



IRRIGATION ASSOCIATION OF INDIA

Newsletter January 2025

Edition Volume IAI/24/10



2nd SMART IRRIGATION SUMMIT

11th MARCH 2025

FICCI Federation House, New Delhi

THEME : "MICRO IRRIGATION: PATH TO ACHIEVING WATER-FOOD-ENERGY SECURITY"

SUMMIT OBJECTIVES

- Facilitate a platform for insights sharing & and best practices among industry leaders, policymakers, & and experts in smart irrigation
- Engage in constructive discussions on policy frameworks and incentives for the broad-scale adoption of smart irrigation
- Provide networking opportunities for partnerships in developing smart irrigation solutions
- Incorporate the perspective of farmers to engage in constructive discussions on policy frameworks and incentives for the broad-scale adoption of smart irrigation

DELEGATE PROFILE

- Central and State Govt. officials
- Agriculture and Horticulture regulating bodies
- Farmer Associations
- Agriculture Universities
- Agri-Research Organization
- Environmentalists and Sustainability Experts
- Investors and Financial Institutions
- Technology Innovators

WHO SHOULD ATTEND

- Micro Irrigation companies
- Automation companies
- Pumps and Valves companies
- Pipe manufacturers
- Polymer Companies
- IOT and Tech Companies
- Remote Sensing Companies
- FPO and Farmers
- Agri Professionals
- Fertilizer and Agro-Chemical Manufactures
- Water Management Consultants

FOR MORE INFORMATION, PLEASE CONTACT

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IAI UPDATES



IAI Presents Industry Insights on Enhancing UPMIP in Meeting with Chief Secretary, GoUP

On January 11, 2025, the Irrigation Association of India (IAI) participated in a meeting with Shri Manoj Kumar Singh, IAS, Chief Secretary of Uttar Pradesh, in Lucknow. The meeting, chaired by the Chief Secretary, included key stakeholders of the Uttar Pradesh Micro Irrigation Project (UPMIP), including IAI members, industry leaders, government officials, financial institutions, and micro-irrigation companies.

The meeting's agenda focused on finding solutions to challenges, streamlining the adoption process, and fostering collaboration to advance micro-irrigation technologies within the state. The Uttar Pradesh Department of Horticulture leads UPMIP, a special purpose vehicle that promotes innovative irrigation solutions through the Per Drop More Crop (PDMC) scheme.



IAI - MP Chapter Met Commissioner of Horticulture- Govt. of Madhya Pradesh

Shri Omnath Verma, Chairman- IAI - MP Chapter along with other members, met and welcomed Smt. Priti Maithil Nayak, IAS in her office, the newly appointed Commissioner of Horticulture, Government of Madhya Pradesh. As Commissioner, she will oversee the state's horticultural development.

Key topics of discussion included:

- Fund allocation under the Per Drop More Crop (PDMC) Scheme 2024
- Implementation of PDMC Scheme 2024-25
- Annual Action Plan for 2025-26
- New registrations and dealer invoicing



IAI Participates in National Workshop on Solar-Powered Micro Irrigation



Shri Ajaya Behera, Chairman of IAI's Uttar Pradesh Chapter, joined a panel discussion at the national workshop on Harnessing the Potential of Solar-Powered Micro Irrigation for Accelerating Sustainable Agriculture on January 22, 2025, in New Delhi.

Hosted by the Alliance for Solarized Irrigation (ASI) in collaboration with ICAR-NIAP and ICA India, the workshop brought together industry leaders, researchers, and policymakers to address challenges and policy reforms for integrating solar-powered micro-irrigation. Discussions emphasized fostering synergy between solar energy and micro-irrigation for effective grassroots implementation.

Empowering Agriculture through Micro-Irrigation Automation

Irrigation Association of India organized a one-day training program on Micro Irrigation Automation on 10th January 2025, in Jaipur, Rajasthan. The Training Program was a phenomenal success, with over 100+ participants from diverse sectors — micro-irrigation professionals, manufacturers, agricultural engineers, and government officers—making the programme a vibrant hub for knowledge exchange and collaboration.



Key Highlights:

- Hands-on learning on cutting-edge technologies like IoT, AI, and SCADA systems
- Real-world insights into automation and precision farming
- Dynamic engagement with leading experts and industry pioneers



Equipping Youth with Technical Expertise in Micro-Irrigation Through Specialized Training Programs

The Irrigation Association of India (IAI) organized an Entrepreneurship Fair on January 23, 2025, in Chitrakoot, under a four-day training program on Micro-Irrigation Technologies, initiated by the Department of Horticulture & Food Processing, Uttar Pradesh.

40+ rural youth and women gained hands-on skills in installation, operation, and maintenance of micro-irrigation systems. Participants received IAI certification, enhancing employability. The fair connected them with industry experts, opening career opportunities. Now certified Micro-Irrigation Technicians, they will support companies in ensuring efficient irrigation systems, boosting farm productivity.



JOIN US
ENTREPRENEURSHIP FAIR
12th January 2025



BUILDING SKILLS IN MICRO IRRIGATION

TRAINING PROGRAMME & ENTREPRENEURSHIP FAIR FOR MICRO IRRIGATION TECHNICIANS



Irrigation Association of India is conducting a comprehensive **4-day training programme for Micro Irrigation Technicians** on the “**Installation, Operation and Maintenance of Micro Irrigation Technologies**” in collaboration with the Department of Horticulture & Food Processing, Govt. of Uttar Pradesh. The programme is designed to equip aspiring irrigation professionals with fundamental knowledge of micro irrigation technologies and skill-sets necessary to install, operate, maintain, repair and service basic micro-irrigation systems.

Under this programme, individuals - particularly rural youth and agricultural labourer - will be fully trained to pursue careers in the irrigation industry. Our “**Micro Irrigation (MI) Technicians**” will provide technical support and extension services to **micro-irrigation companies, authorized dealers, agribusinesses, agri-start-ups, FPO's, SHG, NGO's, extension agencies and farmers** associated with the Per Drop More Crop (PDMC) Scheme. The MI Technicians will take full responsibility for installation, maintenance, and repair of micro-irrigation systems including drip and sprinklers.

We are organizing an **Entrepreneurship Fair** in conjunction with the training programme to connect the participants interested in pursuing careers in the irrigation industry with micro irrigation companies.

BECOME A QUALIFIED MICRO IRRIGATION TECHNICIAN



Understanding Basic Micro Irrigation Technologies

Exposure of basic micro irrigation technologies (drip, sprinkler, mini sprinklers) including an understanding of how each part contributes to the effective delivery of water and overall efficient operation of the system



Know-How to Installation & System Maintenance

Comprehensive support to all participants in the installation and maintenance of a basic micro-irrigation system, including guided demonstrations, hands-on sessions and field visits.



Become an Irrigation Professional

Micro Irrigation Technicians with a fundamental knowledge of micro irrigation technologies will be fully responsible for delivering comprehensive technical support at the grassroots level including independent installation, operation, and maintenance services.

MICRO IRRIGATION TECHNICIANS WILL LEARN

- 1 Introduction to Micro Irrigation Technologies
- 2 Understanding Components of a Basic Micro Irrigation System
- 3 Components of an Irrigation supply and distribution network
- 4 Introduction to Filtration Systems & basics of Fertigation Scheduling
- 5 Maintenance of a Micro Irrigation System

DATE

UPCOMING ENTREPRENEURSHIP FAIRS 2024-2025

DATE	UPCOMING ENTREPRENEURSHIP FAIRS 2024-2025
19 December 2024	Agra
12 January 2025	Saharanpur
23 January 2025	Chitrakoot
06 February 2025	Banda
27 February 2025	Jalaun
06 March 2025	Mahoba

INDUSTRY UPDATES



Bureau of Indian Standards issues a new Standard IS:13487-2024

The Bureau of Indian Standards (BIS) has revised the IS:13487-1992 standard for online emitters. The revised Indian Standard (IS:13487-2024) serves as a benchmark for manufacturer and helps users select good quality emitters. Notable changes in the IS:13487-2024 include inclusion of previous amendments and revisions in procedures for measuring emission rate uniformity, emitter exponent and emitter unit constants by manufacturers. Compliance with IS:13487-2024 is mandatory for existing licences, with a compliance deadline set for 30th June 2025. Manufacturers must notify the relevant BIS offices by this date to ensure adherence.

Source: https://drive.google.com/drive/folders/1bARNW_6xiQ0Z06Mi7DQkHFto4NpxuNdv?usp=sharing

India's plastic pipe industry has significant headroom for growth

India's plastic pipe industry presents a significant growth potential, driven by its lower per-capita consumption compared to the global average. With an impressive 8% CAGR, the market is projected to reach Rs 500 billion by FY25, driven by investments in housing and infrastructure. The country's per-capita-pipe-consumption is notably lower than the world average and significantly lower than markets in USA, Europe and China, implying significant room for growth.

However, volatility in PVC prices continues to pose challenges, directly impacting the profit margins of manufacturers. Despite these hurdles, the long-term outlook for India's plastic pipe industry remains positive, bolstered by favourable market dynamics and increasing infrastructure investments.

(<https://economictimes.indiatimes.com/industry/indl-goods/svs/paper/-wood/-glass/-plastic/-marbles/indias-plastic-pipe-industry-has-significant-headroom-for-growth-jefferies/article-show/117221371.cms>) c pipe



Tez 1.3 LPH



Tez 2 LPH



Tez 4 LPH



Dual 1.2 LPH



Dual 2 LPH



Dual 4 LPH



6 mm
Nano 1.2 LPH



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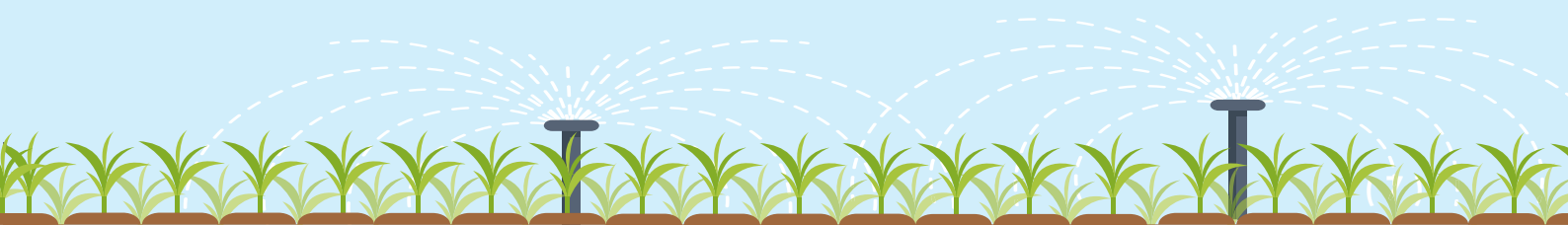


Government to consider expansion of Direct Benefit Transfer (DBT) Model for disbursement of Agri-subsidies: Shivraj Singh Chouhan, Minister of Agriculture



The Government of India (GoI) is working on policy-level changes aimed at simplifying fund disbursement processes under various schemes and programmes of the Ministry of Agriculture & Farmers Welfare (MoA&FW). The Ministry has indicated that future subsidy disbursements under Direct Benefit Transfers (DBT) are under consideration for fertiliser, seed and farming equipment, drip irrigation, poly-houses and tractors. Currently, the DBT Model of fund transfers is operational for centrally supported schemes such as the PM-Kisan Samman Nidhi. However, with policy-level changes under consideration the Ministry is exploring the possibility of extending Direct Benefit Transfers to other schemes and subsidies of the Ministry as well.

(Source: <https://economictimes.indiatimes.com/news/economy/agriculture/govt-may-consider-giving-agri-subsidies-via-direct-benefit-transfer-shivraj-singh-chouhan/articleshow/117609905.cms>)



NATIONAL NEWS



IAI President Highlights Precision Farming's Role in Soil & Water Conservation



In an exclusive interview with Agricultural Engineering Today, Shri Kaushal Jaiswal, President of IAI and MD of Rivulis India, emphasized the impact of precision farming and advanced technologies on soil and water conservation in India.

He highlighted the transformative role of Ag-Tech, including IoT, AI, drones, robotics, soil sensors, and weather modelling, in improving farm productivity, optimizing resources, and ensuring food security. These innovations provide accurate real-time data, reducing guesswork and enhancing decision-making, leading to sustainable and efficient agricultural practices.

(Source: https://www.linkedin.com/posts/kaushal-jaiswal-79220315_pdmc-agriculture-activity-7290408476986515456-1Zok?utm_source=share&utm_medium=member_desktop)

DRIP • SPRINKLER • HDPE PIPE


DHANUKATM

Where every drop counts...[®]

NEW PRODUCTS

Coming Soon...

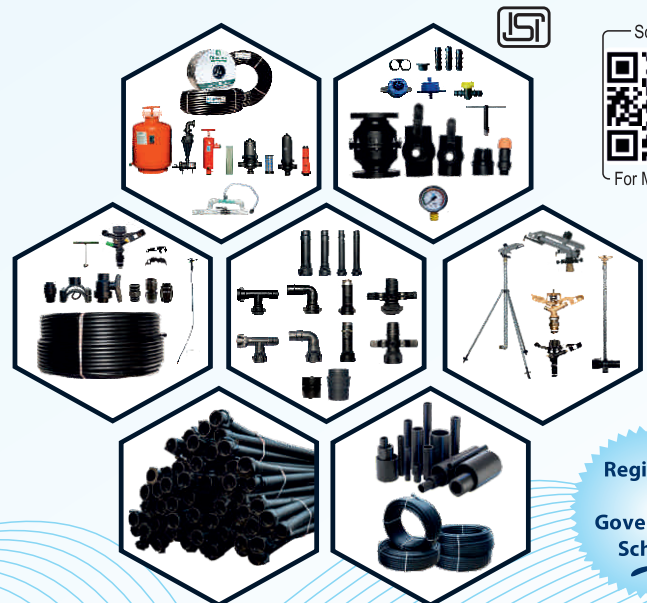


PVC PIPE



MULCHING

**Unlocking Prosperity... Drop by Drop
With Our Irrigation Systems**



Registered
in
Government
Scheme

DRIP IRRIGATION SYSTEM


MINI SPRINKLER SYSTEM

PORTABLE SPRINKLER SYSTEM

HDPE PIPE

ANANT IRRIGATION

38, A.K.V.N. Industrial Area, Rudhi-Bhawsinghpura, Harsud Road, Khandwa (M.P.) 450001 | Helpline No. : 76 10 10 00 21

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India Poised to Become Aliaxis' Largest Market by 2030



India is emerging as a key growth hub for Aliaxis, with a 15% annual organic growth rate, making it the company's third-largest market, generating €700 million in revenue. In an exclusive interview with Business Standard, Thierry Vanlancker, Executive Chairman & MD of Aliaxis, projected India's revenue to reach €1 billion in five years.

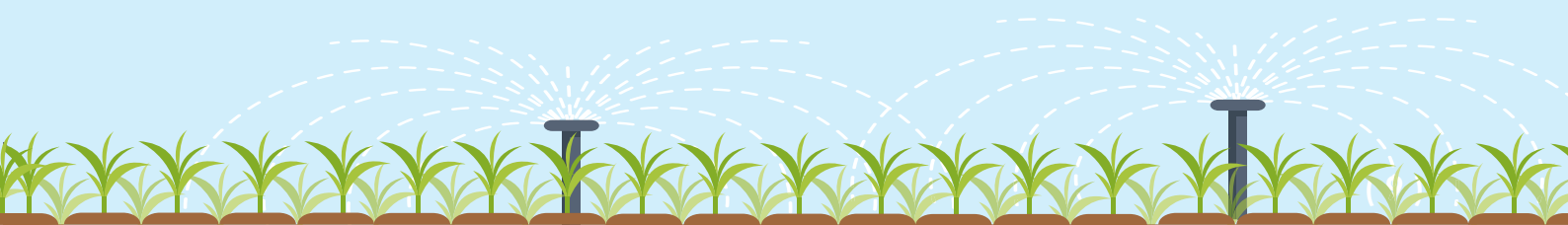
With seven manufacturing units and a 12%-13% market share, Aliaxis is expanding its footprint across building, infrastructure, industry, and agriculture. As a global leader, the company continues to drive innovation in advanced piping systems worldwide.

(Source: https://www.linkedin.com/posts/ashirvadpipes_india-is-the-biggest-growth-market-with-huge-activity-7264569074125271040-bazs/)

Gujarat Farmer Earns 50-60 Lakhs Annually through Hi-Tech Banana Cultivation and Tissue Culture Technology

Dhirendra Kumar Desai, a progressive farmer from Gujarat, transformed agriculture through innovation, boosting banana yield to 35 tons per acre. With an annual profit of 50-60 lakhs, he inspires farmers nationwide with modern, sustainable practices. Desai learned about drip irrigation, tissue culture bananas, and Integrated Bio-Nutrient Management (IBNM) for bananas. Inspired by the motto 'More Crop per Drop, Dhirendrakumar has adopted a continuous cropping pattern that significantly increased productivity and reduced costs.

(Source: <https://krishijagran.com/success-story/gujarat-farmer-earns-50-60-lakhs-annually-through-hi-tech-banana-cultivation-and-tissue-culture-technology/>)



INTERNATIONAL NEWS



Irrigation efficiency and proactive management go hand-in-hand



In Irrigation Today's article "Yes, Service Matters," Douglas Larson, President of Ag Water Chemical, emphasizes that quality service is essential for maximizing irrigation efficiency. Poor system performance—caused by blocked emitters, faulty drippers, and inadequate filtration—reduces yields and economic returns.

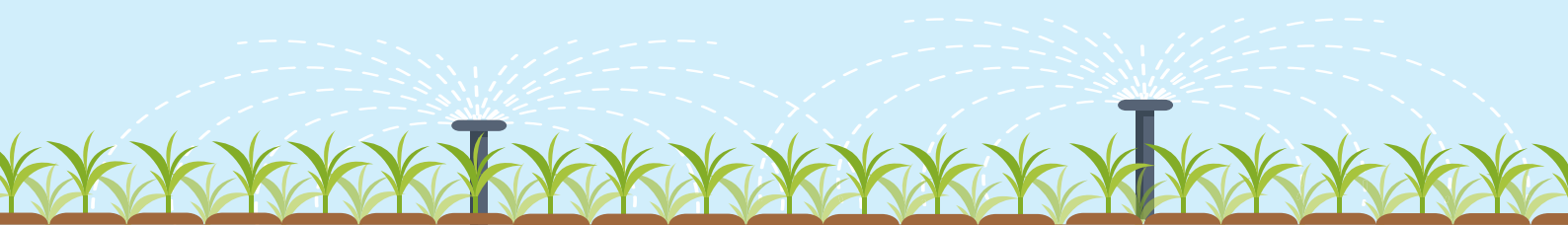
Ensuring clean water, proper filtration, and optimal pressures and flows is key to system effectiveness. However, businesses often struggle with the costs

of providing point-of-sale and after-sales services. Despite these challenges, investing in service enhances efficiency, customer loyalty, and long-term growth in the irrigation sector.

(Source: <https://irrigationtoday.org/features/yes-service-matters/>)

Precision Irrigation: A Solution to South Africa's Water Challenges

Africa's diverse agricultural landscapes face a major challenge—water scarcity. With climate change, droughts, and depleting water reserves, efficient water management is essential for sustaining productivity.

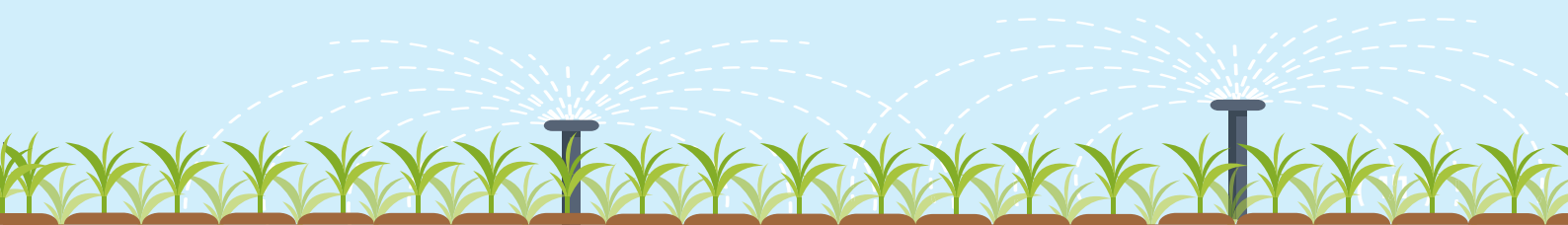




Precision irrigation offers a smart solution by delivering water directly to plant roots, reducing waste and maximizing efficiency. Techniques like drip irrigation and soil moisture sensors help farmers optimize water use, improve yields, and adapt to climate conditions.

As water challenges persist, adopting precision irrigation will be key to ensuring sustainable and profitable agriculture in South Africa.

Source: https://www.magzter.com/de/stories/business/Farmers-Weekly/PRECISION-IRRIGATION-EMPOWERING-AGRICULTURE-AMID-WATER-SCARCITY?srsltid=AfmBOopToNnKIGS8qkZ-fao-t3OTf5Akn_Ph2cCKoisxUCcvub6GG6pdM



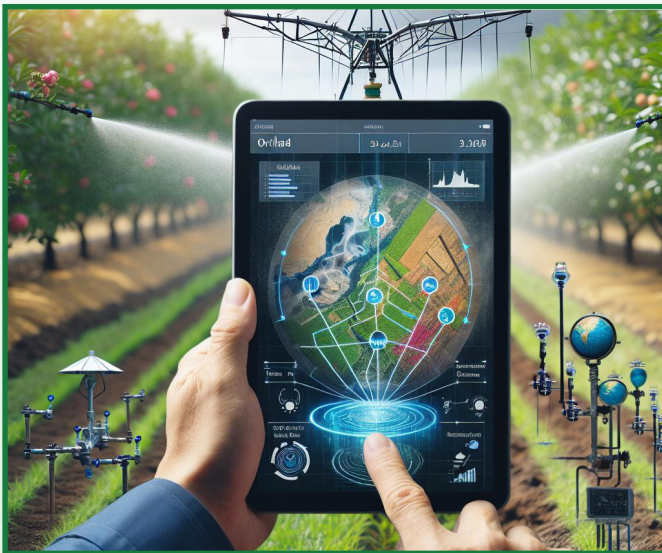
About Irrigation Association of India

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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