

Environment

Water stewardship - 360-degree model of sustainability using a four-pronged approach.

The watershed development project in Telangana exemplifies our deep-rooted commitment to the countries in which we operate. Recognizing the intrinsic link between health and water, we strive to act as responsible water stewards in all our locations, working diligently to attain water sustainability and ensure sufficient and safe water access.

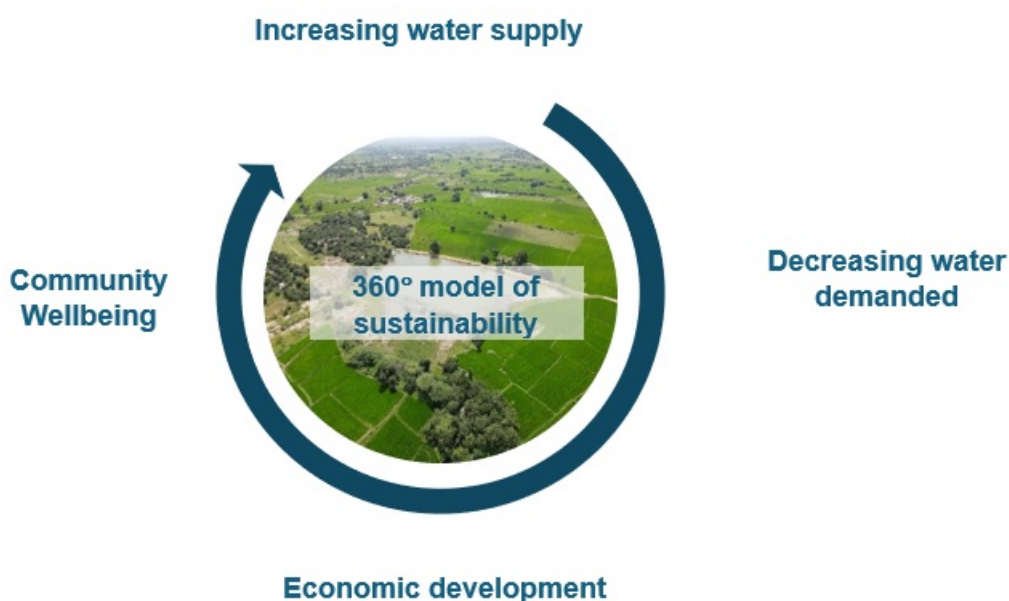
The project undertaken with our implementation partner **National Agro Foundation** exemplifies this commitment by enhancing water accessibility to drive long-term impact.

We identified that there are several water-stressed communities in Telangana and Maharashtra which depend on agriculture as their primary source of income. Many of them are stuck in a vicious cycle. The inability to access water impacts their ability to earn income which further impacts their access to water. This is the problem we set out to solve.

The project has water at its core and the communities at the heart. While water sustainability is a primary focus, the project takes a holistic approach to address multiple dimensions of community development.

360 degree model of sustainability

1. First, increasing the water supply through building water resources like ponds, dams and water tankers.
2. Secondly minimizing water demand by teaching farmers efficient water utilization techniques.
3. Third by encouraging economic development through helping farmers learn how to grow their yield to optimal capacity and maximize profits and microfinancing solutions for women owned small businesses.
4. And finally a focus on community wellbeing through clean drinking water, toilets, handwashing stations and improving the school infrastructure.





Waterbody after desilting

~2,000+

People impacted

1,030

Farmer families benefitted

~ 26001

metric cube of water availability increased

~ 26.75

Feet increase in groundwater level



A new lease on life through entrepreneurship opportunities

Divya used to run an informal tea stall under a banyan tree. The project provided her a platform to uplift herself and her family and enabled her to run a full-blown tiffin service increasing her income from Rs 5000 a month to Rs 20000 a month. Today, she is also thinking about earning enough money to go back to school and completing her engineering degree. Her husband who is a farmer is making more money for the same amount of work. They have been able to break the cycle of generational poverty.



Empowering the next generation

K Balamani initially started her tailoring business with the loan amount she acquired from the Self-Help Group. She now has expanded her business by starting her own shop and designs clothes for her community. She also tutors other women who aspire to learn tailoring. "I can make sarees and blouses, and I can do more business now. I'm also teaching other young people to make clothes using machines. I'm earning extra income by teaching. I'm happy with this. And I also want to educate my children. I'm doing well by using the sewing machine. I want to educate them to grow better and have a good life by doing hard work."

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