THE PPCP (Public – Private – Civil Partnership) project is a joint effort between the Government of Maharashtra, Hindustan Unilever Foundation (HUF) and Watershed Organisation Trust (WOTR) initiated in 76 villages across 3 blocks of Ambad, Bhokardan and Jafrabad in Jalna district of Maharashtra.

The project aspires to mitigate the effects of climate vulnerabilities by increasing water and biomass availability, thus, enhancing the adaptive capacities of the community leading them to a resilient future and self-sustainable coexistence.

### PROJECT TARGET

- **Area Treatment**: 26,500 ha
- **Farmers Benefitted**: 15,000
- **Women Benefitted**: 30,000
- **SC/ST Families Benefitted**: 2,000
- **No. of CBOs to be Formed**: 450
- **No. of Person Benefitting from Trainings**: 5,000
- **Person Days Generated**: 18,00,000
- **Potential Water Saved through Supply & Demand Side Management**: 178.28 Billion Litres
The project which was conceived and commenced in January 2014 has begun to lay a strong foundation for the five project years that lie ahead. It strives to help and guide the community to secure water and livelihoods in changing climate through community-led watershed development in semi-arid drought prone region of Jalna.

The project caters to the components of Soil and Water Conservation, Women Empowerment and Gender Mainstreaming, Enhancing Irrigation Potential Through Water Harvesting Structures, Enhancing Agriculture Production System and Social Capacity Formation.

This newsletter is the second volume to our previously published ‘The PPCP Newsletter’ in November 2014. While the first publication aimed at providing the readers with an overview of the project – purpose, partners, objectives, components and challenges; this edition focuses on the work done in the first phase of the project and the impacts that it is bringing to the front, slowly and gradually.

In many of our project villages, people depend on tankers for water; agriculture is becoming a distant dream. In Ambad, the situation is worse. The project strives to solve water problems and guide the vulnerable communities to the route leading to a better quality of life.
Due to the climate variability and pertaining drought conditions in Jalna since the past 4 years, most of the project villages are facing severe water scarcity, while some are rapidly heading in that direction.

Water crises has become the epicenter of all problems, that is economic, social, political, as well as gender that the villagers are facing. We believe that the true form of development lies when you work along side the community. Without the community participation and shramdaan it is impossible to implement such a project. It is essential that the villagers identify their problems themselves and look contribute towards building their bright future, basically using participatory approach to reach self- sustainability and development.

The PPCP project will not only tackle the water issue but in the process will also secure several livelihoods. And this has already begun.

Widowed at the age of 26, Shashikala was left with three daughters and a son. She had to struggle between fending for her family and being there for her children. She recollects her life before working under the PPCP project and talks about the consequent change.

“Before, my husband and I, both used to earn. After his death, all of the house responsibilities fell on me. Also, I had taken a loan of Rs. 28,000. So, I could not afford to miss work even for a day. I used to go wherever work was available, sometimes even in other villages.

Working for some 8-10 hours, at the end of the day I used to have a mere 100 rupees in my hand. And to go so far just for so little used to keep me away from my children for long. However, with this project work available in our village, life has become a little easy.

Now, my hard work gets me Rs.181 per day, thanks to MGNREGA. The project helps me work in my own village. This gives me more time to spend with my children too.

I feel, now that the project will continue for a few years, I will have a consistent source of income. This will help me repay my loan amount without much struggle in the long term”. 
Shashikala, who comes to work with her sister-in-law Rukminibai, also a widow, has understood that the benefits of this work are not limited to being just a livelihood option, and adds,

“I own 1.5 acre land where my 17 year old son and I work. I would like to get Compartment Bunding (C.B.) work done on my land as this will increase the water level and with it my yield”.

When WOTR team came to our village, none of us took them seriously. Our exposure trip to Hiware Bazaar helped us see what an ideal village looks like. We learnt about watershed development and what wonders it can do to any village’s progress.

Such work had not been done in our village before, so it took time for all of us to understand, that the project will benefit the villagers and that it will not be left in the middle before the work is finished.

As I understood that watershed development work is a necessity for us, I took that initiative. Also, I saw the constant efforts by Gram Panchayat and the project team to convince us.

I decided to trust in the project and give my consent. I volunteered to be the first farmer to initiate Compartment Bunding (C.B.) work in our village.

Through the project, C.B. work was done on my 15 acres of land. All this without shelling a single penny from my pocket. In fact, I also worked as a labourer on the bunding work in my own farm and earned money out of it.

If I would have done it at my own expense, it would have cost me over 1 lakh, which would have been impossible for me to arrange. The project saved me a lot of money.

I think my taking initiative and understanding the need for such a project were the reasons, why I was chosen as Wasundhara Sevak for the project.

Wasundhara Sevak is the link between the project implementers and the villagers. I make sure this work is done properly, help take measurements and convince villagers to initiate C.B. work in their farms too.”
Sakharam Saluba Dabhade works as a Rojgar Sevak in Shipora Ambhora village. He describes the transformation that occurred in his personal and professional life due to the project.

“I have been working as a Rojgar Sevak since 2008. Since years, there has been no such work done under MGNREGA in our village. Compartment bunding work began in our village under the PPCP project in January 2015.

The project has provided employment to over 200 labourers till date finishing 80-90 ha. of bunding work. I have already earned Rs. 22,000 in 2 months, almost as much I made in 3 years. The project is here for 5 years and I am glad that it will help me earn a good income as our work depends on commission based on labour mandays.

Talking about the villagers working on MGNREGA compartment bunding work, Sakharam adds, “The labourers are very happy with the project as they are getting work even in summers. Once summer is over and they have to begin farming, they can still work here for a few hours and later go to work on their farms, thus giving them an extra and stable income. That’s why they want this work to continue throughout the year and not just in summers.

My role as a Rojgar Sevak is to gather labour demands for work, assign work, measure work and take daily attendance. Earlier, I had no knowledge about my role and had not received any training. But I was trained under the project and all that I learnt is from the training.”
Sakharam highlights the positive change that his personal life has encountered due to the project, “I used to be an alcoholic. But, when the project began I was to leave alcohol. The project team told me that I was now an active part of this project; and the villagers looked up to the Rojgar Sevak and I needed to set a good example. I understood what they said and also that the people needed to respect the project and take it seriously, so I quit alcohol.”

**From the Field**

**Compartment Bunding Work in Vitthalwadi, Ambad**

**Labour Meeting in Ibahimpur, Bhokardan**

Every year in summers we sit at home, collect and sell Neem seeds or sell the little produce we have or a part of our land for survival. But, because of the project, many of us earn by working as labourers even in the month of April. This helps us earn income for everyday expenses. Basically, first we used to eat half a meal a day, now we at least get to eat a full meal.

**Sitabai Gushinge, Gram Panchayat Member, Kauchalwadi, Rohilagadh Cluster, Ambad**
India is a nation that has different norms for women and men. The patriarchal mindset dwelling in our society stems from our socialization process, more so in rural India. As we see it, for any form of development to occur, a woman’s contribution is as significant as a man’s. With this idea in our mind, we have effectively included the component of women empowerment & gender mobilization in the project.

We try to engage women in discussions about their personal and work lives through SHGs, making them financially aware and capable enough to develop certain political standing in the village.

Although our project is at a premature stage, in Wadhona cluster of Bhokardan block where the component is being implemented strongly, a positive change can be seen.

Vaishali, a woman who was afraid to go out alone, talk to people, or take up any work as she lacked the confidence and self-belief, today successfully plays the dynamic role of a Wasundhara Sevika for the PPCP Project.

She enthusiastically tells her story about how women are being empowered with the implementation of this project.

“I have been working as Wasundhara Sevika since April 2014. My journey on the job has been great. I never thought I had the capacity to be someone so important.

I still remember; it was my mother-in-law who had gone to attend one of the PPCP project meetings, and suggested my name for the position of Wasundhara Sevika.

Betting on her belief in me, I began working by regenerating the SHGs that had died and creating new ones that will live.
I created 45 SHGs from 12, and am managing them well. I never thought I could do this, something so big. Before I couldn’t even remember where I kept things at home, and today I handle the whole village; I know the details of all 470 women participating in the project SHGs by heart.

When I became a Wasundhara Sevika, one of my duties was to go to the bank to open SHG account and deposit our money. First time when I went to the bank, I was lost. I was scared to go alone and took my husband, followed him around and had no idea about banking. Today, I go alone.

In fact, all women wanted to learn banking so we made a rule that every week two different women will go to the bank. We all are turning this opportunity into gold. There has been so much change not just in me but in these women.

First, no woman went to Gramsabhas or even spoke their mind, but now we have each other’s support.

We are a strong group that is not scared of speaking in front of men or anyone else. In the August Panchayat of 2014, all women were present for the meeting and we demanded the Panchayat to provide us with taps in every house.

We are very fond of the project team and our work in the village. This one time another organisation came and offered me 15,000 rupees for transferring my groups to them, but I said no. Because, with PPCP project, we are not just SHG women, we go to trainings, hold meetings, and go to the bank.

First it was only home, but now we understand the world outside. And we are all set to start women run Farmer Producer Company.”

Enthralled by the discussion of the women run Farmer Producer Company, Sindhu takes over and talks about how the idea was developed,

“We got the idea to start a company during a workshop conducted under the project in Faradapur, 40 Kilometers from our village. 32 women and 20 men were present. At the meeting, we made a list of all the problems we face.

We came down to 5 major problems- women problems, adolescent problems, unemployment problems, farmer group problems, Community Based Organizations problems. Then all of us were divided in to 5 groups and assigned one problem to discuss.

All the groups listed down their problems and then together narrowed them all to one - The Water Scarcity Problem.
We realized that if we were able to solve the water problem, everything else will fall in to place. We created a problem tree and put all these problems on that tree, with water scarcity at the root.

Then we had to draw the tree of prosperity. We drew a dream which showed us how water availability will change everything and solve all our problems. After the water budgeting planning was done, 53 sprinkler sets were distributed.

In that meeting another problem came up; the problem that we are not paid proper price for our crops. So after a detailed discussion we all decided to set up a women run farmers company. In fact, we are also going to be taken for an exposure trip to Junnar village; it has an established women run producer company.

KAMAL NAMDEV TANGDE, 28 Years
FFS president, Vadod Tangda village, Bhokardan

The grey hair speak of her wisdom, her words reflect experience and her zest exhibits the willingness to learn. Kamal Namdev Tangde is a woman of a kind.

Where mother-in-laws keep their daughter-in-laws confined to the domestic walls, here is a woman who proposed Vaishali’s name for the post of Wasundhara Sevika. Not only does she believe in women empowerment but Kamal also heads the Farmer Field Schools held for women in her village.

“I was chosen to be the president of FFS as I have a good hold on the village, people respect my opinion and I had the time to fully commit to the position.

Initially, when FFS began, we mobilized a group of 26 women. We made groups, each of four women with a group leader. My role is to gather these women for FFS held every 15 days.

After learning from the experts, I then demonstrate these learnt practices not just to those 26 women, but anyone who wants to learn. It is my duty to see that each of these women also has a demonstration plot of 1 acre in their farm where they implement all that they learn. I follow this up with all the women. Even though 26 farmers have registered for FFS, around 90 attend it.”
For any project to be implemented in rural India, it is important that the Gram Panchayat at village level and Panchayat Samiti at block level need to be supportive. Without their consent, the project life and sustenance becomes a big question. If these leaders who run the village or block administration understand the need for such a project, then that village or block benefits the most.

PUSHPA VIJAY AMBORE, 28 Years
SARPANCH, SHIPORA AMBHORA, JAFRABAD

Pushpa has been Shipora's Sarpanch since 2 years now. She and her husband, Vijay, are two forward thinking individuals. They dream of an ideal village and have been working towards it for a while.

Their village, Shipora, even won ‘Peace Prize’ under the Mahatma Gandhi Tantamukti Gaon Yojana 2014 with a cheque of Rs. 2 lakh. This is one of our project villages where the leaders carry a vision and willingness to build a village that inspires other villages. Hence, the need of a project such as PPCP was well understood here.

“WOTR came to us in June 2014, and explained to us the importance of watershed development and the need to implement this project in our village.

An awareness program was organized by WOTR in which we were informed about female foeticide, addiction to alcohol, nutrition and health, planting trees, cleanliness and sanitation along with the idea of watershed development.

My husband and I saw that this would highly benefit our village and we agreed to give our support.

The project has also fixed fights between farmers. For example, two brothers were fighting as the demarcation of their land was not proper. But under the project C.B. work was done and their field areas properly demarcated, thus ending the 5 year feud, so the water from one brother’s field will not flow in another brother’s field.
In our village, compartment bunding work has begun and this has provided work to 250 labourers. Before, as most of the villagers are farmers, they used to sit at home during summers. Some had to sell their land, some had to sell their livestock and some took loans on 5% interest. But, now with the project work in our village, things have changed this year.

Villagers have got jobs. A family with four working members can earn up to Rs. 40,000 in two months. As the men are busy in work, alcohol intake has also gone down. We all have decided to keep one day of the week, a dry day and not take water from wells or taps, and we clean and maintain water tank on the dry day.”

“Before, it was difficult to hold FFS regularly as we had a block to look after. But, due to this project, FFSs are conducted regularly. We take F.F.S along with government employees and experts. We tell them about ‘mitra kitak’, ‘shatru kitak’, soil testing, etc.

We select 2 plots, one for demonstration using the modern and organic methods, while another for traditional agricultural practices that the villagers have been using for decades. We use organic fertilizers and pesticides and take measurements every 15 days so that they can know the difference.

D.S. Salve, Agriculture Extension Officer, Panchayat Samiti, Jafrabad

“We have been involved in PPCP partnerships with WOTR previously. This time it is with the support of HUF. Such partnerships are very important as they bring the best of each, and hence help keep the quality and passion of the project alive.

In many villages, it is due to the project that the Panchayats and the villagers have understood the need for compartment bunding work and its impact.

In the stage plays conducted under the project, the villagers along with watershed development benefits are educated about various government schemes beneficial to them.

We have a six day muster system. After we receive muster we take 2 days to evaluate and verify. WOTR has put a numbering system for trenches for monitoring, which has improved the quality of the work.”

A youth group, all boys between 18 to 22 years of age, is working under the project to buy a piece of technology – Mobile Phone. The project has not only provided them with employment but also made them responsible, independent and disciplined.
Kailash Dandge, Assistant Programme Officer (APO), Bhokardan

Under MGNREGA, priority is given to the micro watershed work involving activities like compartment bunding, CCT, WAT, etc. The best part is the direct deposit of the payment for the work in the labourer's bank account within 15 days. If the payment is delayed, the government official who caused the delay is held accountable and 0.05% of the amount due is deducted from his pocket. Also, such projects and partnerships add to the transparency & scalability of MGNREGA work.

Sakhubai and Arjun Ghodke, Labourers, Vitthalwadi, Ambad

We got the opportunity to go to Delhi for a Majoor Rojgar Melava (Labourer Gathering). For a person like me, who never went out of Maharashtra, this was a big thing. This was the first time that my wife and I went so far; we could meet labourers from different states and interact with them. This visit was possible only because we were working on this project.

N. L. Kakade, Gram Sevak, Loner Bhaygaon, Ambad

The PPCP project is beneficial for increasing the ground water level and reducing dependence on water tankers. Since December, everyday three tankers provide water in the village. This micro watershed work will ease the drought condition in our village.

Bhausaheb S. Raut, Rojgar Sevak, Soygaon Devi, Bhokardan

I have been a Rojgar Sevak since 2008. Earlier nobody was interested in MGNREGA work, except the Sarpanch. There was no water shortage as such. Now, because of consequent drought for four years, we have been experiencing acute water shortage. The villagers have realized the importance of and the need for this work.
THE LEARNINGS

RELATIONSHIP MANAGEMENT:
Rapport building with MGNREGA staff at Panchayat Samiti level led to smooth and easy functioning of government procedures. It also helped labourers receive their wages on time and participate in the project in large numbers.

CREATING A SENSE OF BELONGING:
The project creates a feeling of ownership within people at village level due to transparency in all its dealings as well as involvement of different Community Based Organizations (CBOs) in the project.

EFFECTIVE COMMUNICATION:
Villagers were made aware of the effects of recurring drought like situation and climate variability on their earnings and health, thus, motivating them to unite and tackle these issues together.

PARTICIPATION OF PEOPLE:
Effective follow up of each activity at the village level is possible because the involvement of youth groups, community and key villagers in the project is ensured.

ACTIVE PRESSURE GROUPS:
Identifying and guiding pressure groups working at village as well as block level helps in releasing the labour payment within the stipulated time.

CHANGING ATTITUDE TOWARD GOVERNMENT SCHEMES:
Villagers had a negative perception about government work and schemes due to various reasons. Under the project, a number of meetings were conducted to change this attitude, to make them understand the benefits of the schemes. This has positively altered the way villagers think about the government’s way of functioning.

FROM THE FIELD

Mr. Babanrao Lonikar, Minister of Water Supply and Sanitation in Government of Maharashtra in the village of Wadilasura in Ambad for the inauguration of Swachha Bharat Abhiyan and to felicitate recipients of the Adarsh Gram Yojana, receiving our PPCP newsletter.

Dr. Shrimant Harkar, Sub-Divisional Magistrate (SDM), Ambad, visits Vitthalwadi to see C.B. work done under the project.

Deputy Commissioner Uday Patil visits Bhokardan

Farmer Exposure visit to Ganeshpur
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We would be happy to know your thoughts on the project and the newsletter. Let us know what you think at publications@wotr.org / HindustanUnilever.Foundation@Unilever.com