Impacting Tribal Communities in Central India

Water Solutions: Leveraging Impact Through Smart Philanthropy
Central Indian Tribal Belt: among the poorest regions of the country

High Rainfall
Deforestation and Land degradation
Increased risk in agriculture

Home to 70% of India’s Tribal Population
Our initial approach in early 1990s: Community Managed Small Irrigation as a solution!

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
Major Challenges to the Intervention

Exclusion: Focus on ‘water resources’ more than ‘people’

Women’s burden increased and condition worsened

Very poor could not adopt irrigated agriculture

Poor access to financial services
Our Revised Approach

Mobilization of women & Financial Literacy

Integration of Gender, Nutrition and Livelihood

Land & Water Resource Development for Improved Farming by all

Governance, WASH and Land Rights

Diversified Livelihoods

Market Linkages
Enhancing water use efficiency:

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

INR
M
7
States

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
Scaling up through Partnerships with States and others

- ‘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.

Cost Breakdown:
- Rs. 50 Lakhs cost per village
- Rs. 40 Lakhs From govt.
- Rs. 10 Lakhs From philanthropists
### MISSION 2022: Multi-Dimensional Impact & Area Saturation

<table>
<thead>
<tr>
<th>Objective</th>
<th>Target</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. Poverty</td>
<td>500,000 households</td>
<td>with annual income greater than 1500 USD</td>
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<td>2. Zero Hunger</td>
<td>850,000 families</td>
<td>with year round food security from own land</td>
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<td>3. Gender Equality</td>
<td>750,000 women</td>
<td>empowered to deal with gender-caste-class discrimination</td>
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<td>4. IWRM</td>
<td>IWRM in 10,000 villages</td>
<td>6,000 villages with adequate safe drinking water</td>
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<td>5. Sanitation</td>
<td>3,000 villages free from open defecation</td>
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<tr>
<td>6. Clean Water and Sanitation</td>
<td>500,000 households</td>
<td>supported with affordable, reliable and clean energy</td>
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<td>7. Affordable and Clean Energy</td>
<td>25,000 collectives</td>
<td>multiplying institutions for the poor, by the poor</td>
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<td>8. Reduced Inequalities</td>
<td>900,000 women</td>
<td>with knowledge &amp; skills for rejuvenating local ecosystems</td>
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Multi-stakeholder partnerships with public, private and CSOs for sustainable development in the seven states of our presence.
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.