



IRRIGATION ASSOCIATION OF INDIA

Newsletter March 2025

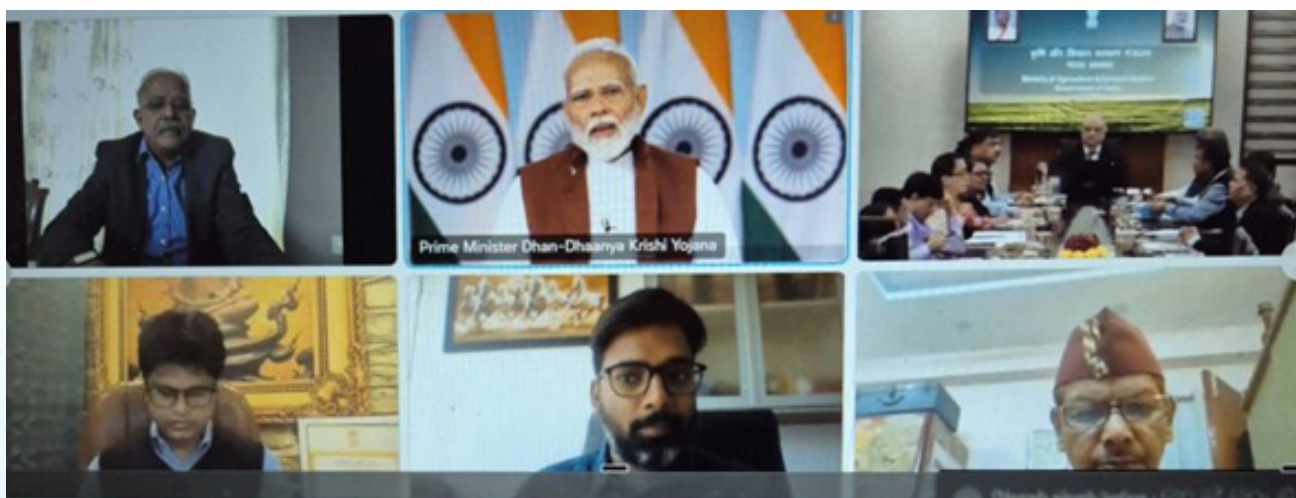
Edition Volume IAI/25/12



IAI UPDATES



Shri Kaushal Jaiswal, President IAI joined a Post Budget Webinar on “Agriculture & Prosperity” addressed by Hon'ble Prime Minister



Shri Kaushal Jaiswal, President of IAI and MD of Rivulis India, participated in the "Post Budget Webinar: Agriculture and Prosperity" organized by the Ministry of Agriculture and Farmers Welfare (MoA&FW). The event brought together an esteemed group of delegates, including senior government bureaucrats, central and state department officials, and industry leaders.

During the webinar, Hon'ble Prime Minister Shri Narendra Modi shared his vision for transforming the agricultural sector, outlining key government priorities, programs, and policies. Emphasizing agriculture as the primary engine of economic growth and development, he urged participants to explore innovative strategies to enhance the effectiveness and swift implementation of ongoing schemes and initiatives.

Shri Kaushal Jaiswal, President IAI & MD highlights the need conserve water resources amid an evident water crisis on World Water Day 2025



Shri Kaushal Jaiswal, President of the Irrigation Association of India & MD of Rivulis Irrigation Pvt. Ltd., shared insights on glaciers' role in water security at the World Water Day 2025 conference by PHDCCI and Dhanuka Agritech in New Delhi. He stressed the urgent need for sustainable water management, warning of the impact of melting glaciers on agriculture and global water resources.



He mentioned, we must conserve water as India faces a severe water crisis with the highest economic cost," he said, highlighting over-extraction and depleting groundwater. "With 60% of irrigation dependent on groundwater, involving farmers in these discussions is crucial."

Empowering Youth under UPMIP for a future in the Irrigation Industry!



The Irrigation Association of India proudly concludes the 5th Training Programme & Entrepreneurship Fair for Micro-Irrigation Technicians, held from 24th–27th February 2025 at KVK, Jalaun.

The 4-day event featured expert-led training on micro-irrigation technologies, installation, and maintenance, providing hands-on experience to participants. The Entrepreneurship Fair attracted strong industry participation, offering a platform for trainees to connect with companies and job providers. Many participants were appointed as "Micro-Irrigation Technicians" and "Sub-Dealers" launching careers in the irrigation sector under the UPMIP project, supporting industry growth and sustainable agriculture.

IAI Rajasthan Chapter Chairman met Shri Franklin L. Khobung IFS, Joint Secretary at Krishi Bhawan

Shri R.P. Yadav, Chairman of the IAI Rajasthan Chapter, met with Shri Franklin L. Khobung, IAS, Joint Secretary (RFS/NRM), Ministry of Agriculture & Farmers Welfare, Government of India. During the meeting, he briefed the Joint Secretary on the progress and adoption of micro-irrigation technologies under the Per Drop More Crop (PDMC) Scheme in Rajasthan.

Seeking the Government of India's support, he urged the expeditious release of pending funds to the state. Additionally, he requested the Central Ministry's assistance in finalizing and approving Rajasthan's Annual Action Plan for 2025-2026.

IAI participates in an interactive discussion at a meeting with the Bureau of Indian Standards (BIS) on 12th February 2025 at Manak Bhawan, New Delhi



Rajesh Kumar, Director of IAI, attended the BIS meeting at Manak Bhawan, New Delhi. During the session, he delivered a presentation on the preparation of the Annual Programme of Standardization (APS) for 2025-2026.



IAI Membership Renewal & Enrollment Open for 2025-26

With the start of April, IAI membership renewal and New Enrollment for 2025-26 is now open. Members are requested to renew their membership from April 1, 2025, to continue enjoying benefit and support.

We also encourage you to invite industry peers to join the IAI Member Family.

For more details, contact the IAI Secretariat at:

Email: director@iaindia.org | Mob: +91-9910836560

DRIP • SPRINKLER • HDPE PIPE



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

Email : info@dhanukaindia.com, www.dhanukaindia.com follow us on [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) / DHANUKAINDIA

Madhya Pradesh | Maharashtra | Bihar | Uttar Pradesh | Chhattisgarh | Rajasthan | West Bengal | Jharkhand | Himachal Pradesh | Karnataka



BUILDING SKILLS IN MICRO IRRIGATION

TRAINING PROGRAMME & ENTREPRENEURSHIP FAIR FOR MICRO IRRIGATION TECHNICIANS



THANK YOU ALL FOR PARTICIPATING

INDUSTRY UPDATES



Department of Agriculture & Farmers Welfare releases funds to states under the PDMC Scheme

The Department of Agriculture & Farmers Welfare (DoA&FW), GoI has released ₹2,731 crores to states under the Per Drop More Crop (PDMC) Scheme for April 2024–March 2025. The funds are supporting micro-irrigation technologies like drip and sprinkler systems across multiple states, enhancing water efficiency and agricultural productivity. With schemes like RKVY (DPR), PMVY, PDMC, and SMAM integrated under Rashtriya Krishi Vikas Yojana (RKVY), timely fund releases are driving agricultural transformation and improving farmer incomes.

(Source: <https://pdmc.da.gov.in/Index/ReleaseSanctionOrder>)

Department of Horticulture, Govt. of Rajasthan organizes a one-day training for farmers of Jalore district on innovative Micro-Irrigation Technologies

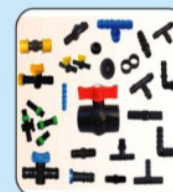
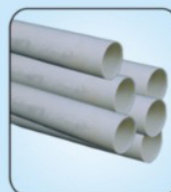


The Department of Horticulture, Government of Rajasthan organized a one-day training at KVK, Jalore for 27 farmer couples on innovative micro-irrigation technologies. Senior agricultural scientists highlighted the benefits of these technologies in improving productivity, addressing water scarcity, and boosting farmer incomes.

The session also covered data-driven automation, including remotely controlled flow controllers for precise water and nutrient



An ISO 9001:2015 Certified Company



MFG OF: HDPE PIPE, COILS, PLB DUCT PIPE, MDPE PIPE, DRIP SYSTEM, SPRINKLER SYSTEM

Recognized for grand from Government in the states of Rajasthan, U.P., M.P., Bihar, Jharkhand, Uttarakhand, Haryana & Himachal Pradesh

Dealer Enquiry Solicited

MDPE PIPES & FITTINGS AVAILABLE FOR JAL JEEVAN MISSION INDIA

SHREE SALASAR INDUSTRIES

management, saving time and resources. With financial assistance available under the Per Drop More Crop (PDMC) Scheme, such training promotes awareness and adoption of advanced irrigation technologies.

(Source: <https://agriculture.rajasthan.gov.in/horticulture/#/home/press-release/188187>)

Shri Radhakrishna Patil, Minister of Water Resources, Govt. of Maharashtra along with a delegation of 30 Government officials visited the Mohanpura-Kundaliya projects in Raigad district, Madhya Pradesh

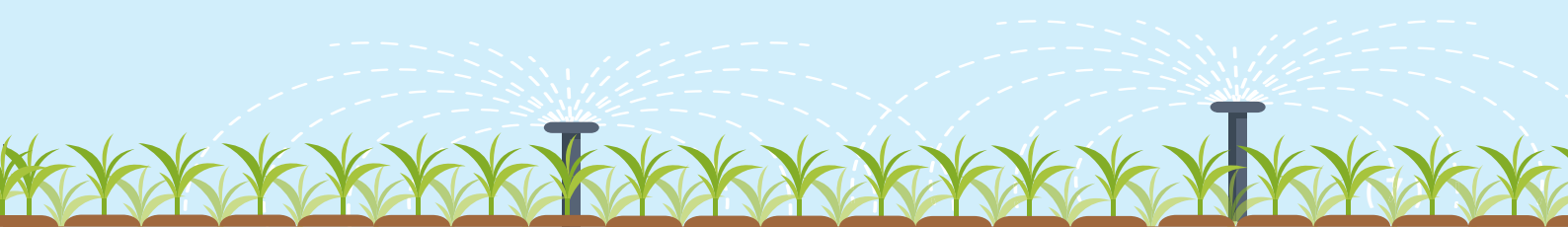


Shri Radhakrishna Vikhe Patil, Maharashtra's Water Resources Minister, led a 30-member delegation to the Mohanpura-Kundaliya Irrigation Project in Raigad, Madhya Pradesh. The visit showcased India's largest Pressurized Piped Irrigation Project (PPIP), including dams, a pump house, and an underground piped irrigation system.

The minister observed the fully automated outlet management system using SCADA and inter-

acted with farmers to understand last-mile water delivery. The delegation, after assessing the project's execution and challenges, expressed strong support for replicating such sustainable water management initiatives in other states.

(Source: <https://shorturl.at/ppRkh>)



NATIONAL NEWS



World Water Day: The Crucial Role of Smart Irrigation in Addressing Water Scarcity



Water scarcity is a growing global challenge, affecting over 2 billion people. With agriculture consuming 70% of total water withdrawals, efficient water use is crucial. Smart irrigation technologies, such as micro-irrigation (drip and sprinkler systems), deliver water directly to plant roots, minimizing waste. Precision irrigation, using sensors and data analytics, can cut water use by up to 30% without reducing yields.

To ensure water sustainability, individuals, businesses, and governments must invest in smart irrigation, raise awareness, and support policies promoting water conservation.

(Source: <https://shorturl.at/wqMCQ>)

Agriculture is the 1st Engine for India's development journey: 2025-2026

Finance Minister Smt. Nirmala Sitharaman emphasized agriculture as the key driver of development, announcing major initiatives to boost productivity, rural growth, and farmer prosperity. Key Announcements include:-

Key Announcements:

- Agri Districts Programme for 100 low-productivity districts
- 6-year Mission for self-sufficiency in pulses
- 5-year Cotton Productivity Mission
- Comprehensive Programme for fruits & vegetables
- Makhana Board in Bihar
- National Mission on high-yielding seeds
- Mission on Crop Productivity
- Expanded Kisan Credit Card (KCC) access



(Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2098404>) c p

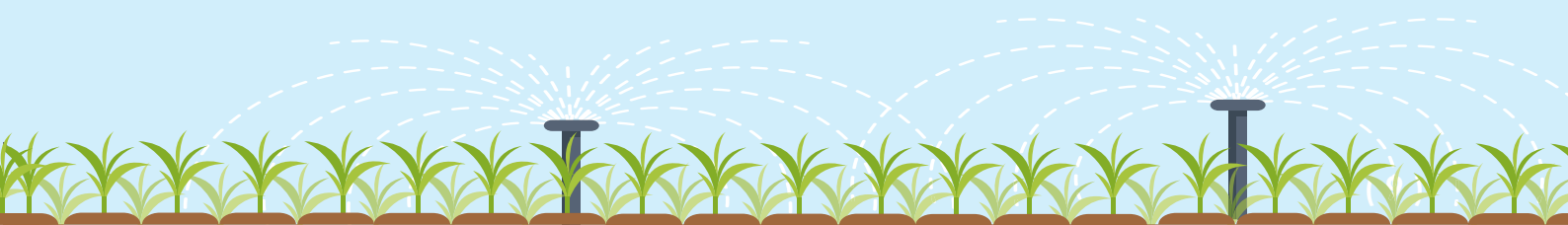


Innovative micro irrigation technologies like drip and sprinklers introduced in 20,819 Ha in Tirupati district, Andhra Pradesh: Union MoS for Agriculture responded to questions on progress under PDMC Scheme

During the Budget session of Parliament, Union Minister of State for Agriculture, Shri Ramanath Thakur, responded to a query from MP Dr. M. Gurmoorthy regarding the implementation of the Per Drop More Crop (PDMC) Scheme in Tirupati, Andhra Pradesh.

The Minister informed that 20,819 hectares had been brought under drip and sprinkler irrigation, supporting crop security amid drought conditions. He highlighted Andhra Pradesh's focus on crop diversification with water-efficient crops and the adoption of smart and precision irrigation technologies to optimize water use and promote sustainable agriculture.

(Source:<https://www.thehansindia.com/andhra-pradesh/20819-ha-under-micro-irrigation-in-tirupati-dist-955078>)



INTERNATIONAL NEWS



OCED releases Report “Measuring Carbon Footprints of Agri-Food Products: Eight Building Blocks” ahead of World Water Day 2025



The OECD has released a report, “Measuring Carbon Footprints of Agri-Food Products: Eight Building Blocks,” ahead of World Water Day 2025. Addressing knowledge gaps in GHG emission reduction, it outlines key strategies for measuring carbon footprints in agriculture.

The report highlights eight essential steps, including standardized reporting, science-based methods, farm-level calculation tools, and data sharing across supply chains. It advocates for a “cradle-to-gate” model, emphasizing data integrity and scalability to drive emission reductions in agri-food systems.

(Source: <https://shorturl.at/5Vwz4>)



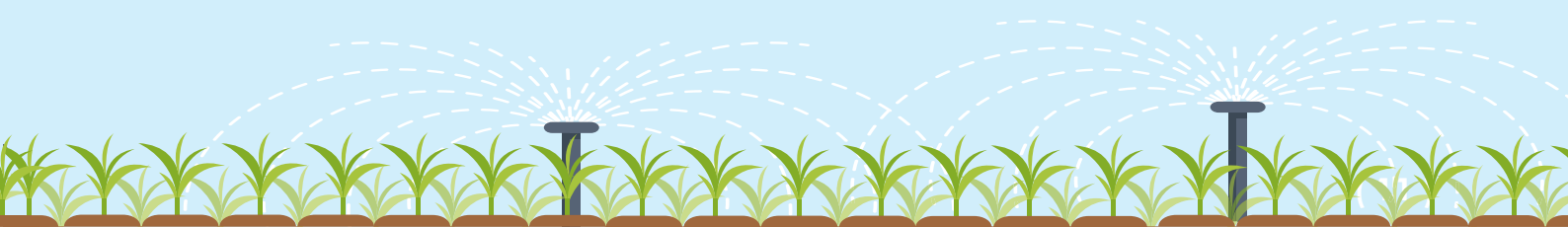
Smart Irrigation Market to Reach USD 4.86 Billion by 2032, Fueled by Growing Demand for Water Conservation and Sustainable Farming



According to the SNS Insider, “The Smart Irrigation Market Size was valued at USD 1.59 billion in 2023 and is expected to grow to USD 4.86 billion by 2032 and grow at a CAGR of 13.22% over the forecast period of 2024-2032.” The global smart irrigation market is growing rapidly, driven by the adoption of precision agriculture technologies to address water scarcity and inefficiencies in traditional irrigation systems.

Agriculture, consuming 70% of global freshwater, faces challenges like wasteful water use, lower crop yields, and increased carbon emissions. Smart irrigation systems, powered by IoT, AI, and sensors, optimize water usage, enhance crop productivity, and promote sustainability. Government incentives, coupled with farmers’ growing awareness of benefits like cost savings, higher yields, and environmental sustainability, are accelerating the adoption of advanced smart irrigation technologies.

(Source: <https://shorturl.at/L6q8d>)



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

112, UGF, World Trade Centre
New Delhi – 110 001 (India)

Phone: +91 9910836560

Email: director@iaiindia.org

