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# Equity in Water

*Lessons from Collaborative Advocacy for Large Scale Support Systems for Water and Livelihoods*

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Water Solutions: Leveraging Impact Through Smart Philanthropy  
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Farmer dependency on groundwater is increasing at an alarming rate



**60%**

of India's land-mass is  
rainfed

**1513**

farmer suicides in AP  
during the last 5 years

# The three pillars for judicious and equitable distribution of water

A photograph of a rural landscape featuring a shallow pond. In the center, a person is guiding a bullock cart pulled by two oxen across the water. The cart is loaded with hay and a yellow container. The background shows a line of trees under a cloudy sky. The foreground has some dry branches.

## Conservation

Science-backed knowledge and awareness

## Utilisation

Equitable, efficient and sustainable practices

## Management

Governance, regulation and norms

# Drive large scale behaviour change within communities towards equitable and efficient water distribution

## ***Conservation***

Motivate governments to invest on **conservation at the water and sharing of water** from common resources

## ***Utilisation***

Borewell Pooling to **use water as a collective resource** and Enhanced **cropping patterns**

## ***Management***

**Minimise private investment in ground water extraction-** preventing borewells and other water extraction techniques

# Process followed for effective application

**Identification**

of challenges and good local practices

**Pilot**

and iterations

**Scale**

and policy advocacy

*repeat*



# Major challenges in scaling up good practices in water sector

**Policy and Programs  
not addressing local  
needs**

**Good Practices at  
micro level**

**Limited Facilitatory  
Support**

**Absence of  
Resources for  
Delivering at Scale**  
*(Human and Financial)*

# Gaining the trust of the communities



Consistent  
direct  
community  
engagement

Proof of  
concept

Demonstrating  
gains through  
collectivisation

Networking with  
CSOs and local  
community  
experts

# Our reach

**175,000**

Hectares of land covered under watershed management in AP, Telangana, Orissa

**100,000+**

Farmers involved in Community Managed Seed Systems in Anantapur District

**15 districts**

running Millets Mission (Odisha) and Integrated Millets Mission (Andhra Pradesh)

**5 districts**

integrated Critical Irrigation agenda (AP Drought Mitigation Project)

**6 States**

Policy Formulation agenda for Watershed Management Projects (JK, Tripura, Jharkhand, Chhattisgarh, AP, Odisha)



# Ideas can translate to action at scale and improve utilisation of public investments

**Improving policy framework and program guidelines**

**Collaborative Arrangements and Networking among key players**

**Enabling Support Systems for Facilitating Agency**

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