As the PPCP project (Public - Private - Civil Partnership) is entering its third year, its mission to increase water and biomass availability as a basis of poverty alleviation through empowering the community has begun to take a solid shape. The groundwater level has improved; farmers have begun to benefit from the information disseminated about improved farming techniques and application of cost effective organic formulations; women now better understand their role and are able to place themselves in the larger development scenario; employment generation through the watershed development work has helped many families live through the financially stringent drought situation.

We not only seek to assess these social and economic changes occurring as a result of the project, but also intend to determine the changes in the community's attitude and behavior which, if not addressed, often decelerate the development process.

It is our mutual belief that successful change comes from a real understanding of people's habits and their motivations. We have identified the barriers, triggers and motivators of the community. The project activities are directed towards altering these in favor of our interventions, thus leading to optimum benefits for our rural stakeholders.

This newsletter which is the third edition to the PPCP series mainly focuses on what we call behavioral change. It provides insights on how our planned project activities and the approach taken towards their implementation have begun and will continue to shape people's attitudes and behavior, thus pushing them to do what will fetch them the best results.
INSPIRING SUSTAINABLE LIVING: Looking at PPCP project through the five levers for change

We believe that in order to make any project a success, effective behavior change driven interventions are needed to counter and resolve a variety of challenges faced during the project period. Unilever’s concept of 5 levers for change is a set of principles brought together in a new approach, which if applied will increase the likelihood of a lasting impact. WOTR’s planned interventions across various thematic areas coincide effectively with this model and provide various openings to view the project through these 5 levers of change.

As the introduction states, the first step towards applying the 5 levers of change is to identify Barriers, Triggers and Motivators. Through baseline survey, constant field visits and village level meetings by our field team, we identify what stops people from adopting new behavior, how could we trigger the change process overcoming these deterrents and eventually how do we ensure optimum community participation and the project sustainability. We plan our intervention approach accordingly.

**make it HABIT**

This lever is about reinforcing and reminding.
- Some people have made a change, so what can we do to help them keep doing it?

**make it UNDERSTOOD**

This level raises awareness and encourages acceptance.
- Do people know about the behaviors?
- Do they believe it’s relevant to them?

**make it REWARDING**

This level demonstrates the proof and payoff.
- Do people know when they’re doing the behavior right?
- Do they get some sort of reward for doing it?

**make it EASY**

This level establishes convenience & confidence.
- Do people know what to do & feel confident doing it?
- Can they see it fitting into their lives?

**make it DESIRABLE**

This level is about understanding people’s perception of themselves and their relationship with broader society.
- Will this new behavior fit with their actual or aspirational self-image?
- Does it fit with how they relate to others or want to?
A fractured ecosystem, depleting biodiversity, threatened livelihoods and incessant water scarcity— all in the wake of climate change, pose a big challenge for the rural communities today. These are the people who depend on nature based livelihoods for survival.

Through the PPCP project we have taken a step towards helping these vulnerable communities mitigate the harsh impacts of climate change through Ecosystem Based Watershed Development, Water Management, Climate Smart Agriculture and Women Empowerment & Gender Mainstreaming interventions. By hand holding and in partnership with the rural stakeholders, the plan is to lead them to a resilient future and self-sustainable coexistence.

**TACKLING WATER SCARCITY:** Partnering with the community for Watershed Development

- **1.** Awareness generation
  - Receptive to new ideas and feeling responsible for the project
- **2.** VDC formation and problem analysis
  - Increased sense of belonging and spiritedness
- **3.** PRA (Participatory Rural Appraisal)
  - Opportunity to express views in project management

**1.** WSD treatments
- Increase in groundwater level
- Drinking water security
- Increase in agricultural yields
- Experiencing improved financial condition
- Better employment opportunities
- Decrease in distress migration

**1.** Exposure visits
- Building up of self-confidence about the project
- Clarity of the project by internalizing the process

**2.** Wasundhara sevak / VDC training
- Learning to implement the activities
- A sense of being knowledgeable and informed

**3.** Participatory Impact Monitoring (PIM)
- Undertaking periodic assessment of the impacts of their activities
- A sense of being capable and able to make an assessment

**4.** Dissemination and upscaling of WSD treatments
- A sense of belongingness and acceptance by working together
- Ability to influence change and earn respect through CBOs
- Active linkages with government agencies and departments
- Undertaking periodic assessment of the impacts of their activities
- A sense of being capable and able to make an assessment
Since years we have been taking from our rural counterparts. Not only have we managed to damage the environment around us, but we have also played a major role in destroying the ecosystems that the rural communities depend on. The long prevalent drought situation and the resultant water crisis has not only hampered their occupation but the distressed migration and poor income have also affected their personal life.

Watershed Development (WSD) has proven to be a successful method to tackle water scarcity issues and provide income generation opportunities. The community takes up the WSD work which provides villagers with jobs; this drastically reduces the migration rate; unemployed youth and men who otherwise resort to alcoholism and gambling get work and the addiction rate goes down; the villagers unite and putting aside their differences of caste, class and gender thrive to implement the project effectively and sustainably.

**Make it understood:**

Awareness generation programs followed by exposure visits are organized at the initial stage so that the community understands the need and the benefits of the project. The programs generate awareness regarding water conservation, health and sanitation, cleanliness, equity, and improved agricultural methods.

**Make it easy:**

After this, wealth ranking of the village is carried out, post which the Village Development Committee (VDC) is formed. The committee follows Wasundhara approach which emphasizes on proportionate representation from different social strata. Households are categorized into 4 categories- very poor, poor, medium and better off. The VDC has 2 members from each class selected with consensus as per the wealth ranking. Not only is representation from all social classes ensured, but gender equality is also emphasized by ensuring 50% women participation in the VDC.
In conversation with **VDC president Bandu Vishwanath Pagire, Pangirwadi village**, “When WOTR came to me I did not trust the project. However, as I was taken for exposure visits, my perspective changed. At Hiware Bazar, I saw what people could do when they come together. The cleanliness, the unity, the availability of water; looking at the life there I properly understood the concept of ‘Mati Adva, Pani Jirva’. I, at once, knew I wanted to actively contribute to the project.

After the wealth ranking, the project team began to set up Village Development Committee (VDC). The project made sure that every social class had a representative. Women and men from each class - very poor, poor, medium, and better off- were elected.

Since its establishment, the VDC in our village is very active and holds meetings on first Monday of every month to discuss issues that the ongoing watershed development work our village faces. It is recently that due to VDC we have considered the participation of women to be important. Before, we never saw things this way. Now that a few women are a part of the decision making process, voice their opinions, conduct meetings and talk to people from the city, other women look up to them.

We feel that like we had gone to see other villages, people should come down to our village as well.”
We feel the key to any project’s success is that the community should want the project as much as us. Hence, participatory approach is central to all our interventions. This process demands inclusiveness of every single community member, instilling a sense of ownership in them and ensuring they feel confident about the project. And community contribution plays an essential role in testing the determination of the villagers to go through with the project and proving their commitment for the cause.

This process is a mark of their accountability for and responsibility towards the project. That ‘the project is not something the NGO will do for them, but something they need to do for themselves, is a fact made clear to them at every step of the project.

The WSD work is carried out in close association with the Rojgar and Gram Sevak. The Rojgar Sevak looks after many activities related to MGNREGA in the village such as giving job cards, allocating work, marking attendance, supervising the work and taking measurement of the work done.

The implementation process is monitored through Participatory Impact Monitoring (PIM) where the VDC and community members identify a set of parameters/indicators to judge, measure and assess impacts arising out of the activity in respect to social, technical, institutional and socioeconomic aspects. Self-appreciation and a sense of decision making is a motivating factor for the community to be a part of the project.

We undertake watershed development with ridge to valley approach, keeping biodiversity concerns in mind emphasizing on the planting of local indigenous plant species. This works as a way to educate the community about the biodiversity, its many benefits—medicinal and otherwise—and also the need for its conservation.

These soil and water conservation measures such as Compartment Bunding, Continuous Contour Trenches, Water Absorption Trenches, Check Dams, etc., not only are intended to solve the water problem, but positively alter the socio-economic scenario.

Bhagwan Uttamrao Shinde
Age - 38 Years, Rojgar Sevak
Javkheda Theng village, JAFRABAD

The project has improved the lives of many Rojgar Sevaks. One of them is the 38 year old Bhagwan Uttamrao Shinde of Javkheda Theng village. With a glimmer of gratification in his eyes, Bhagwan narrates his story, “I became a Rojgar Sevak in 2008. My income depends on the work done by the labourers who receive employment. As there was no MGNREGA work done since my appointment, I was not making any money for the longest time.

It was in 2014 that WSD interventions began in our village through this project and I began earning good money. I get 2.25% supervision cost on the amount of muster drawn in the season before the work stops.

In two months alone around 150-200 labourers have been employed. As a result, in such a short time, I have earned around 50,000 rupees. WSD work of 18 to 20 lakh has been done already on 50-60-hectare land. Of the total labour force of around 175, 80% are women and 20% men. They no more have to go to another village to find work.”
A 64-year-old farmer Bhagchand Devchand Gomladu of Ibrahimpur village has seen it all - water problems, loss due to drought, meagre produce and feud over land. Sharing how project solved all his problem, Bhagchand says, “When the project team approached us, none of us were ready to get Compartment Bunding (CB) work done on our fields. But when we went for the exposure visit, we learnt of similar projects executed by WOTR in our neighbouring villages of Malkheda and Soygaon. When we witnessed the benefits with our own eyes, we trusted the project and were on board at once.

In these past few drought years, my 60 feet deep well used to have merely 2-3 feet water during Rabi; summers were even worse. In April 2015, bunding work was carried out at least Rs.1.5 lakh. Two members of our own family made Rs. 4000 each in a month. This has increased my Rabi cotton yields from 3-4 quintals to 10 quintals per acre. I am still expecting 5 quintals more.

Through the project, we not only got CB work done on 7.5 acres of our land for free but also made money working under MGNREGA. This work would otherwise have cost us resources, reduced unemployment, better financial stability and the consequently better standard of living - has made almost every villager an ardent supporter of the project. As a result, there is certain amount of prestige and respect for the Village Development Committee and other such Community Based Organisations formed during the project.

As a result, an increasing number of villagers are willing to participate in the project interventions and be a part of the CBOs which have the power to direct their village and fellow villagers towards the path of progress and development.

Bhagchand Devchand Gomladu
Age - 64 Years, Farmer
Ibrahimpur village, BHOKARDAN

Two years down the project and the benefits of the watershed development work done are beginning to show. There has been an increase in the groundwater level as a result of which the farmers have started taking more crops, and the agriculture yields have increased. Additionally, as this work is in partnership with MGNREGA, the project has opened the door for many villagers seeking livelihood opportunities. Even if a couple from the family works, under the MGNREGA pay of Rs. 181 per day (considering the MGNREGA guidelines) they make almost Rs. 4000-5000 every month.

Being a witness to the gradual change - more water, increasing fodder for the livestock, more trees and hence more
One of the major reasons for water scarcity is its unguarded exploitation. Even with various area and drainage line treatments undertaken to stop run off water to increase the groundwater level, the impact won’t be as effective without proper water budgeting measures. Hence, through the project we have been promoting water management among the community.

Make is understood/Make it easy: 1 2 3

Apart from generating awareness, the community is also trained to budget water. Workshops are conducted so they can identify their domestic, agricultural, livestock or any other water usage needs. These exercises help villagers become confident to manage water and take considered decisions on groundwater withdrawals.
In order to involve the community, *Jal Sevaks* (Water Volunteers) are appointed. Their role is to prepare a water budget of the village based on the baseline data such as rainfall, area details, human population, livestock population, cropping pattern, existing surface water storage structures and their storage capacity, etc.

In majority of the projects Wasundhara Sevaks are trained in water budgeting and given an additional responsibility as *Jal Sevaks*. Similarly, in most of the project villages, instead of forming a separate Water Committee (WC), the Village Development Committee (VDC) is assigned WCs role as an additional portfolio.

**Make it desirable:**

Once the budgeting is done, if the water requirement is more than water availability, water committee decides on the prioritization of water uses, possible interventions for water saving and efficient use of water, cropping pattern. Action plan for the same is proposed by water committee to Gram Sabha and decisions are taken with consensus.

As the community members have an integral role in assessing the impact of water budgeting, they are in power to mould their actions in order to get the desired results. It is a great way to involve them, and motivate them to participate in the project.

**Make it rewarding:**

Additionally, the distribution and installation of drip and sprinkler irrigation systems as well as vermi-composting beds has ensured judicious use of water. The results have been explicitly visible in terms of increased agriculture productivity and better soil health.

Apart from exposure visits to villages that follow such water budgeting activities, *Jal Sevaks* and the Water Committee are provided with proper training on how to measure groundwater level. This is quite crucial to most farmers as almost all have personal wells. Along with these micro irrigation techniques such as drip and sprinkler as well as organic formulations such as composting possessing water retention quality are promoted extensively. Their benefits are promoted through various meetings.

**Make it habit:**

The Water Budgeting Committee (in most cases VDC adopting an additional portfolio of the WBC) will ensure the judicious use of water even past the project implementation phase. It is essential here to know that the villagers are aware how beneficial watershed development is. However, they understand the significance of water management in order to retain the positive impacts of the soil and water treatment undertaken in the long run. Hence, ensuring that seasonal crop water-budgeting as well ground water monitoring are carried out post the project will not a problem.
At a time where drought is lurking around the corner every year, it is essential to use water judiciously for sustenance. Dadarao Tangde of Wadod Tangda, 60, shares the importance of managing water wisely, “Our village has been facing water shortage due to unpredictable and scanty rainfall in the past few years. For our farming community this is an alarming situation.

We had been thinking of moving to micro-irrigation methods, but we could not afford it. A couple of months ago, through the project, WOTR installed drip irrigation systems and distributed sprinkler sets. In our 6 acres of land, we have drip installed in 2 acres, while we use a sprinkler set for watering 4 acres. We usually take cotton, soybean in Kharif while chilli, wheat and gram in Rabi. To install irrigation system we paid 25%, the project paid 25 % and the Government paid 50%.

We can certainly see the benefits. The amount of water usually used for 1 acre, now can be used for 2 acres. Last year we used to take Rabi crops in 2 acres of land due to lack of water, however this season we have been able to take up crops on 5 acres of land, thanks to the micro-irrigation techniques.”
Each passing day the weather is getting more extreme and erratic. It does not come as a surprise that many of our farmers are giving up on agriculture as a viable occupation. This has mostly to do with their inability to cope with the negative impacts of climate change.

That being said, to provide farmers with weather based information and help them enhance their productive capacities is one of the major objectives of the project.

However, to engage farmers and facilitate them in adopting modern agricultural practices is a challenge.
In this scenario, it becomes necessary to alter the minds of the farmers to be open to these new and improved ways of farming. With this in mind, before implementing the project interventions, it is our sincere attempt to provide people with the necessary exposure directed towards shaping their minds to be more receptive of our intervention.

Preparation and application of organic formulations such as Amrit Pani, Dashparni Ark, Nimboli Ark, etc. is heavily promoted. Farmers follow what they see as these formulations also help them cut down extensively on expenses incurred to buy chemical fertilizers and pesticides while enhancing the quality of their crops.

As Shipora’s Siddheshwar Sahebrao Ambhore, quotes, “I have 25 acres of land. I grow cotton, soybean, pomegranate, maize, gram and wheat. Since the project, I have received constant guidance through FFS for my main crops of gram and pomegranate. The project team informs us how to perform improved farming techniques, right from seed treatment to which pesticide to give, how to prepare organic formulations, vermin-composting, etc.

Before the project, I used to apply expensive chemicals to control diseases on my crops. However, after the guidance received through the project, I began using organic formulations of Amritpani and Jeevamrut for getting rid of ‘Karpa’ which causes yellowness in ginger. Before using WOTR’s recommended way of doing farming, we used to get 70-80 quintal of ginger per acre, now we are expecting around 100-125 quintals.”

Make it understood: ✅

Through the awareness generation sessions in Gram Sabhas as well as farmer meetings, the farmers are informed about the benefits of improved farming techniques as well as are introduced to the concept of farmer groups and Farmer Field Schools.

Make it easy: 1 2 3

Farmer Field Schools (FFS) are conducted on a fortnightly basis to help farmers get acquainted to the modern farming techniques. FFS is conducted for the major crops of the village as chosen by the farmers. FFS begins at the beginning of the cropping season. Then, every 15 days the farmers are guided through the various farming methods as per the growth stage of the crop. This hand holding is essential. For one, the farmers believe what is being told and secondly, demonstrations are also held to make the application process easy for farmers.
The project team approached us a couple of months ago. The idea is that we all farm alike. We all take similar crops. The Farmer Field Schools (FFS) proved to be a crucial and similar approach to farming as guided by the FFS, a platform for farmers and it was through FFS sessions that fetching us substantial market price; we purchase the concept and the many benefits of farmer groups were pesticides, fertilizers or any other crop related introduced to us. In fact, a few of us wanted to start these commodity together in wholesale, thus reducing the groups since a long time, but we did not know how to go cost. about it. I think the project and the WOTR team’s Some farmers in the group are more educated than guidance finally made it happen for us. others while some have more experience on field. Each of us has something to contribute to the group and this makes us feel powerful together and secured. As we know what and how much to buy, we will have to bear market prices and the stakes to make profit will be higher. We all try to follow what is taught in FFS. The benefit of our group is that we all can apply these techniques farming through our mandal (group) will help us better together. We have each other’s moral support. We control pest and diseases on our crop, thus minimising encourage farmers to take more than one crop to the loss. minimize nutritional deficiency as taught in the FFS. This is not only essential for income security but also for food capacity. Additionally, small scale farmers benefit from such groups: firstly, they can help each other through marketing advantages; secondly, their bargaining power increases leading to a decline in the cost of purchases made for agriculture; and finally, group selling of produce helps procure a proper amount for the yield ensuring no exploitation.

A sense of security emerging from being around educated farmers of the group, who make appropriate and fruitful decisions for the group, ensuring optimum benefit for each member, plays an important part in attracting many farmers towards forming such groups.

The farmers in Arathkeda have been enthusiastic and quick enough to be on board with the idea of Farmer Groups. Our project team has met with a positive response, and two farmer groups have already been formed: Bhumiputra Shetkari Mandal with 16 members and Dharmadas Maharaj Shetkari Mandal with 15 members.

Each of the farmers contributes Rs. 200 monthly which will be used to buy agriculture equipment. Members will be able to borrow money from this fund to buy agriculture equipment with a mere interest rate of 5 % per month.

In an insightful conversation with the project team, the farmers converse about their decision to start farmers group and their plans to sustain it and take it forward. Here are a few excerpts from the dialogue:

**Farmer 1: Pandurang Falke - 45 years**
The project team approached us a couple of months ago. The Farmer Field Schools (FFS) proved to be a crucial platform for farmers and it was through FFS sessions that the concept and the many benefits of farmer groups were introduced to us. In fact, a few of us wanted to start these groups since a long time, but we did not know how to go about it. I think the project and the WOTR team’s guidance finally made it happen for us.

**Farmer 2: Vinayak Gawande - 40 Years**
We were introduced to the many benefits of forming such groups. The most important one to me was that if we sell our produce together, we will be able to avail good market prices and the stakes to make profit will be higher. Apart from getting good returns on our yields, group farming through our mandal (group) will help us better control pest and diseases on our crop, thus minimising the loss.

**Farmer 3: Baburao Sakharam Bhise - 44 Years**
One of the benefits of creating such a group is that we get a space to share good practices and resolve farming related problems together. We never did it before. Through this group, we feel closer to each other, it gives us a sense of brotherhood. After all, it is as they say, ‘United we stand, divided we fall’. I am certain that we all will be benefiting from such an alliance.

**Farmer 4: Bhimrao Phukat - 52 Years**
The idea is that we all farm alike. We all take similar crops and similar approach to farming as guided by the FFS, fetching us substantial market price; we purchase pesticides, fertilizers or any other crop related commodity together in wholesale, thus reducing the cost.

Some farmers in the group are more educated than the others while some have more experience on field. Each of us has something to contribute to the group and this makes us feel powerful together and secured. As we know what and how much to buy, we will have to bear minimum losses.

We all try to follow what is taught in FFS. The benefit of our group is that we all can apply these techniques together. We have each other’s moral support. We encourage farmers to take more than one crop to minimize nutritional deficiency as taught in the FFS. This is not only essential for income security but also for food security as well as enhancing the soil’s productive capacity.

If our group continues to do well, we plan to start a Farmer Producer Company.
The farmers have realized the many benefits of crop and weather specific insights on crop planning, integrated agriculture techniques (preparation and use of organic formulations, nutrient pest and disease management, irrigation management, intercultural operations), provided through the FFS, demos and agro-advisories. Many have successfully covered the road from being uneducated farmers to being informed farmers. The project rewards have led the farmers closer to food and income security, even in the wake of climate change.

Once farmers start applying sustainable agriculture practices promoted during the project period, the rich benefits they derive will make them continue following these practices, making it a habit considering the increase in yield and other benefits that will be too significant to slide by.

The third project year has just begun and more farmers understand the advantage of the improved agriculture methods and usage of organic formulations. They are slowly witnessing the resultant benefits in terms of enhancement in agricultural production and also learning how to do cost effective farming with minimum water at disposal and still get optimum produce out of it.
ENGENDERING EQUALITY: Increasing women participation and encouraging economic emancipation

Prosperity, Progress, Development - these are heavy words. But they lose their weight when half of the population is ignored!

Succumbed to the patriarchy driven norms, several women struggle to discover their identity. They are those who single handedly manage households yet have no say or power whatsoever in the decisions concerning their family or themselves; their world and power is confined within the kitchen walls.

Through the project, we seek to bring to forefront the hidden potential of rural women and how they can better manage not just the kitchen but the project and families as well.
The SHGs are a platform where each woman puts in Rs.100 made available through the money saved via SHGs. As a result, every month, she can borrow money in the time of need all women desire to participate in this intervention. at just 2% interest with a payback window of 2 months. The By having access to savings and credit facilities through promotion of Self Help Groups plays an essential role in different institutions such as banks, co-operative societies, bringing women out of their houses. Especially, the promise of economic emancipation of women and with them the ability of families to easily loan money at minimum rates is enough for men to support women to join these groups. In the process, various Self-Help Group activities and trainings are also conducted for women. With each passing meeting and training the women are groomed to be better speakers, managers with an ability to understand banking and book keeping. As their knowledge and exposure increases, so does their self-confidence, ambition, and the spirit to voice their opinion.

SHG meetings are held every month. A village can have a number of SHGs of around 10-12 members each. Every SHG has its own president who is also a group member. Thus, women get an opportunity to lead, explore their ambition, be the change and make a difference. These SHGs are linked with a bank. All the bank transactions are done by women themselves as per the training provided.

As SHGs become a platform where women discuss and share the issues they face, they address their issues through various SHG activities. For example, women have to walk miles to fetch water so if they have storage tanks they can avoid the strenuous walk to the far off water source. Hence, through the SHG money via project, water storage tanks are distributed among all the SHG members. Similarly, cycles, hoes, water filter, or anything that helps women reduce their drudgery is made available through the money saved via SHGs. As a result, all women desire to participate in this intervention.

By having access to savings and credit facilities through different institutions such as banks, co-operative societies, financial institutions etc. women get the opportunity to save and earn interest on their money. They use these savings for different needs of their family members making it rewarding not only for themselves but also for their families.

Additionally, many women groups encash the SHG platform or savings, to initiate a livelihood activity, sometimes individually and sometimes in groups. A striking example of the same is a vibrant women group based in Wadod Tangada village of Bhokardan, which united and initiated an all women-run Farmer Producer Company.
As we call out a 32-year-old Kamal Deepak Tangade of Wadod Tangda village as a Board member, she smiles proudly. Eager to talk about how the project has changed her life, she enthusiastically begins, “Before the project team came to our village and I became a part of the Self Help Group intervention, my husband did not respect me or value my opinion. But, the project turned things around.

That I have my own savings, from which I can withdraw money at minimal interest rate and help my household in the times of need has earned me respect. This has boosted my morale and that of my sisters in various SHGs.

Through the project we began attending Farmer Field Schools (FFS). We have learnt how to farm using the modern methods through demos. The distribution of sprinkler sets has further increased our production. I am an informed farmer who knows about which fertilizers and pesticides to use for increasing agriculture yields. Now my opinion is valued, not just at home but also in farming.

A few months ago, we women got a platform to begin a Farmer Producers Company through the project. This dream has finally been realized, and you are talking to one of the directors.

I still have difficulty in believing how far we women have come. I remember, not long ago, my husband denied me even Rs.100 to put in the SHG, and today, without even asking why I need the money, he at once handed me Rs.11000 to pay my share as a director.”

Kamal Deepak Tangade
Age - 32 Years, New Gram Panchayat Member
Wadhona village, BHOKARDAN
We are trying our best to ensure that the SHGs work smoothly during the project period and derive the most from their different activities. We also build their capacities so that they would continue their work even after the project ends. Members continue working together for common good as they do not want to discontinue the benefits they are getting.

For that they make sure the SHGs work smoothly by making a habit of good practices essential for the existence of such Community Based Organisations.

Apart from the promotion of SHGs, equity in the development process is ensured through the mandatory rule of 50% women participation in the Village Development Committee.

The newly appointed VDC secretary, Meena Bharat Gat of Pangirwadi village, enthusiastically talks about her role and the power to make a difference. The 26-year-old says, “Being a VDC member was definitely not the plan. But because I was encouraged by the project team and our VDC president Bandu bhaun, I became a part of it. As the time passed and more meetings were held, I recognized the benefits and power of the group and my position. I mean how many people, especially women, get to make a difference, and here I did.

I think 50% women participation is very important because if we go ahead, we can do better for our children. I never used to speak much but through VDC I realize that I am more confident than before.”

She further adds, “Through WOTR, 7 SHGs have been established and 4-5 are to be formed in near future. There are around 10-12 women in each group. It is not that we did not have SHGs before or it was a new concept to us. But, the old SHGs shut down as we did not have much idea of how to run them smoothly. However, because of the project we know how to run SHGs properly as we are given trainings time and again. A few months down the line if we have sufficient money saved, we might just start a small business.”

In the previous edition, we mentioned how women of Wadod Tangda, a small village in Bhokardan have done exceptionally well for themselves. These SHG members who have attended not just SHG trainings, but trainings on water budgeting and have been regular participants in FFS, set out to start their own Farmer Producers Company. Finally, since then, Board of Directors have been appointed and the company has been formed.
VISION FOR THE PROJECT SUCCESS AND SUSTAINABILITY:

The concept of Hindustan Unilever’s Five Levers of Change has been internalized in the project interventions. It has been our attempt to implement and assess the progress of our project on the basis of the behavioral change that it seeks to bring amongst other forms of positive social and economic changes.

Since its inception, we have strived to inform the community about the need and importance of the project, to familiarize them with our interventions, to make them feel accountable and responsible for the project implementation and progress, to train them as carriers of their own development interventions, to form CBO’s and ensure the sustainability of the project.

These CBOs have not only played a significant role in bringing people together and giving the locals the power to engender their own future, but also instilled in the fellow villagers a desire to be a part of the project.

The villagers have stood witness to the betterment in their living conditions through the PPCP project. The increase in the water availability, agriculture produce, improved social standing, financial security through women run SHGs, employment generation through MGNREGA, improved knowledge about farming, increased confidence among women to voice opinion in public or in Gram Sabha, reduction in alcoholism, willingness to send children to schools, knowledge of various government schemes and extracting their benefits, getting a chance to discover the leader in them through various CBOs, these have brought to front many rewarding qualities of the project and continue motivating the community to sustain it.

The visits from the influential block and district level government officials as well as consistent documentation and flow of newsletters and videos do infuse a sense of prominence and fame in them. This is one of the factors that motivates the villagers to participate and contribute more to the project. Such opportunities make the villagers feel important and they continue being associated seeking that approval and respect.

### Key Achievements till Dec 2015

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<th>Category</th>
<th>Figures</th>
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<tbody>
<tr>
<td>Village Institutions formed</td>
<td>229</td>
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<tr>
<td>No. of persons trained</td>
<td>3,572</td>
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<td>Area treated</td>
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</tr>
<tr>
<td>Water harvesting potential created</td>
<td>10.51 Billion lit.</td>
</tr>
<tr>
<td>Demand side water saving</td>
<td>0.82 Billion lit.</td>
</tr>
<tr>
<td>Person days generated</td>
<td>269,951</td>
</tr>
<tr>
<td>Farmers benefited</td>
<td>3,739</td>
</tr>
<tr>
<td>Women benefited</td>
<td>1,540</td>
</tr>
</tbody>
</table>

*We would be happy to know your thoughts on the project and the newsletter. Send your feedback at publications@wotr.org/hindustanunilever.foundation@unilever.com*