



India  
Philanthropy  
Initiative

**N** ROHINI  
NILEKANI  
philanthropies

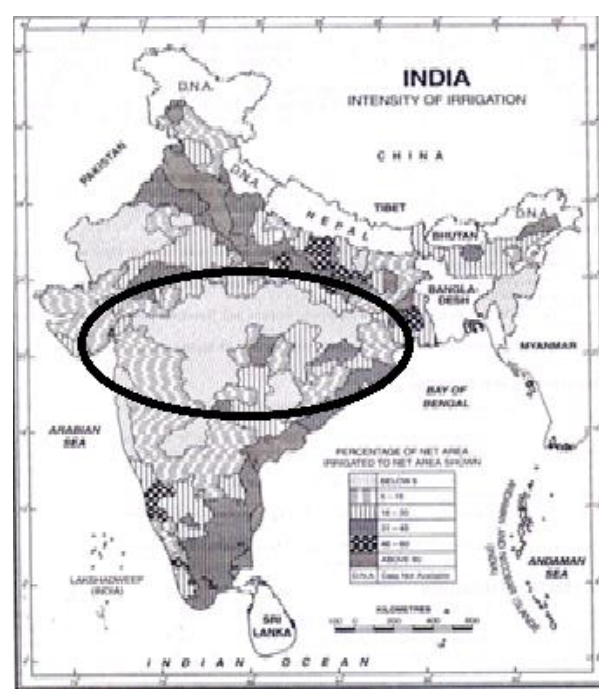
**Arghyam**  
Safe, sustainable water for all

# Impacting Tribal Communities in Central India

Water Solutions: Leveraging Impact Through Smart Philanthropy

प्रदान  
Pradan  
National Alliance  
for Philanthropy in India





Home to 70% of India's Tribal Population

High Rainfall

Deforestation and Land degradation

Increased risk in agriculture

Central Indian Tribal Belt: among the poorest regions of the country

## Our Model

5-hp pump-  
set/Diversion  
+  
Buried PVC pipeline

Community owned,  
used and managed

## Success of the Model

Short execution  
period

High Internal Rate  
of Return

Used govt.  
programs to scale  
up



**Our initial approach in early 1990s: Community Managed  
Small Irrigation as a solution!**



Exclusion: Focus on 'water resources' more than 'people'



Very poor could not adopt irrigated agriculture



Women's burden increased and condition worsened



Poor access to financial services

## Major Challenges to the Intervention



**Mobilization  
of women &  
Financial  
Literacy**

**Governance,  
WASH and Land  
Rights**

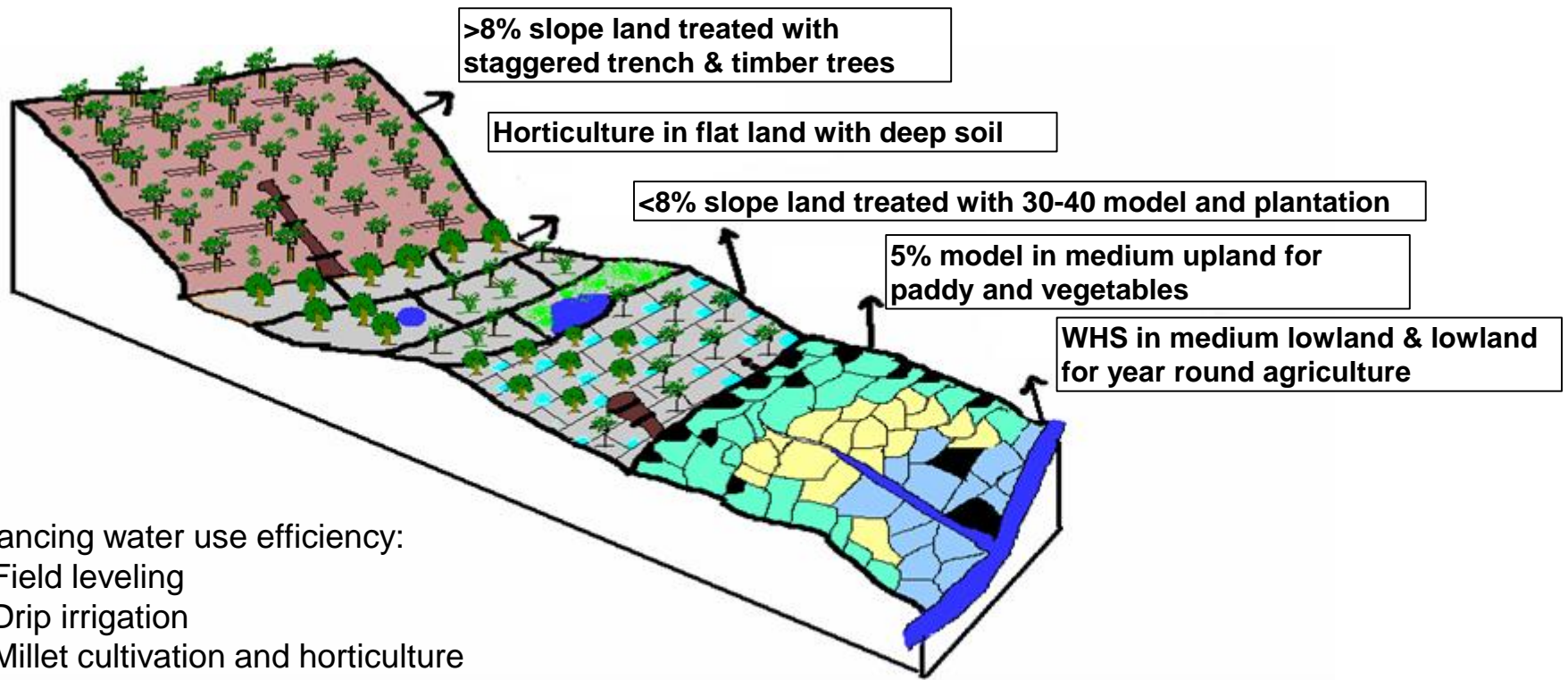
**Land & Water  
Resource  
Development for  
Improved Farming  
by all**

**Market  
Linkages**

**Integration  
of Gender,  
Nutrition and  
Livelihood**

**Diversified  
Livelihoods**

## **Our Revised Approach**



Enhancing water use efficiency:

- Field leveling
- Drip irrigation
- Millet cultivation and horticulture in upland

The Model for Water Resource Development

4570  
SHGs

Formed by women  
from 800,000  
households

633M  
INR

Mobilized under  
MGNREGA in 2018-19

7  
States

37 poorest districts of Bihar,  
Chhattisgarh, Jharkhand, Madhya  
Pradesh, Odisha, Rajasthan &  
West Bengal

2105  
Families

Benefitting from piped  
water supply

11600  
ha

Of 50,000 households was  
brought under irrigation

20%

Earn more than 1Lakh  
per year



## The Impact

- **'Usharmukti', Govt. of West Bengal:** Panchayati Raj Department-Bharat Rural Livelihood Foundation (BRLF)-NGOs partnership in **West Bengal** to revitalize 400,000 ha of upland and irrigate 30,000 ha of land benefiting **500,000 families** across six districts
- **'High Impact Mega Watershed Project in Chhattisgarh', Govt. of Chhattisgarh:** Bharat Rural Livelihoods Foundation-Axis Bank Foundation-NGOs partnership to **enhance the income of 100,000 small and marginal farmers (40% STs)** under MGNREGA.
- **'Promotion of Agriculture Production Clusters (APCs) in Tribal Regions of Odisha':** Department of Agriculture and Farmers' Empowerment-Panchayati Raj & Drinking Water Department-BRLF-NGOs partnership in **Odisha** to benefit around **100,000 farmers from 40 tribal dominated blocks in 12 districts**

**Rs. 50 Lakhs**  
cost per village

**Rs. 40 Lakhs**  
From govt.



**Rs. 10 Lakhs**  
From  
philanthropists

**Scaling up through Partnerships with States and others**





**500,000** households with annual income greater than 1500 USD



IWRM in **10000** villages  
**6000** villages with adequate safe drinking water  
**3000** villages free from open defecation



500,000 households supported with affordable, reliable and clean energy



**850,000** families with year round food security from own land



**25,000** collectives multiplying institutions for the poor, by the poor



**750,000** women empowered to deal with gender-caste-class discrimination



**900,000** women with knowledge & skills for rejuvenating local ecosystems



Multi-stakeholder partnerships with public, private and CSOs for sustainable development in the seven states of our presence

# MISSION 2022: Multi-Dimensional Impact & Area Saturation





## CONTACT INFORMATION

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## ABOUT PRADAN

Established in 1983 under Societies Registration Act 1860, PRADAN engages capable and caring professionals to empower the rural communities in most poverty stricken regions of India for leading a life of dignity.