

"Sustainable Development - Case Selection, Showcasing, Recognition and Replication (SD-CSSRR)" Programme (2014-15)

The Sustainable Development- Case Selection, Showcasing, Recognition and Replication (SD-CSSRR) programme aims at inviting and recognition of case studies related to implemented under implementation CSR/SD projects in the area of waste, water, sanitation, biomass, biogas, biodiversity, afforestation, renewable energy etc among others. Based on the review of the submitted case studies by an Independent Assessment Committee, the identified good projects are highlighted and the project implementation agencies are recognized by IICA during an yearly programme organized by the Centre of Excellence for Sustainable Development (CESD).

Thus CESD helps, assists and also coordinates to the extent possible, with corporates/organizations to pursue their overall aim and objective of Sustainable development by way of knowhow through the showcasing and replication of effective CSR projects/programmes in the focus area of Environmental Sustainability.

The SD-CSSRR Programme started in 2014 and the first recognition of the project implementation agencies was held on May 29, 2015 at IICA, Manesar. The call of Case Studies for the 2nd SD-CSSRR programme would be in Sept 2015 with submission date of full case studies by Dec 31, 2015.

Following Organizations were recognized for their project Case Studies during the SD-CSSRR Programme 2014-15:

1. **M/s. Bala Vikasa Social Service Society** project on

(A) “Providing Safe Drinking Water through Community Water Purification Programme” in 620 villages in A.P., Telangana & Maharashtra.

(B) “Conservation of Natural Resources through Community Tank De-Siltation Programme” in state of A.P. & Telangana.

2. **M/s. SankalTaru Foundation** for their project on **“Community Plantation Programme”** at Barmer, Thar Desert of Rajasthan.

3. **M/s. Deepak Foundation** for their project on **“Kawant Livelihood Project (KALP)”** at Kawant Tribal Block in Chhoa Udepur distt. of Gujarat.

IICA team along with the Project implementers:



L to R : Mr. A B Chakraborty, CSO & Head CESD - IICA, Ms. Archana Joshi, Director - Deepak Foundation, Dr. Bhaskar Chatterjee, DG & CEO - IICA, Mr. Apurva Bhandari, Founder – SankalTaru Foundation, Mr. S Shoury Reddy, Executive Director – Bala Vikasa Social Service Society, & Ms. Ruchi Gupta, Programme Executive-Sustainability, IICA

Brief description of the four selected case studies is as under:

Project Name: Providing Safe Drinking Water through Community Water Purification Programme

Project Implementer: Bala Vikasa

Bala Vikasa community water purification project started in 2003 is paved a way for safe water revolution in the states of Telangana and Andhra Pradesh. The project was initiated to combat fluoride issues that are widely spread in the region. 1.4 million rural poor are now having access to purified drinking water at just Rs.3 per 20 liter through the 670 plants installed across Telangana, Andhra Pradesh and Maharastra by Bala Vikasa with community participation and contributions. The gram panchayath provides the room and raw water facility while beneficiary pay 20% of the RO plant cost in the form of membership fee. Bala Vikasa provides 80% of the plant cost as grant through donor support. Bala Vikasa installed Any Time Water(ATW) system using a smart card technology which gives access to purified water 24*7. BV installs 250, 500, 1000 and 2000 LPH capacity RO technology projects based on the village population size which cost approximately Rs.1 lakh to Rs.3.5 lakh. Bala Vikasa provides required motivation and capacity building to the community and their leaders to ensure the project sustainability. Bala Vikasa water plant federation is organized to ensure effective supply of spares and technical support. It now plans to expand the program to other neighboring states and urban areas.

Project Name: “Conservation of Natural Resources through Community Tank De-Siltation Programme”

Project Implementer: Bala Vikasa

Thousands of Traditional irrigation tanks built centuries ago by the Kings who ruled the region are playing a key role in sustaining the agriculture even today. Unfortunately these tanks are becoming ineffective in the recent decades due to bad maintenance and silt deposits at the tank base. In order to tackle the

situation in an effective manner Bala Vikasa innovatively initiated community tank desiltation activity during 2000 with an objective of conserving rain water, decreasing the utilisation of chemical fertilisers and increase the economic opportunities to the rural communities. Bala Vikasa motivates and mobilizes the farmers to procure required tractors at their own cost and transport the silt to their own farms. To encourage active participation of the farmers, Bala Vikasa provides free excavation machines. It costs around Rs.100 per one tractor load transporting and around Rs.40 for excavation. In this method the contribution of farmers is above 70% of the project cost. An average of 4000 to 6000 tractor loads of silt is removed from each tank to create significant impact. As on 2015 Bala Vikasa renovated 700 irrigation tanks benefitting over 100,000 small and marginal farmers. Over one lakh acres is fertilised through application of about 2.5 million tractor loads. The impact of the programme is instant, assured and multiple in terms of social, economic, environmental and health aspects.

Project Name: Community Plantation Programme at Thar Desert

Project Implementer: SankalpTaru Foundation

SankalpTaru Foundation has undertaken a herculean task of growing forest in middle of barren Thar Desert in Barmer district of Rajasthan. To create a wide socio-environmental impact, in October 2012 SankalpTaru has started a community based plantation program on the theme “Gaanv ka jungle gaanv ke liye” (A forest by the villagers for the village). To restore the total deserted land of more than 50 hectares into a forest, more than 50,000 native trees were planted. SankalpTaru has employed 200 people from local communities for maintaining the plantation blocks. With their increased focus on community participation, they have been successful to create a self-enthusiastic eco-system where every villager feels responsible to take care of the plantation blocks. In the same region, they have managed “Harit Vidyalaya Program” which is aimed at greening schools and creating self-enthusiastic ecosystem wherein school community takes the onus of nurturing trees. The program has now been extended to poor farmers by growing Pomegranate

orchards for them and is further planned to be extended across various districts in western Rajasthan.

Project Name: Kawant Livelihood Project (KALP)

Project Implementer: Deepak Foundation

Deepak Foundation took up a multisectoral development initiative, namely, Kawant Livelihood Project (KALP) in Kawant, the most underdeveloped of the 43 tribal blocks of Gujarat. In Public Private Partnership (PPP) with the state Tribal Development Department, KALP benefited nearly 20,000 small and marginal farmers under improved agriculture practices through high quality agricultural inputs supply supported by capacity building and extension services. Irrigation structures like group wells, community farm-ponds, large check-dams, well deepening, drip irrigation and soil and moisture conservation measures were also supported. Village level farmers collectives were formed for marketing of produce. The Foundation also promoted Women's Dairy Cooperatives (WDCs) through capacity building and veterinary services through a Mobile Veterinary Health Unit. A Skills Development Centre was also initiated for youth. The project has been recommended through a third party evaluation for up-scaling in other tribal districts of the state and replicating in other tribal states of the country.