

MICRO TECHNOLOGIES LAUNCHES MICRO JAI KISAN

~ Secured remote Water Management Tool for Rural India~



Mumbai, 18 December 2009: Micro Technologies (India) Ltd. launched Micro Jai-Kisan in the city today. Dr. C P Joshi, Union Rural Development Minister, unveiled the innovative device for farmers at a press conference.

Electricity is of short supply these days. Many a times, a farmer has to make multiple trips to the farm just to check if there is adequate electricity to turn on the pump to water their crop. As aquifers continue to decline, wells that once produced more than enough water to irrigate season-long can't keep up. Soaring energy costs make efficient water use an imperative. It is estimated that about **87%** of total utilizable water is used for agriculture in our country compared to **69%** world average. The flood or flow irrigation method in our country results in more than **50%** of water wastage. Moreover, an estimated **213 billion cubic meters** out of **690 billion cubic meters** of surface water is wasted each month in India. Water leakage, pilferage and wastage amounts to **50%** of the total flow. Industry estimates value of water & wastewater market in India at £ 700 million (US\$ 1.24 billion / INR 62 billion). Nearly **20%** of the farmers are dependent on electric water pumps for irrigation which demands electricity. Around **25%** of total Gram Panchayats (GPs) of any state of India having pump-based Drinking/Irrigation Water Supply facilities. There are currently about **14.1 million** irrigation pumps across India. Farmers understand the challenges they face to continue irrigating crops. As populations grow, demand for water increases. The Micro Jai-Kisan is an answer to this problem.

"The agrarian sector of our country is the backbone of our economy and with innovative technology like Micro Jai Kisan, we stride towards a better future. Corporates taking this mantle is the first step and the with the aid of technology, we can step confidently into the future of rural development and nation-building" **says Dr. C P Joshi, Union Rural Development Minister**

Micro Technologies came up with cost effective and highly advanced product **Micro Jai Kisan** to remotely manage the motor pumps by using phone. The device is a small SIM card that is installed between the switch and the electrical water pump. By a simple phone call from a GSM, STD phone or even by a SMS command, the farmer can turn the pump on or off and also remotely know the status of the pump.

Dr. Sekhar, Chairman & Managing Director Micro Technologies, says, "The Micro Jai Kisan is user friendly and can be installed easily by simply reading the manual. We hope this device reaches farmers across the country and helps them multifold."

Micro Jai Kisan is a cost effective solution and the product will soon be available across the country.

About Micro Technologies

Micro Technologies (India) Ltd. is a leading global developer, manufacturer and marketer of security devices for its clients across the globe. Product lines include the much-needed security devices, life support systems and web-based software. Micro Technologies has a history of leading-edge security solutions products; this tradition continues through a singular focus on innovation, advanced technology and making the life of its clients safe, secure and manageable in terms of security, time and money-- one of the most important defining characteristics of a security and life support solution based company in the early 21st century. It is one of the most valued security solutions across the globe and has been accorded with Global awards like as well as the Maharashtra IT Award for its R& D. Micro Technologies aims at displaying not just the technological innovation and prowess but also the product diversity in various segments of vehicle, premises, mobile, other assets and now entering Energy & Health Segments.