



# IRRIGATION ASSOCIATION OF INDIA

Newsletter July 2024

Edition Volume IAI/24/15



# Autodrip

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## IAI Leadership Met with Uttar Pradesh Chief Secretary



Upon the invitation of the Hon'ble Chief Secretary of Uttar Pradesh, the IAI Delegation, led by Shri Kaushal Jaiswal, IAI President, had the privilege of meeting Shri Manoj Kumar Singh. During the meeting, Shri Kaushal Jaiswal presented on the development of the Micro Irrigation ecosystem in Uttar Pradesh and shared the outcomes of recent upskilling training programs held in Mirzapur and Jhansi.

The Chief Secretary appreciated the IAI's efforts in promoting Micro Irrigation in the state and emphasized the importance of skilling for the success of the scheme. Consequently, he directed the IAI to conduct similar upskilling training programs in key districts such as Agra, Saharanpur, Banda, Jalaun, Chitrakoot, and Mahoba.

**Senior Officials from the Government of Uttar Pradesh were also present at the meeting, including:**

- Ajay Srivastava, OSD to CS, GoUP
- Janmajay Shukla, JMD, UPSRLM
- Neeraj Kaushal, Nodal Micro Irrigation, Horticulture and Food Processing Dept., GoUP
- Yogesh Bandhu, World Bank, Uttar Pradesh Agriculture Accelerated Project
- Rakesh Srivastava, UPSRLM
- Deepak Mathur, Lead, TRIF Embedded Cell

## IAI participated in a Meeting organized by APMIP-HO

A meeting was chaired by the Secretary of Agriculture, Government of Andhra Pradesh (GoAP), where he informed the industry representatives that the newly appointed government has set an ambitious goal of achieving 3 lakh hectares under micro-irrigation this financial year. He mentioned that a revised tentative annual action plan for FY 2024-25 has been prepared based on the potential of various districts.

The IAI highlighted that approximately ₹1,100 crore in payments are pending for micro-irrigation companies. Due to these prolonged delays, many companies are struggling for survival, putting their existence at risk. The IAI emphasized the urgent need for resolution to revive the industry, enabling it to support the GoAP in meeting its ambitious targets for the state.

<https://horticulturedept.ap.gov.in/Horticulture/GeneralReports.aspx>

## **IAI-MH discusses pending payments of the MI-Industry and Initiation PDMC-RKVY Scheme with Smt. IAI, Chief Agriculture Secretary GoM**



IAI delegation led by Shri Zumbarlal Hiralal Bhandari, Chairman of IAI-Maharashtra, engaged in an interactive discussion with Smt. Brinda Devi, IAS, the newly appointed Chief Secretary (Agriculture) of the Government of Maharashtra. The delegation emphasized the importance of schemes like the Rastriya Krishi Vikas Yojna - Per Drop More Crop in enhancing agricultural productivity and water use efficiency. They requested the Chief Secretary's immediate intervention in launching the RKVY-PDMC 2024-25 program, issuing pre-sanctions, and ensuring the timely release of payments to the micro-irrigation industry for the financial year 2023-2024. With the Government of India planning to bring 100 lakh hectares under micro-irrigation over the next five years (2025-2026 to 2029-2030) and Maharashtra targeting an ambitious 5 lakh hectares per year under micro-irrigation, the delegation stressed that prompt actions by the Chief Secretary could position Maharashtra, a water-scarce state, as a leader in micro-irrigation adoption.

## **IAI Presidium met with the Joint Secretary (RFS) of the Ministry of Agriculture and Farmers Welfare to discuss the progress of micro-irrigation adoption across the country**

A delegation from the Irrigation Association of India (IAI), led by President Shri Kaushal Jaiswal, recently met with the Joint Secretary of the Ministry of Agriculture and Farmers Welfare, Government of India. During the discussion, President Jaiswal highlighted the critical issue of prolonged delays in payment disbursement to micro-irrigation companies across various states, including Andhra Pradesh, Maharashtra, Gujarat, Haryana, Rajasthan, and Telangana. The Joint Secretary assured the delegation that a meeting would soon be convened with these states to identify and address the bottlenecks causing the delays.

## **IAI Submitted the detailed representation on DBT Model and E- Rupee model for subsidy disbursement for PDMC scheme**

During a recent meeting at Krishi Bhawan with the IAI Presidium, the Joint Secretary from the Ministry of Agriculture and Farmers Welfare, Government of India, expressed the government's interest in streamlining the subsidy disbursement process. He requested the IAI President to provide a detailed proposal on the DBT model and the E-Rupee mechanism for subsidy distribution. After thorough discussion, the IAI submitted the detailed representation to the Government of India for consideration.

# IAI was invited in VC meeting to discuss various issues of Per Drop More Crop (PDMC) organized by Ministry Agriculture and Farmers Welfare, Govt of India

A Virtual meeting was held under the chairmanship of Shri Franklin Khoboung, Joint Secretary, Ministry of Agriculture and Farmers Welfare, Govt. of India. In this meeting Irrigation Association of India was also invited along with all major states of the country including Andhra Pradesh, Maharashtra, Gujarat, Telangana, Tamil Nadu, Haryana and Rajasthan.

## Key agenda of the meeting

- Pendency of subsidy disbursement to beneficiaries for FY 2023-24 and previous years under PDMC and status of payment of the same.
- Action taken on implementation of Micro Irrigation under PDMC in the Sugarcane sowing areas in coordination with Sugar industries/Associations in the States of Andhra Pradesh, Maharashtra, Telangana, Tamil Nadu, Karnataka, Uttar Pradesh.



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## Carbon Credits to bolster farmers income in Uttar Pradesh, over 202 crores to be distributed



The Government of Uttar Pradesh will bolster the income of farmers through carbon finance or carbon credits. In massive plantation drives organized across six divisions — Gorakhpur, Lucknow, Bareilly, Meerut, Moradabad farmers in the state have been encouraged to plant fast-growing trees such as poplar, melia, dubia and semal. The GoUP has agreed to purchase carbon credits from the farmers once in every five years at \$US 6 per credit. The total carbon credits depend on the potential of green vegetation to absorb carbon dioxide from the atmosphere.

Globally, one carbon credit is equal to one metric ton of carbon dioxide, or in some markets, carbon dioxide equivalent gases (CO<sub>2</sub>-eq). Carbon Credits from afforestation are one of the top generators of carbon credits in the world. A variety of projects can be used to reduce GHG emissions and thus to generate carbon offsets and credits. These can include land use improvement, methane capture, biomass sequestration, renewable energy, industrial energy efficiency or water use efficiency.

(Source: <https://timesofindia.indiatimes.com/city/lucknow/carbon-credits-to-boost-farmers-income-in-uttar-pradesh/articleshow/111793843.cms>)

## Godrej Agrovet Limited's Oil Palm Business Opens its first Samadhan centre in Thanjavur, Tamil Nadu

Godrej Agrovet Limited's Oil Palm Business has inaugurated its first Samadhan Centre in Thanjavur, Tamil Nadu. The opening ceremony was attended by Dr. TRB Rajaa, Hon'ble Minister of Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu; Sougata Niyogi, CEO of Oil Palm Business at Godrej Agrovet; Rakesh Swami, Group President of Corporate Affairs at Godrej Industries Group; and members of the OPP team.



The Samadhan Centre is designed to be a key resource in the palm oil industry, helping oil palm farmers enhance their yields through the latest agricultural techniques and improved productivity. Building on the success of 15 existing Samadhan Centres in Andhra Pradesh and Telangana, the Thanjavur Centre

aims to equip farmers with advanced technology and global best practices. It will support farmers in making informed decisions about oil palm cultivation, ultimately fostering sustained income growth.

(Source: [https://www.linkedin.com/posts/sougata-niyogi-992b2a25\\_godrejagrovetltd-brighterfarming-improvingfarmerproductivity-activity-7217180436148494337-3x7P?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/sougata-niyogi-992b2a25_godrejagrovetltd-brighterfarming-improvingfarmerproductivity-activity-7217180436148494337-3x7P?utm_source=share&utm_medium=member_desktop))

## MICADA Haryana encourages farmers in the Canal Commands to improve On Farm Water Use Efficiency and adopt Micro-Irrigation Technologies

The Micro Irrigation & Command Area Development Authority (MICADA) Haryana has selected six clusters under the Bansa Minor and Gagsina Minor canals for the installation of micro-irrigation infrastructure. With Cultivable Command Areas (CCA) ranging from 100 to 450 hectares, the integration of micro-irrigation technologies—such as sprinklers, mini sprinklers, and drip irrigation—can enhance on-farm water utilization by 45-90%. As the nodal agency for promoting micro-irrigation in Haryana and implementing the Centrally Supported Per Drop More Crop (PDMC) Scheme, MICADA also manages the integration of Command Area Development and Water Management (CADWM) with PDMC. Farmers in these clusters can receive up to 85% financial assistance for micro-irrigation systems under the scheme. MICADA has established a Farmer Online Application Web Portal for PDMC Scheme registration, available to farmers year-round.

(Source: <http://cada.hartron.io/assets/home/Guidelines%20MI.pdf>)

## Soil Health Card – An Interactive Dashboard and an Online Web Based Platform



Soil Health Card Portal is a web and smart phone-based application developed for Ministry of Agriculture & Farmers Welfare, Government of India. It facilitates generation of Soil Health Cards (SHC) in 22 different languages, 5 dialects and in local units for the benefit of farmers in uniform and standardized format across the country.

A SHC provides the farmer with the nutrient status of his land and gives recommendations on the dosage of fertilizers, bio-fertilizers, organic fertilizers as well as soil amendments to maintain soil health in the long run. Micro Irrigation Technologies including both Drip and Sprinkler Irrigation Systems support the efficient application of nutrients. Soil Health Cards (SHC) provide farmers and service providers with access to scientific knowledge on Soil Health including key Macro and Micro Nutrients enabling evidence-based application of soil nutrients.

Source: <https://soilhealth.dac.gov.in/home>



## Budget 2024: FM Nirmala Sitharaman unveils new plan for major agriculture upgrade



The Hon'ble Finance Minister Smt. Nirmala Sitharaman in her 7th Union Budget unveiled the new plan of the Govt. of India for major upgrade of the agricultural sector. The key focus of the Union Government has been on increasing productivity and resilience of the agricultural sector with key initiatives proposed including the development of High Yielding and Climate Resilient Varieties of seeds, natural farming, development of vegetable supply chains

and large clusters near major consumption centres. Other priorities include digital public infrastructure and promotion of agricultural research.

(Source: <https://economictimes.indiatimes.com/news/economy/agriculture/budget-nirmala-sitharaman-budget-2024-agriculture-budget-agriculture-farming/articleshow/111948520.cms>)

## Government of Maharashtra Receives Prestigious Best Agriculture State Award for 2024



The state of Maharashtra has been honoured with the prestigious "Best Agriculture State Award 2024". This significant accolade was received by the Chief Minister of Maharashtra, Eknath Shinde on 10th



July 2023 in Delhi for its pioneering efforts and innovative policies in the agricultural sector. One of the key initiatives contributing to this award is the launch of the country's largest Bamboo plantation mission. Spearheaded by the Hon. Pasha Patel Saheb, this ambitious initiative supports sustainable agricultural, environmental conservation and carbon sequestration.

(Source: <https://www.timesnownews.com/india/maharashtra-bags-the-best-agriculture-state-award-for-2024-article-111653744>)

## Sri Ganganagar Launches Online Irrigation System for Distribution of Canal Waters in the State



Sri Ganganagar district has launched an Online Irrigation Water Distribution System for farmers. Launched by Shri Lok Bandhu IAS, District Collector Ganganagar district, the Online Irrigation System is the 1st such initiative in the state. Under the Online Irrigation System, a digital database has been set up for Water User Associations to regulate their irrigation water share and schedule for agriculture. With an Online Irrigation System, farmers can

check the amount of water available to them and obtain slips online for their share of irrigation water, the duration of the water supply, and the time when the water will be released. With equal and timely distribution of water a key concern of farmers under canal commands, an Online Irrigation System will prevent human error caused due to the manual system, ensure equitable and timely distribution of water, and maintain transparency in the distribution of Canal water in the district.

(Source: <https://timesofindia.indiatimes.com/city/jaipur/sriganganagar-launches-online-irrigation-system/articleshow/109766307.cms>)

## Mahindra EPC Irrigation bags supply contract worth Rs 13 crore

Mahindra EPC Irrigation has been awarded contracts for the supply of micro irrigation systems for irrigating a land area measuring approximately 2,700 hectares. Mahindra EPC Irrigation manufactures micro-irrigation systems (MIS) consisting of drips and sprinklers at its facilities in Nashik, Vadodara, and Coimbatore. Mahindra EPC will complete the execution of the project in 12 months.



(Source: [https://www.business-standard.com/markets/capital-market-news/mahindra-epc-irrigation-bags-supply-contract-worth-rs-13-crore-124040600149\\_1.html](https://www.business-standard.com/markets/capital-market-news/mahindra-epc-irrigation-bags-supply-contract-worth-rs-13-crore-124040600149_1.html))



## Irrigation Department, Government of Haryana organized a One-Day Workshop on the Atal Bhujal Yojna

The Irrigation Department, Government of Haryana organized a One-Day Workshop on the Atal Bhujal Yojna at NIC Auditorium on 4th July 2024. The Workshop attended by senior government officials, the Government of Haryana aimed to discuss and chart out an implementation plan for the Atal Bhujal Yojana (Atal Jal) a Central Sector Scheme for facilitating sustainable groundwater management in the state. With Atal Groundwater levels falling across the state, senior government officials were advised to initiate implementation of the Scheme including awareness creation on the importance of water conservation and construction of rainwater harvesting measures. With adequate financial assistance under the Scheme, the construction of Rainwater Harvesting structures in the state will play a substantial role in promoting sustainable groundwater management through surface storage of runoff and groundwater recharge.



(Source: <https://gurugramnewsnetwork.com/responsibility-of-officials-is-fixed-for-water-conservation/>)

## North India lost 450 cubic km of groundwater in 2 decades, climate change to worsen depletion: Study



A recent study by the National Geophysical Research Institute (NGRI) in Hyderabad reveals a concerning decline in groundwater levels in India over the past two decades. The study, based on on-site observations, satellite data, and models, links this decline to increased irrigation demand and reduced groundwater recharge due to diminishing southwest monsoons and rising winter temperatures. Notably, North India has lost an estimated 450 cubic kilometres of groundwater in 20 years. To counteract this trend, sustainable water management practices—including surface storage, rainwater harvesting, and improved on-farm water use efficiency—are essential.

ter use efficiency—are essential.

(Source: <https://theprint.in/india/north-india-lost-450-cubic-km-of-groundwater-in-2-decades-climate-change-to-worsen-depletion-study/2163997/>)



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## World Water Week 25th – 29th August 2024



World Water Week will be held on 25th – 29th 2024. Centered on the theme water cooperation, for peace and security in its broadest sense. The theme, Bridging Borders: Water for a Peaceful and Sustainable Future aims us to recognize the regional and global interconnectivity of communities and nations, and underscores the collaborative effort needed to achieve a peaceful and sustainable future.



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World Water Week 2024 will focus on water cooperation, for peace and security in its broadest sense: human security, food and nutrition security, ecosystem security, energy security, etc. – and the relationship between all of these. The event will comprise a wide variety of sessions ranging from specialist scientific discussions to broad public policy debate designed to raise awareness of the theme, to advance the debate, to reach new consensus on key water challenges.

(Source: <https://www.worldwaterweek.org/>)

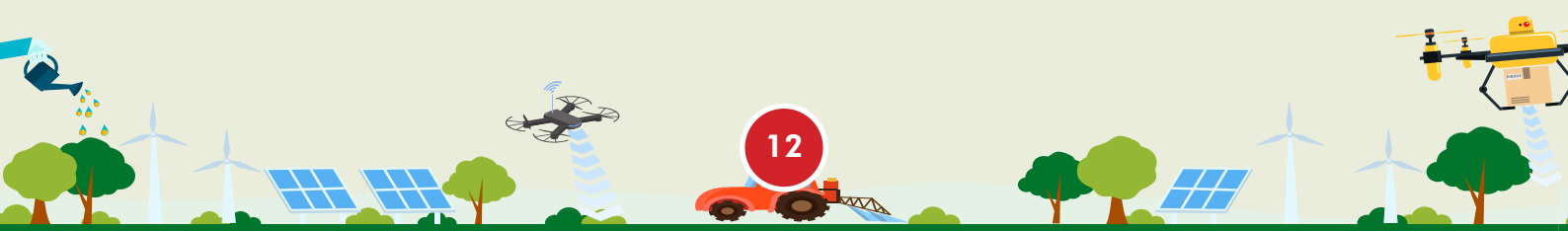
## Lindsay inks MENA irrigation supply agreement



Lindsay Corporation has signed a multi-year supply agreement to provide Zimmatic irrigation systems and FieldNET remote management and scheduling technology in the Middle East and North Africa region. This move is part of a broader strategy to support localized food production in the region.

The project is valued at more than \$100 million in revenues. Pivot shipments for this project will commence in the fourth quarter of fiscal 2024 and are scheduled to continue until 2025.

Source : <https://irrigationtoday.org/news/lindsay-inks-mena-irrigation-supply-agreement/>



## 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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