



Government of Karnataka and 2030WRG Partner with Private Sector for Ramthal Drip to Market Agro Corridor Initiative

First-of-its-kind project in India, receiving global recognition, with the private sector playing a major role in procurement of high-value crops

Bengaluru, December 13, 2017: The Government of Karnataka (GoK) today signed Memoranda of Understanding (MOU) with seven private sector companies for procuring high-value agricultural and horticultural produce, and building farmer capacity on best practices in the Ramthal project area. This engagement is a part of the Drip-to-Market Agro Corridor (DMAC), a large-scale initiative on connecting drip irrigated areas with market linkages, conceptualized by the Government of Karnataka in partnership with 2030 Water Resources Group (2030WRG). With representation from GoK's Departments of Water Resources, Agriculture, Horticulture, Watershed Development, as well as private sector, the MOU signing workshop focused on fostering an alliance of private sector partners in this pioneering initiative.

The workshop follows from an initial wave of six MOUs signed with private sector in July 2017. Structured as four-way MoUs among private sector companies and the GoK's Departments of Water Resources, Agriculture and Horticulture, the strong response from private sector endorses the project's benefits in providing companies a stable environment to establish a sustainable supply chain for high-value crops, with assured water supply and efficiency in water use.

Anjum Parwez, Managing Director, Krishna Bhagya Jala Nigam Limited, Water Resources Department said, *"GoK is committed to improving the agro-economics of farmers in Ramthal and other drip irrigation projects. Assured water supply, coupled with efficient water use, not only supports farmers to move towards higher value crops, it also mitigates supply chain risks for agribusiness companies."*

Karnataka has been one of the most progressive states in India, promoting best practices in agriculture. In recent years, the state has advocated efficient water use in agriculture through farmer-friendly Micro Irrigation schemes (MIS), and plans to cover 6.5 lakh hectares of area under drip irrigation. The Ramthal drip irrigation project is one of the world's largest fully automated, first of its kind, micro irrigation projects covering 24,000 Ha (Hectares) or 60,000 acres of command area to reach 15,000 beneficiaries.

Bastiaan Mohrmann, Co-Lead, Asia and Middle East, 2030WRG, emphasized the unique collaborative approach of the project, *"The workshop today reinforced the commitment of GoK and private sector companies towards sustaining the area as a world-class horticultural and agricultural center of international repute, and building trust-based collaboration among government, private sector and farmers."*

The GoK's Agriculture, Horticulture and Water Resources Departments, in partnership with 2030WRG, have taken a corridor approach to the scaling of drip adoption, linked with market-based mechanisms for offtake, targeting up to 500,000 hectares of drip irrigated areas in North Karnataka. Termed the Drip-to-Market Agro Corridor (DMAC), conceptualized under a feasibility assessment undertaken by 2030WRG, the corridor will cover projects such as Koppal, Singatalur, Poorigali, and Savanur, in addition to Ramthal.

DMAC combines a dual focus on promotion of drip irrigation, along with partnerships with agribusiness companies, input providers, financial institutions, and technology companies, thereby providing channels for offtake of farm produce, improving farmer livelihoods and supporting economies of scale for infrastructure,



agricultural extension, mechanization, and finance facilitation. A Project Management Unit is in the process of being established by GoK to accelerate such partnerships development under DMAC.

Secretary to the Government, Departments of Agriculture and Horticulture, Karnataka, Maheshwar Rao, highlighted the need for market linkages for agriculture, “Market linkages for agriculture-based projects ensure that the farmer has adequate avenues to sell agricultural produce, serving as an important part of the agriculture extension process. We thank 2030WRG for incubating innovative models to bring in private sector participation in command areas.”

List of companies that signed the MoU in July 2017:

1. ADM AGro Industries Dharwad Private Limited (Crops: Sunflower, Soyabean)
2. Global Green Compaby Limited (Crops: Gherkins)
3. Jain Farm Fresh Foods Limited (Crops: Mango, Guava, Papaya, Soyabean, Tomato, Onion)
4. RSM HiTech Feeds (Crops: Maize, Sunflower, Bajra, Green Gram, Red Gram)
5. Krishi Organic Products Private Limited (Turmeric, Marygold, Spices, Vegetables)
6. Neo Foods Private Limited (Crops: Gherkin, Babycorn, Jalapeno)

Seven new companies that signed the MoU today:

1. Maha Agrriculture Products Private Limited (Crops - Gherkins, Babycorn, Jalapeno)
2. Ravis Nutrition (Crops - Maize, Sunflower, Bajra, Green Gram, Red Gram)
3. Paliniappa Poultry Farm (Crops - Maize, Sunflower, Bajra, Green Gram, Red Gram)
4. Ken Agritech Private Limited (Crops - Gherkins)
5. Reitzel India Private Limited (Crops - Gherkins)
6. Hosachiguru Enterprises Private Limited (Crops - Fruits and Vegetables)
7. Jivabhumi (Crops - All Crops)

About 2030 Water Resources Group:

The 2030 Water Resources Group is a unique public-private-civil society collaboration. It facilitates open, trust-based dialogue processes to drive action on water resources reform in water stressed countries in developing economies. The ultimate aim of such reforms and actions is to close the gap between water demand and supply by the year 2030.

The 2030 WRG was launched in 2008 at the World Economic Forum and has been hosted by International Finance Corporation, World Bank Group, since 2012.

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