission LiFE on World Environment Day**, June 5, 2023. The event aimed to promote Mission LiFE adoption in agriculture and tackle climate change impacts. The event was attended by **Minister of State for Agriculture Shri. Kailash Chaudhary**, officials from DA&FW, ICAR, FPOs, Agri-Start Ups, Scientists, Students, and Farmers from various states, it featured sessions, panel talks, and exhibits showcasing innovative technologies.

Hon'ble Minister encouraged the uses of technologies to counter climate change effects on agriculture and mitigate the drawbacks of unsustainable farming practices on the climate and environment. Farmers were encouraged to adopt Climate Resilient Crop Varieties, Natural and Organic Farming, Water Efficient technologies like Micro Irrigation, and Agricultural Waste Recycling.



(Source: <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1930007>)

52% OF CULTIVATED LAND HAS ACCESS TO IRRIGATION FOR THE FIRST TIME - NITI AAYOG

Niti Aayog, the Govt. of India Think Tank, released updated information about irrigation coverage in India. The data indicates that 73 million hectares, equivalent to 52% of the total gross sown area, now have irrigation access. Among the irrigated land, 40% relies on canal networks, while 60% is sustained by groundwater sources. Niti Aayog highlights the necessity of advocating for water-efficient methods such as Micro Irrigation, encompassing Drip and Sprinkler Irrigation, in these irrigated regions. Notably, there's an untapped potential of approximately 60 million hectares for introducing micro irrigation. While traditional surface irrigation offers just 60% efficiency, drip irrigation boasts an impressive efficiency rate of nearly 90%.

(Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=1917700>)

MEETING OF NATIONAL LEVEL STEERING COMMITTEE OF ATAL BHUJAL YOJANA



Secretary, Department of Water Resources, Govt. of India chaired the **4th meeting for the National Level Steering Committee** of the **Atal Bhujal Yojana**. This initiative, known as ATAL JAL, has been in action since April 2020 across 7 states (viz: Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, and Uttar Pradesh) and 80 districts, targeting water-stressed areas. The scheme centers on crafting Water Security Plans that communities devise to enhance water demand and supply in Gram Panchayats. It promotes measures like efficient irrigation methods (drip/sprinkler), pipeline systems, mulching, and crop diversification to lower water usage. The scheme's success hinges on converging all water-related departments for effective plan implementation. Notably, the Atal Bhujal Yojna's duration has been extended until 2027.

(Source: <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1927572>)

RUBICON WATER RECEIVES WATSAVE AWARD FOR IRRIGATION MODERNIZATION PROJECT

Rubicon Water, an Australian technology company has recently received ICID Watsave Award for Technology. The Australian Tech Company received the award for an Irrigation Modernization Project implemented by it in the drought-affected and water-scarce state of Karnataka, India. The company has installed more than 4000 automated gates with sophisticated software and communication infrastructure. The integrated irrigation management software precisely manages the demand for water within the extensive Narayanpur Left Bank Canal precisely delivering the desired flow and volume of water to farmers located throughout the network. The farmers of the once Manually operated and outdated irrigation system are seeing the benefits with farmers at the end of the 3000km canal receiving water.

HOW TO MAINTAIN AND CARE FOR DRIP IRRIGATION SYSTEMS

The use of agricultural irrigation system equipment has become increasingly common in agricultural production, bringing us great convenience. However, like other products, agricultural irrigation equipment also needs maintenance and upkeep. The current agricultural environment is also very complex, and different environmental factors and natural elements can affect the use of irrigation equipment. Owners of drip irrigation systems need to check water quality, sedimentation, and filtration tanks need to be cleaned regularly, pipes need to be flushed and pipes dismantled during periods of non-usage. Details of maintenance are available at the link below.

(Source: [Source:https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1927572](https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1927572))

INTERNATIONAL NEWS

INDONESIA PIONEERS IRRIGATION SERVICE DELIVERY INNOVATION

Through innovative irrigation service agreements, the World Bank's Strategic Irrigation Modernization and Urgent Rehabilitation Project is tackling the country's issues of quality-of-service delivery and accountability in the irrigation sector.

(Source: <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1927572>)



BETTER TOGETHER

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