



The NieuwPaadam Project

The added value of the Water Footprint for land- and water management in Kerala



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Kerala is facing three main problems:

Flooding

80%

of the paddy fields in Kerala

have been converted into rubber plantations or levelled for construction since the 1980s

100x

more water is indirectly consumed than used by the average Malayali

Promote paddy agriculture can help to decrease the import of virtual water on the one hand, and reduce flooding on the other hand. Three main steps are essential to bring the paddy's back:

The three steps of the NieuwPaadam project:



Step 1 Reclaim land to cultivate rice

➤ More collaboration between the upstream-downstream regime to manage their water resources



Step 2 Use the Water Footprint tool

➤ Raise public awareness and select the best variety of rice in terms of flood resilience and water use



Step 3 Conserve the paddy fields

➤ Support local farmers with the maintenance of paddy fields and bring back the passion of cultivating rice!

NieuwPaadam is a consolidation of the Dutch word 'Nieuw' (meaning new) and the Malayalam word 'paadam' (meaning fields) and is a project to bring local governments, communities and water managers together to bring back paddy cultivation, lower the virtual import of water and reduce the intensity of flooding by using the Water Footprint tool to select the most suitable type of rice.

Wetskills-Kerala 2019 is supported by:



Ministerie van Infrastructuur en Waterstaat



Netherlands Enterprise Agency

