

Transforming lives of farmers with Solar Water Pumps

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With more than 75% of the population directly engaged in agriculture, it is safe to say that India is an agrarian society. The agriculture sector alone contributes nearly 18.33% of India's electricity consumption. Currently, there are an estimated 31 million water pumps for irrigation purpose, of which nearly 28% run on diesel. The remaining 22 million installed irrigation pumps are connected to the electricity grid. The government is taking all possible steps to support the Anna Daata (farmers) of our country. The Ministry of New and Renewable Energy (MNRE) unveiled the PM-KUSUM (Pradhan Mantri Kisan Urja Suraksha Evam Utthaan Mahabhiyan) Scheme which aim to add solar and other renewable capacity of 25,750 MW by 2022, with total central financial support of Rs. 34,422 crores. Due to various factors, this goal may be stretched by about two years.

The Solar Water Pumps gives three direct benefits to the farmers;

1. Provide predictable power as against the erratic power supply they experience.
2. Give freedom from expensive usage of diesel.
3. Contribute towards a greener planet.

In addition to these direct benefits, the farmer contributes to maintaining the water table as the usage of water is well monitored since it is during the daytime and in his presence.

In line with the government's vision, Tata Power Solar has taken some brisk and surefooted steps in this direction and is one of the leading players in Solar Water Pumps with an installed base of over 35,836 pumps across the country. This is growing at a rapid pace and we intend to add about 10 lakhs agricultural consumers in the coming years.

Tata Power Solar comes with a reliable manufacturing experience of more than three decades which gives us a strong positioning and advantage with the farmer as "Tata means Trust." With the support of the most trusted brand, our detailed strategy backed by strong on-ground activities like product quality, brand visibility, local channel presence, innovative and native rural marketing, product education & awareness campaigns, robust supply chain and effective service network gives us a competitive edge in the market. These initiatives have made Tata Power Solar Pump a 'brand of choice' for the farmers and has propelled us to a leadership position.

Tata Power Solar is aligned to the Government of India's vision of promoting renewable energy. Our Solar-Powered Water Pump solutions help farmers in transforming their lives by providing sustainable power





and timely water availability, thereby increasing their yield and income. The system boosts the income of the farmers, reduces the reliance on erratic power, and increases water supply without incurring any fuel cost. With Solar Water Pumps, farmers have access to high-quality power available for irrigation. These systems are well designed and can be installed at any location. With growing utilization of these systems, the costs have decreased substantially making it efficient, convenient and cost-effective for grid-isolated rural areas. This is the precise solution the farmer was looking for as it meets all his requirements.

Our improvements and expertise in execution of Solar Water Pumps projects has ensured that we are

rapidly spreading our footprint across India.

This is just the beginning of the revolution in this space. In addition to the significant acceleration that we hope to witness due the PM-KUSUM

scheme, many other retail models will emerge, thus making this an exciting space to be in. It's where Agriculture and Renewable Energy will meet and light up the lives of our Anna Dhaata (farmer) making it brighter, cleaner and greener!

State	Pumps Installed
Punjab	1254
Uttarakhand	17
Rajasthan	4972
UP	1953
Bihar	828
Assam	1765
West Bengal	26
Jharkhand	85
Chhattisgarh	2438
Odisha	1272
AP	391
Karnataka	51
Telangana	23
Maharashtra	17792
Gujarat	556
Haryana	2732
HP	12
Total	36167

