

# CSR CONVERSATIONS

*Strategic CSR... Maximising impact*



*Water is the essence of life and a basic human need, but providing access to water for the population has become a global concern. The situation has worsened to the extent that a few cities across the globe are heading towards no water day, starting with Cape Town and Bengaluru. This edition gives a glimpse of achievements of Ambuja Cement Foundation and Rallis India in the field of water conservation and harvesting leading to a prosperous and sustainable community, which can be replicated by other organisations in different geographies across India to achieve similar results.*

## Water Stewardship for a Blue Revolution A Corporate Social Opportunity

- Dr. K. Vijaya Lakshmi

Vice President, Development Alternatives

**T**he global demand for water has been increasing at a rate of about 1% per year over the past decade. The industrial and domestic demand for water has increased much faster than agricultural demand. By 2030, the projected demand from industry will quadruple to 196 BCM (13 per cent), pushing overall demand growth to 3 per cent per annum. In India, the water use efficiency is much lower when compared to some developing countries in the world. For every 1m<sup>3</sup> of water consumed by the Indian industry, 0.77m<sup>3</sup> of water is discharged as waste water. This situation calls for demonstration of greater water stewardship by corporates, for both on-site and off-site activities, as well as influencing their supply chains. Concern for a more efficient use arises due to the depletion of local water sources, contamination, the high costs of water access/ transport, competing water users and the resultant conflicts etc. Corporates can reduce their water

foot print through on-site and off-site initiatives such as zero discharge at company and village level, community awareness and catchment level initiatives. Some initiatives that corporates are beginning to explore are integrated water management, water efficient agriculture, promotion of local youth ambassadors as water warriors for source protection, etc. The ensuing water crisis offers a great social opportunity for corporates in championing Blue Revolution by assuming shared responsibility and respecting the rights of future generations. Water stewardship by corporates thus seek fundamental shifts and warrants innovative, holistic and business like approaches for long term sustainability of their initiatives. Corporates should strive to enhance efficiency of our current resources, infrastructure and more importantly promote recycling culture.

# Building Water Sufficient Communities – ACF

- Nidhi Pathak

Communications Manager, Ambuja Cement Foundation

For 25 years, Ambuja Cement Foundation (ACF) has been working for and with rural communities to create a sustainable and prosperous society. ACF, with its dedicated team of over 500 professionals, has expanded its work to 21 locations in 11 states and is reaching out to a population of nearly 26 lakh. The Foundation has mainly focused on strengthening rural communities through five thrust areas – Water Resource Management, Promoting Livelihoods (agriculture-based and skill-based), Community Health, Women Empowerment and Quality Education.

Water has been a critical issue with most Indian communities and a vital resource for sustenance of human beings, and thus it has emerged as a priority among communities. Scarcity of quality water was leading to several problems such as women drudgery, school dropouts and health problems.

ACF, through adoption of participative approach and customised solutions, has been catering to different challenges in varied geographies. In Kodinar, the salinity slipped back towards the coastline and resulted in improvement of water quality. In Rabriyawas, frequent famines was a major problem. ACF, through a mix of traditional knowledge and technological methods, has focused on building/renovating traditional water reservoirs and structures to recharge groundwater and harvest surface water. In the hilly terrain of Himachal Pradesh, ACF has undertaken 'watershed management' to conserve water and improve quality of livestock and land, while in Maharashtra, facing high surface runoff, the Foundation focuses on groundwater recharge.

The programme has brought in vast economic benefits too. Now there is an increase in agricultural yield all year round, which brings higher incomes and reduces average annual expenditure for families.



By partnering with the government and other developmental agencies, we have achieved large scale projects, thus benefiting over 380 villages. Through its projects, ACF has been focusing on in situ water harvesting methods, which is best suited for India's rural topography.

54.05  
MCM

Water storage  
capacity created

404

Check dams  
constructed

71.26  
Kms

Interlinking of  
water bodies

6488

RT rainwater  
harvesting structure

2-12  
metres

Increase in  
groundwater level

8.44x

SROI in watershed  
development  
at Deseran

Ashok Dewada's crop income leapt from less than a lakh to a whopping INR 15 lakh after he took the advice and support of Ambuja Cement Foundation and invested in the development of a farm pond.

With a ready supply of water for irrigation, he was able to expand his crop plantation. Where he once used just 4 bigha of land, he could now use 15 bigha. He was also able to veer away from traditional crops and cultivate *Methi* - a far more profitable enterprise.

On seeing the results, other farmers in the area are following suit - building farm ponds, which increases productivity by enhancing crop yields and reducing the risk of crop failure in arid regions where water shortage is common.





# Project Jal Dhan – Rallis India

- Alka Upadhyay

Assistant Vice President, Tata Sustainability Group

Rallis India, a subsidiary of TATA chemicals which is in the business of comprehensive crop care solutions, has developed its water stewardship strategy which includes water management within its organisational boundary, as well as working with the community for watershed sustainability.

In its integrated approach towards watershed management, women empowerment and skill development, the organisation has launched a flagship project, “Jal Dhan”.

Nearly three years back, Rallis India decided to pilot its watershed project in a region adjacent to its plant at Lote (in Kokan belt), which had a unique problem of being blessed with heavy rainfall every monsoon and yet facing water scarcity during summers due to its hilly terrain and lack of proper storage structure for rainwater. The project included interventions such as construction of temporary and permanent structures like loose boulder, diversion dam and check dam, and afforestation, with the help of volunteering by Rallis Employees and Villagers through ‘Shram daan’ i.e. providing one’s service for community work.

A slow but steady beginning in the first year was intensified in the second year as the results were life changing for the community. Older watershed structures were de-silted and revived to increase rain water harvesting, with visible impact seen at Songaon village in terms of an increase in water table and levels in wells, increased access to potable water, improved seasonal vegetable crops (rabi crop), overall increase in agricultural production, and the addition of a second crop in the year.

With this successful experience, the company decided to expand the watershed initiative into those areas which are drought prone and rain fed, especially in Vidharbha and Marathwada which have a large population of small and



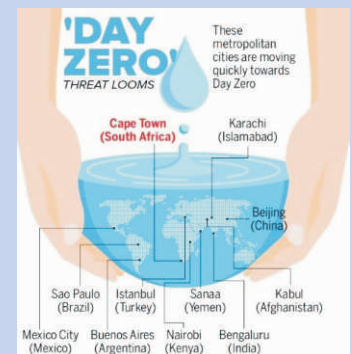
marginal farmers. Rallis has received immense appreciation from the community on the Jal Dhan intervention.

The Maharashtra Government has also acknowledged the Rallis initiative and it plans to take this forward through partnership with the Government, Tata Trusts and key stakeholders.

- 31 villages in 8 districts covered in 2 years
- 1,064 million litres of water recharged
- Lives of 1,11,600 villagers benefitted
- Hydropower plant set-up which meets the lighting requirement of the Gauthan village
- Fertile silt accumulated from desilting is used for land filling or creating additional fertile soil

## Is Bengaluru heading towards Day Zero?

A recent analysis shows that at least 10 metropolitan cities across the globe are heading towards Day Zero – a situation where tap starts running dry. Bengaluru is one among them as the total number of wells in the city has shot up from 5,000 to 4,50,000 in last 30 years while recharge of the ground water is minimal due to unplanned urbanization. As per government, the city’s population will touch 20 million by 2031, when the per person water availability would reduce to as low as 88 liters per day (minimum requirement is 135 liters per day). Even the storage capacity of Bengaluru’s lake has reduced to 2 tmcft from 35 tmcft in 1800’s.



# Summer of 2018 Call to Action

While the forecast suggests that the 2018 monsoon will be normal, the period leading up to the monsoon is the hardest as temperatures rise and water availability falls. Corporate India has and can continue to show the way in the following ways:

Saving Process Water	Water in the Community	Heat Proofing
<ul style="list-style-type: none"> <li>• Footprint process water to identify water saving opportunities</li> <li>• Ensure these are implemented well before the dry season</li> <li>• Regularly inspect and repair leaks in water lines</li> </ul>	<ul style="list-style-type: none"> <li>• Run water conservation awareness programmes</li> <li>• Plan and implement watershed interventions</li> <li>• Repair leaks in all public water points</li> <li>• Set up drinking water points in key villages</li> </ul>	<ul style="list-style-type: none"> <li>• Run safety campaigns amongst employees, labour, communities</li> <li>• Avoid outdoor activity during afternoons</li> <li>• Ensure availability of safety equipment, first aid kits, care givers</li> </ul>

## CSR events in the quarter

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| <ul style="list-style-type: none"> <li>• <b>Water Industry Awards</b><br/>The Vox, Birmingham, 21 May 2018</li> <li>• <b>CSR Awards 2018</b><br/>PHD House, New Delhi, 27 April 2018</li> <li>• <b>IWA Global Water Award</b><br/>20 April 2018 to 18 June 2018</li> <li>• <b>5th Water India 2018 Expo</b><br/>New Delhi, 23-25 May 2018</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Jal Expo</b><br/>Jaipur, 23-25 May 2018</li> <li>• <b>Waptema Water Expo (WWE 2018)</b><br/>New Delhi, 15-17 June 2018</li> <li>• <b>UNESCO Prize For Girls' And Women's Education 2018</b><br/>18 April to 11 May 2018</li> <li>• <b>Water Expo Pune, 2018</b><br/>Pune, 03-05 May 2018</li> </ul> |
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## About DMS

DMS or Development Management Services is an advisory and consulting unit. It offers advisory services to companies to support them in achieving strategic and impactful CSR at scale. DMS supports companies in formulating their CSR policies, advises them in programme development and provides support in implementing CSR projects. It also acts as an aggregator, leveraging resources of small companies collectively to scale up the impact of project. DMS offers customised solutions to organisations for developing CSR projects to fulfil the mandate of organisation and maximise the project impact.

STRATEGIC SUPPORT	PROGRAMME MANAGEMENT	CAPACITY BUILDING
<ul style="list-style-type: none"> <li>- Designing/Review of CSR Strategy</li> <li>- CSR Programme Review (Monitoring, Governance)</li> <li>- Events / Workshops for Thought Leadership</li> <li>- Knowledge Publications (Case Studies, Toolkits etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- Programme Planning &amp; Design</li> <li>- Partner Selection &amp; Management</li> <li>- Programme Execution</li> <li>- Monitoring &amp; Reporting</li> <li>- Impact Assessment</li> </ul>	<ul style="list-style-type: none"> <li>- Technology / Innovation Support</li> <li>- Capacity Building of Company Employees</li> <li>- Capacity Building of Implementation Partners</li> <li>- Communication &amp; Outreach Products</li> </ul>



B-32, Tara Crescent, Qutub Institutional Area  
New Delhi 110016, India,  
Tel: +91-11-2654-4100, 2654-4200, Fax: +91-11-2685-1158  
Email: csrsolutions@devalt.org, Website: www.devalt.org