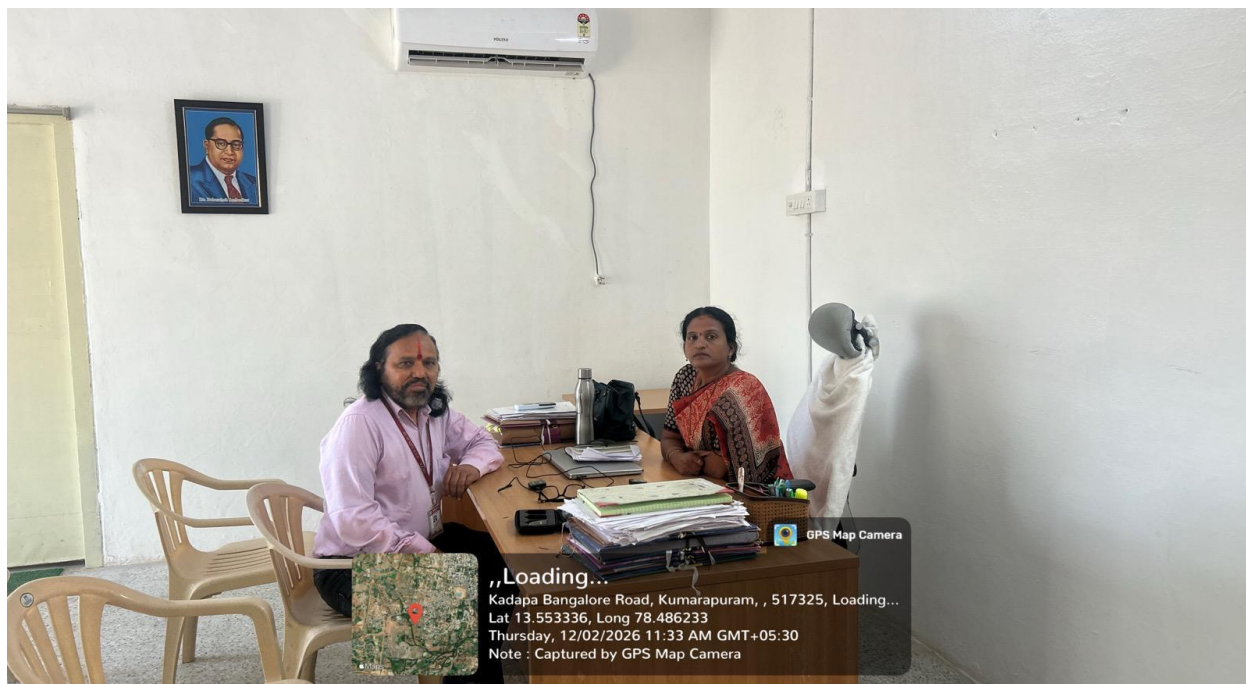


Report on

Promoting Sustainable Agriculture through Micro Irrigation: A Community Radio Initiative by MITS Community Radio 90.8

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Submitted by: Dr. B. Rajesh Kumar (Program Coordinator, MITs Community Radio 90.8)

Introduction

Community radio plays a vital role in disseminating government schemes and developmental information to rural populations, especially farmers. MITS Community Radio 90.8 has consistently contributed to rural empowerment by bridging the information gap between government agencies and local communities.

On 12th February 2026, the Program Manager Sri M. Narasimhacharlu conducted an informative interview with Smt. Y. Lakshmi Prasanna, Project Director of the Andhra Pradesh Micro Irrigation Project (APMIP), focusing on the “Sookshama Neeti Sagu Padhakam” (Micro Irrigation Scheme).



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



The primary objective of this program was to create awareness among farmers about government subsidies, registration procedures, and benefits related to micro irrigation systems such as drip irrigation.

Overview of the Micro Irrigation Scheme

The Sookshama Neeti Sagu Padhakam is a government initiative aimed at promoting efficient water usage in agriculture through modern irrigation techniques like drip irrigation and sprinkler systems.

Key Benefits Explained in the Interview:

Subsidy for Small Farmers:

Farmers owning less than 10 acres are eligible for up to 90% subsidy on drip irrigation systems.

Special Benefits for SC/ST Farmers:

Farmers belonging to Scheduled Castes (SC) and Scheduled Tribes (ST) receive 100% subsidy, making the scheme highly inclusive.

Farmer Contribution:

In general cases, farmers need to contribute approximately ₹17,000, depending on land size and system requirements.

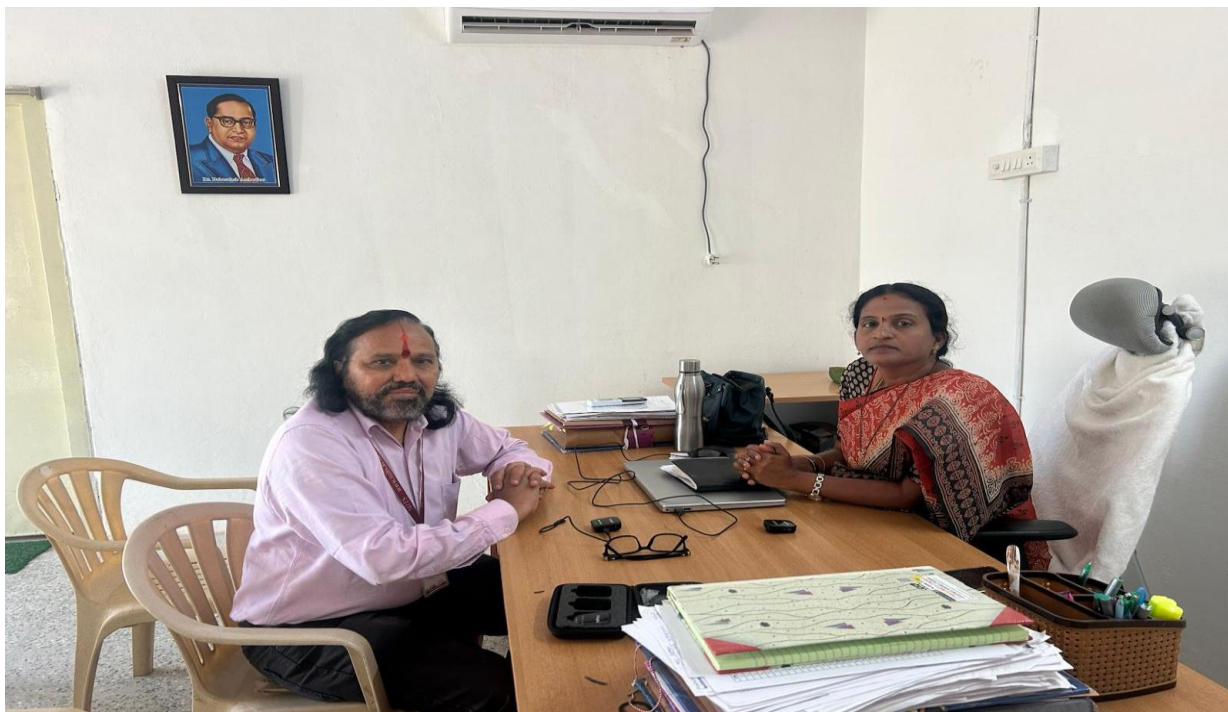
This scheme aims to reduce water wastage, improve crop yield, and support sustainable agricultural practices.

Registration Process and Implementation

The interview clearly outlined the process for farmers to avail the scheme:

Step-by-Step Process:

1. Farmers must visit their nearest Rythu Seva Kendram (RSK) available in every Panchayat.
2. Required documents:
 1. Aadhaar Card
 2. Land ownership document (Patta)
3. Registration is completed at the center, and a registration number is sent to the farmer's mobile.
4. Farmers must select an authorized company for installation.
5. A preliminary field inspection is conducted.
6. Payment must be made digitally (mobile payment).
7. Farmers can also initiate contact by sending "Hi" to 9552300009 via WhatsApp for micro irrigation support (WhatsApp Governance).



Installation Process:

- After application and inspection, approval is granted by the district Collector.
- The selected company supplies and installs the drip irrigation system.

Role of Community Radio & Key Insights

MITS Community Radio 90.8 played a crucial role in:

- Spreading awareness about government schemes in rural areas
- Providing accurate and reliable information directly from officials
- Encouraging farmers to adopt modern irrigation practices

Key Insights from the Interview:

- Government is highly committed to supporting small and marginal farmers
- Digital governance (mobile payments and WhatsApp services) is improving accessibility
- Transparency is ensured through inspections and official approvals

The program concluded with heartfelt thanks by Sri M. Narasimhacharlu to the Project Director for sharing valuable insights for the farming community.

Conclusion

The interview conducted by MITS Community Radio 90.8 is a significant step toward empowering farmers with knowledge about sustainable agricultural practices. By promoting micro irrigation schemes, the program contributes to economic upliftment, environmental conservation, and inclusive rural development.



Key Outcomes:

Increased Awareness:

Farmers gained clarity about subsidies, eligibility, and application procedures for micro irrigation schemes.

Adoption of Sustainable Practices:

Encourages efficient water use through drip irrigation, reducing wastage and improving productivity.

Digital Inclusion of Farmers:

Promotes the use of mobile technology and WhatsApp governance, making services more accessible.

Alignment with UN Sustainable Development Goals (SDGs):

This initiative strongly supports the following SDGs:

- **SDG 2: Zero Hunger**
Enhances agricultural productivity and ensures food security through efficient irrigation.
- **SDG 6: Clean Water and Sanitation**
Promotes sustainable water management by reducing wastage in irrigation.
- **SDG 12: Responsible Consumption and Production**
Encourages efficient resource utilization in agriculture.
- **SDG 13: Climate Action**
Supports climate-resilient agricultural practices.