



**2030 WATER RESOURCES GROUP (2030 WRG)  
TRANSFORMING VALUE CHAINS AND DISRUPTIVE TECHNOLOGIES TASKFORCES**

**WEBINAR ON DIGITAL TECHNOLOGY APPLICATIONS  
FOR AGRICULTURAL WATER PRODUCTIVITY IMPROVEMENTS  
Thursday, 5<sup>th</sup> November 2020 | 8:45-10 AM EST**

**Background**

The 2030 Water Resources Group (2030 WRG) is a public, private, civil society partnership hosted by the World Bank Group. The partnership supports country-level collaboration designed to unite diverse groups with a common interest in the sustainable management of water resources, with the aim of helping countries close the gap between water demand and supply by 2030.

2030 WRG brings depth of expertise in improving water-use efficiency and, by implication, other resource efficiencies within an enterprise or value chain. To this end, Transforming Value Chains (TVC) is a strategic priority for 2030 WRG, which has a strong focus on developing public-private partnerships (PPPs) to enhance the productive use of agricultural water, reduce runoff pollution, and increase farm productivity and income. Most of the Multi-Stakeholder Platforms in the 2030 WRG country programs thus include an agricultural water workstream focusing on reducing water footprint while protecting livelihood opportunities.

In addition, 2030 WRG is supporting a suite of Disruptive Technology (DT) applications in the water sector, supporting early detection of issues, operational cost savings, continuous monitoring, and productivity gains. Such solutions support sustainable water resources management for various sectors, including agriculture, in partnership with the private sector, public sector, investors, entrepreneurs, academia, and enabling institutions. 2030 WRG is driving impacts through relevant thematic applications, the needed enabling environment, and the design of robust implementation modalities.

**Webinar on Digital Technology Applications for Agricultural Water Productivity Improvements**

2030 WRG is supporting innovations across the agricultural value chain, covering water source security, on-farm water-use efficiency, post-harvest infrastructure, and market linkages, among other areas, through its collective action approaches. Select interventions catalyzed by 2030 WRG include digital solutions for water accounting, agricultural water productivity enhancement, soil moisture management, and traceability.

As part of their efforts to support these innovations and interventions as well as strengthen collaboration with internal and external partners, the 2030 WRG TVC and DT Taskforces are organizing a webinar on digital technology applications across the agricultural supply chain with an emphasis on linkages between water and agriculture. This webinar will provide an overview of the opportunities for agricultural innovations and critical factors to support testing, implementation, and mainstreaming of digital approaches relevant to water security. Through case study examples of private sector, practitioners, and academics, the webinar will deep dive into the role that digital technologies can play in addressing the water-agriculture nexus.

Audience: The webinar is tailored to 1) the 2030 WRG extended team, 2) relevant World Bank Group teams, and 3) 2030 WRG country/state programs' partners across the water in agriculture sector.

Provisional agenda:

**Digital Technology Applications for Agricultural Water Productivity Improvements**

Thursday, 5<sup>th</sup> November 2020

8:45-10 AM EST / 2:45-4 PM CET / 7:15-8:30 PM IST

1 hour and 15 minutes

INTRODUCTION AND SCENE SETTING	
8:45 – 8:50	<p><b>Welcome and Introduction</b>  <i>Karin Krchnak, Program Manager, 2030 WRG</i></p> <ul style="list-style-type: none"> <li>Thematic leadership of 2030 WRG in disruptive technologies and transforming value chains</li> </ul>
8:50 – 9:00	<p><b>2030 WRG's Vision for Disruptive Technologies</b>  <i>Rochi Khemka, Global Partnerships Coordinator, 2030 WRG</i></p> <ul style="list-style-type: none"> <li>2030 WRG's engagements in digital technologies</li> <li>Digital interventions in the agriculture space</li> </ul>
GLOBAL CASE STUDY EXAMPLES (8' per speaker; ~ 5' per discussant)	
9:00 – 9:35	<ul style="list-style-type: none"> <li><b>Speaker 1: Irrigation scheduling and guidance to farmers based on daily satellite images</b>  <i>Prof. Dr. Wim Bastiaanssen, Earth Observations for Water Resources Management, TU Delft; CEO, IrriWatch</i> <ul style="list-style-type: none"> <li>Demonstrating an App for farmers and Portal for decision-makers</li> </ul> </li> <li><b>Speaker 2: Precision Agriculture and Cloud Computing</b>  <i>Zohar Ben Ner, Founder and President, SupPlant</i> <ul style="list-style-type: none"> <li>IoT and AI for autonomous irrigation systems</li> </ul> </li> <li><b>Speaker 3: Risk Reduction and Analytic Support for Farmers</b>  <i>Peris Bosire, Co-founder and CEO, FarmDrive</i> <ul style="list-style-type: none"> <li>Alternative credit scoring for smallholder farmers</li> </ul> </li> <li><b>Discussant 1: Nagaraja Rao Harshadeep (Harsh), Global Lead on Watersheds, Environment and Natural Resources Global Practice, World Bank</b> <ul style="list-style-type: none"> <li>Brief reflection on/discussion of global case study examples</li> </ul> </li> <li><b>Discussant 2: Biswajit Datta, Head of Water Utilities and Jal Jeevan Mission Project, Tata Consultancy Services</b> <ul style="list-style-type: none"> <li>Brief reflection on/discussion of global case study examples</li> </ul> </li> </ul>
9:35 – 9:55	<p><b>Facilitated Q&amp;A Discussion</b>  <i>Moderated by Mahesh Patankar, Senior Advisor, Disruptive Technologies, 2030 WRG</i></p>
9:55 – 10:00	<p><b>Closing Remarks and Next Steps</b>  <i>Joy Busolo, Senior WRM Specialist, 2030 WRG Africa</i></p>