J & K SAI STAR SOCIETY

SPJIMR
Bharatiya Vidya Bhavan

Water Conservation Mission

PREPARED BY SURAJ SALUNKHE PGP-19-073,

PGDM 2019-21, SPJIMR,MUMBAI

J&K Sai Star Society

Sainiks, Agriculturists & Intellectuals; Society for Total Agrarian Rural Reforms
A Charitable Non-Profit NGO
Member, United Nations Global Compact
Web Site – www.saistar.co.in, Email: jak.saistar@gmail.com
Helpline Phone Numbers: 01921224349, 9419107550

About J&K SAI STAR SOCIETY NGO

SAI STAR stands for – **S**ainik, **A**griculturalists & **I**ntellectuals; **S**ociety for **T**otal **A**grarian **R**ural reforms

Mission

"All inclusive development by working at grass root level and employing sustainable technologies and information with regard to Healthcare, Education, and Agriculture. Correct use of natural resources and environment with special emphasis on empowerment of Women, Children and Welfare of ex-servicemen and widows."

Vision

"To improve quality of life of rural population by sustainable development at grass root level."

Established by Brigadier Amarjit Singh Randwal (Retd) in Mar 2003, with the aim to improve the quality of life in rural area.

The society is mainly devoted to rural development, promotion of youth activities & adventure sports, healthcare, environment up-gradation, empowerment of women and children and welfare of Ex-servicemen & Widows.

About J&K SAI STAR SOCIETY NGO

J&K Sai Star Society works on rural development of **Kathua** and **Udhampur** districts

Member **of UN Global Compact and CNRI** - **Confederation of NGOs of Rural India**

Major Milestones

- **ECHS Polyclinic-**Ex-Servicemen Contributory Health Scheme Polyclinic, society works as a facilitator
- **SS CAP -** Career Awareness Project was started in 2019 to educate the students of rural areas about career planning and explain the options open to them

OBJECTIVES

- To improve quality of life of rural population
- Sustainable agriculture development
- Environment up-gradation and ecology literacy
- Agriculture, horticulture and floriculture
- Biotechnology and vermiculture awareness
- Empowerment of women and children
- Welfare of ex-servicemen and widows including their healthcare
- Promotion of youth activities, training and adventure sports
- Making villages IT knowledge centers in information and communication technology (ICT)
- Healthcare, AIDS awareness, reproductive health and disease prevention
- To cooperate with other NGOs and government agencies for achieving the objectives

Water Conservation Mission

Current Scenario

- *According to WHO, more than **85%** of drinking water & **60%** of irrigated agriculture depends on ground water*
- *Jammu & Kashmir faces one of the highest level of groundwater decline in India*
- *There is low availability of water in Udhampur and Kathua district during hot and dry summers*

Objective of the project

- Designing an awareness campaign to educate the locals in Kathua and Udhampur
- Enhancing water storage above & below ground
- Minimizing wastage
- Conservation of Water through check dams, rain water harvesting and other techniques

Methodology

1

CURRENT SCENARIO

Initial Observations

Informal Casual Conversations

2

PRIMARY RESEARCH

Personal Interviews in 4 villages

Visiting sites - check dam, river, ponds

Focus Group Discussion

3

NEED ASSESSMENT

Understanding the needs and finding the gap between current scenario and primary research

4

SECONDARY RESEARCH

Analysing Reports

Ground Water Yearbook

Ministry of Water Resources

5

RECOMMENDATIONS

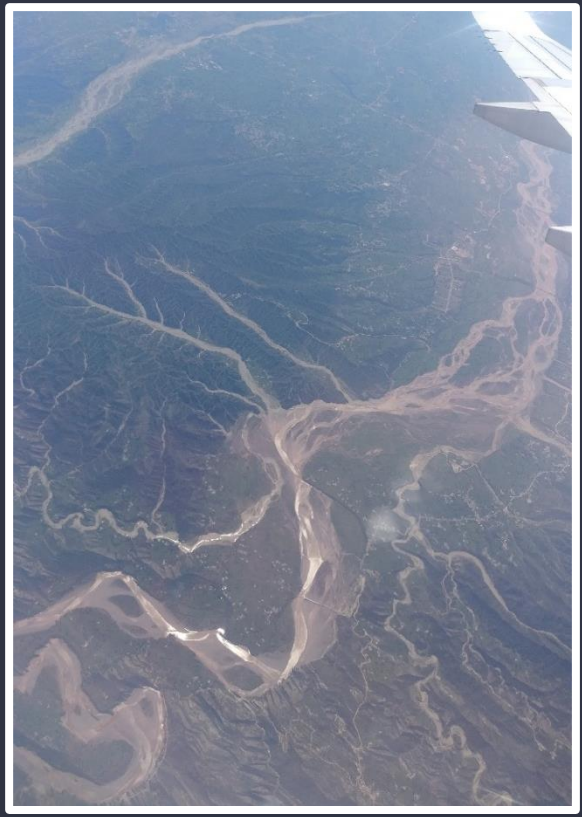
Awareness campaigns

Individual/Community Interventions

Government Initiatives

Field Visit

Visited 4 villages: Bobay, Nagrota Gujroo, Kachhir, Lakhari. Most rivers were already on the verge of drying up



Field Visit

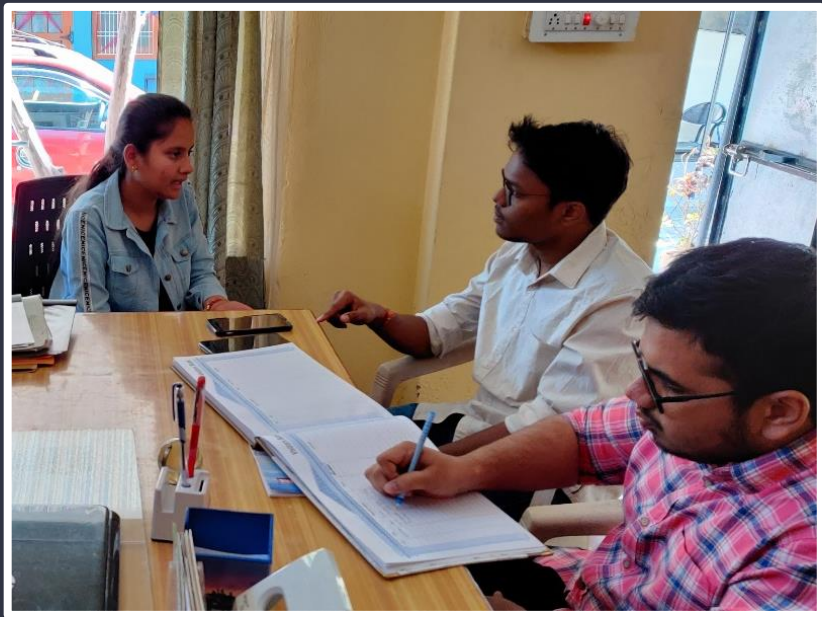
Bawdi, a common ground water resource, is used by villagers for various hygienic and domestic purposes such as bathing, washing, irrigation, etc. However, it is contaminated.

Families that can afford have dug a tube well. Those who cannot afford, procure water from hand pumps

There were many ponds which have become stagnant and are no longer used

Field Visit

Conducted personal interviews to understand the level of awareness about water conservation
We realized that, while most of the students were aware, the elders in the family were not aware.
People who were aware didn't know how to go about implementing the water conservation techniques



Field Visit

Took measurements for the construction of check dam in Bobay Village. The NGO plans to use conserved water for growing medicinal plants

Diversion of river water into the fields for irrigation through these channels

Insights from Field Visit

Individual Property

Though groundwater is a community resource, it is treated like an individual property. It is been consumed unsustainably

Sewage and Sanitation

Lack of formal sewage treatment and inadequate sanitation is polluting the water resources

Variation in Availability

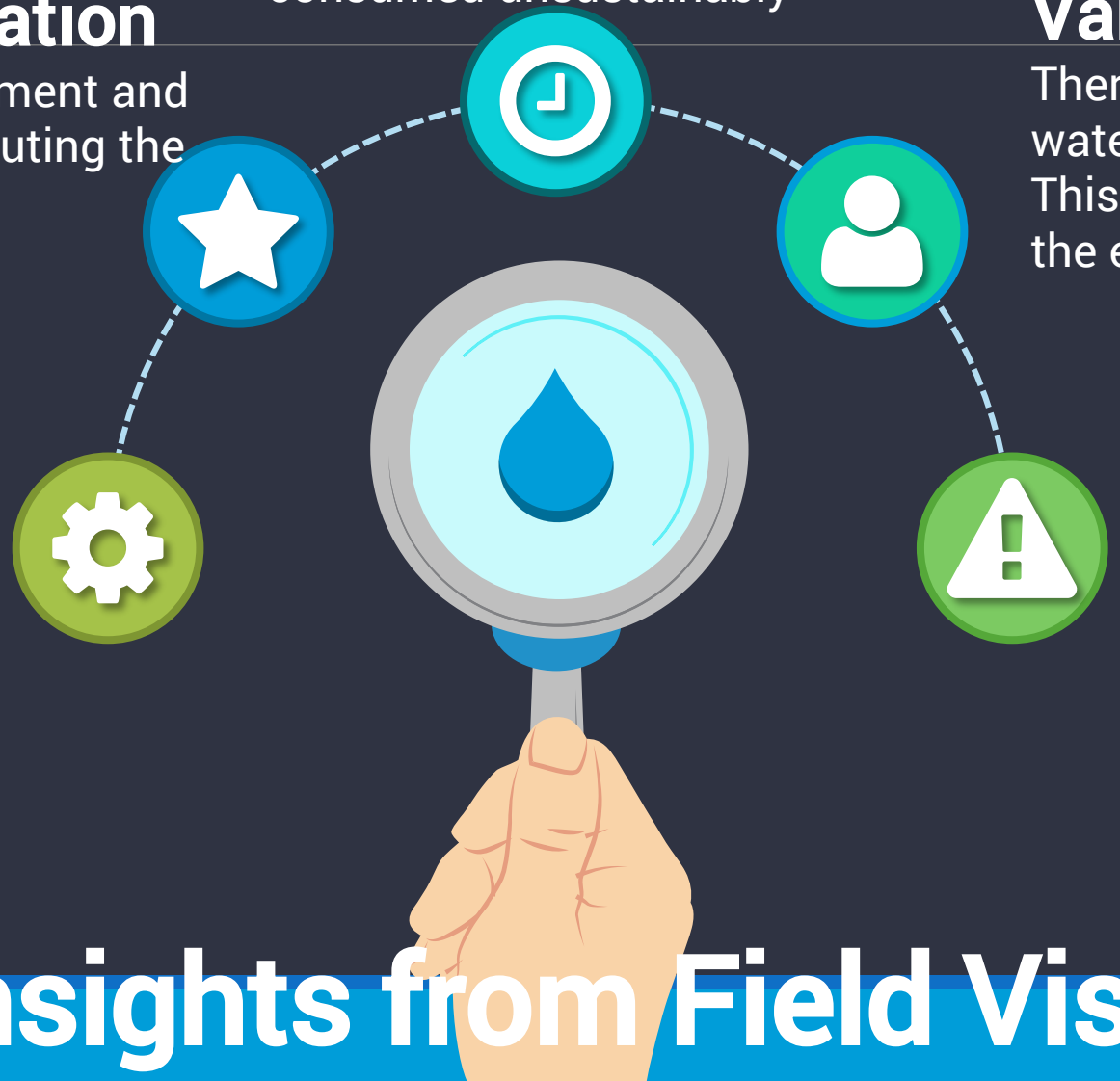
There is variation in availability of water across time and geography. This has further increased due to the effect of climate changes

Awareness

Low awareness about scarcity of water. Cannot conserve what we cannot see (ground water)

Diversion of water

Diversion and encroachment of water from river into the fields



Insights from Field Visit

Low Maintenance

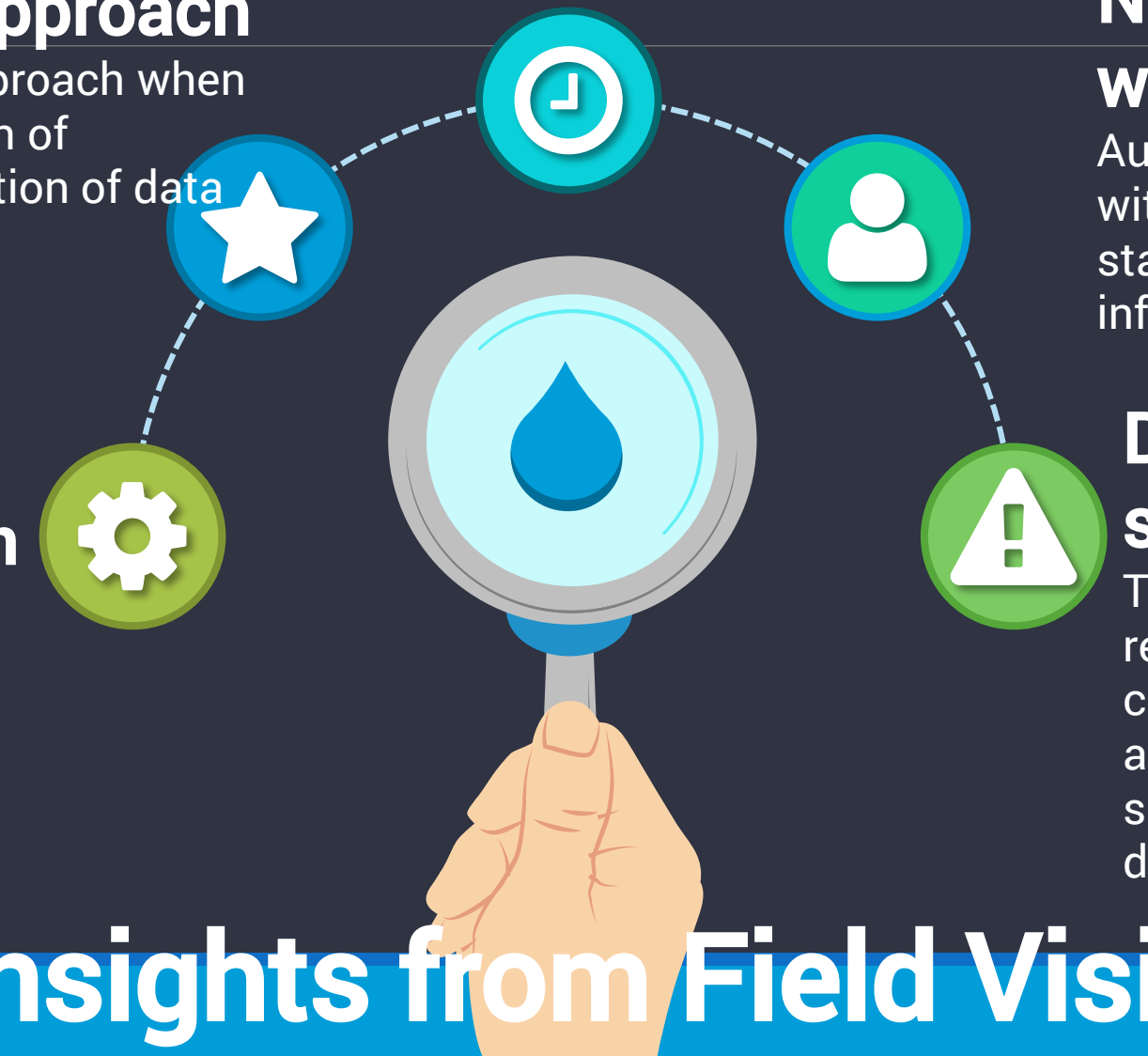
The schemes and initiatives that are already implemented are not maintained well. This results in underutilization

Lack of Scientific Approach

There is a lack of scientific approach when it comes to the implementation of initiatives, monitoring & collection of data

Non Consultation with stakeholders

Authorities take decision without consulting the relevant stakeholders and keeping them informed



Fragmented Implementation

Existing schemes are implemented in fragmented manner without informing stakeholders

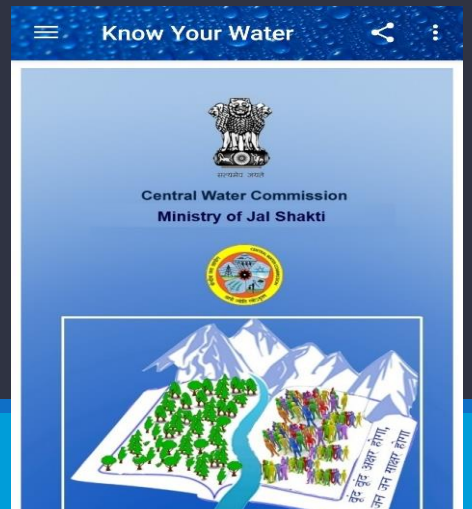
Disputes on sharing water

There are inter & intra regional disputes when it comes to sharing of water and it hampers the scientific planning of water distribution

Recommendations: Individual Interventions

Know Your Water App

This app aims to raise awareness about water related problems, explains detailed implementation of conservation techniques and informs about government initiatives



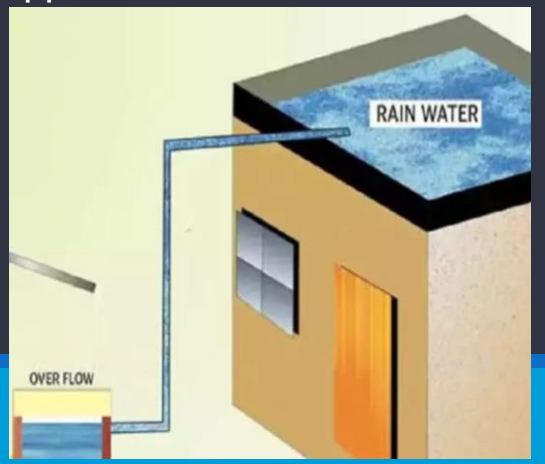
Agriculture Practices

Aligning cropping pattern that consume less water and using micro irrigation practices such as drip irrigation/sprinklers

Rain Water Harvesting (RWH)

RWH collects rain water from rooftop and stores before it runs away into rivers and ground water. RWH reduces dependence on community sources of water and leads to savings.

Approx Cost: ₹40,000 to ₹2,00,000



Farm Ponds

Small pond like structure constructed to prevent water run-offs in individual farms. They solve farming needs such as water supply for irrigation and also provide water for feeding cattle and conducting fishery.

Approx Cost: ₹35,000 to ₹5,00,000

Recommendations: Community Interventions

Check Dams

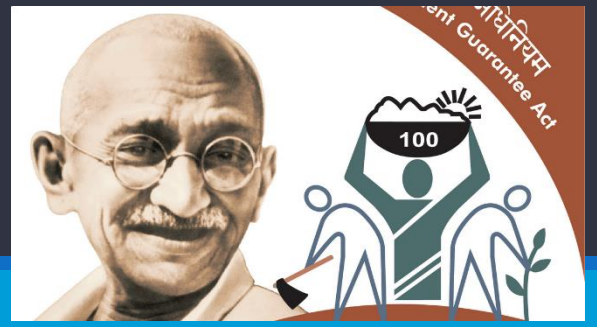
Small dam built across a small stream. Can be implemented faster without any technical expertise with rural communities. Water conserved can be utilized for irrigation purpose. Also helps recharge underground wells. Approx cost: ₹65,000/-

Revival of Stagnant Ponds

Local community themselves can take up charge for replenishing stagnant ponds. Once rejuvenated, it can be used for cattle feed, irrigation & fishery.

Synergies between MGNREGA & Water Management

Steps should be taken to achieve optimised returns on works related to ground water conservation taken under MGNREGA Scheme. This will incentivize rural people to work together on water conservation



Collaboration of Centre/State/NGO initiatives

Bringing subject of water under concurrent list will help evolve a comprehensive plan of action. Consensus between the centre & states will result in better conservation, development and management of water

सत्यमेव जयते

Overall Experience & Takeaways

- *Influencing without Power*
- *Business skills are universally applicable*
- *Human beings conserve only what is visible or measurable*
- *Collaboration is a win-win*
- *Record and Learn from your experiences*
- *Water is precious, use it wisely*

Thank You