



**Organizing Women for Land and Water Resource Development  
by  
Professional Assistance for Development Action (PRADAN)**



# Land Degradation in India

- India is possessing 2.4% of the total land surface of world whereas it is possessing 15% of the world population
- Land degradation is estimated to be occurring on 48% (147Mha) of India's area resulting in an annual soil loss of 5.33 billion tons, 64% of which is due to water erosion and 29% of which is lost to sea
- Land degradation is closely linked to poverty; crop and animal yields decline as degree of degradation increases
- Undulating and hilly central and eastern India tribal area is one such region subjected to severe land degradation in past 40-50 years due to deforestation, heavy rainfall and sloping terrain

***The nation that destroys its soil destroys itself: Franklin Roosevelt***

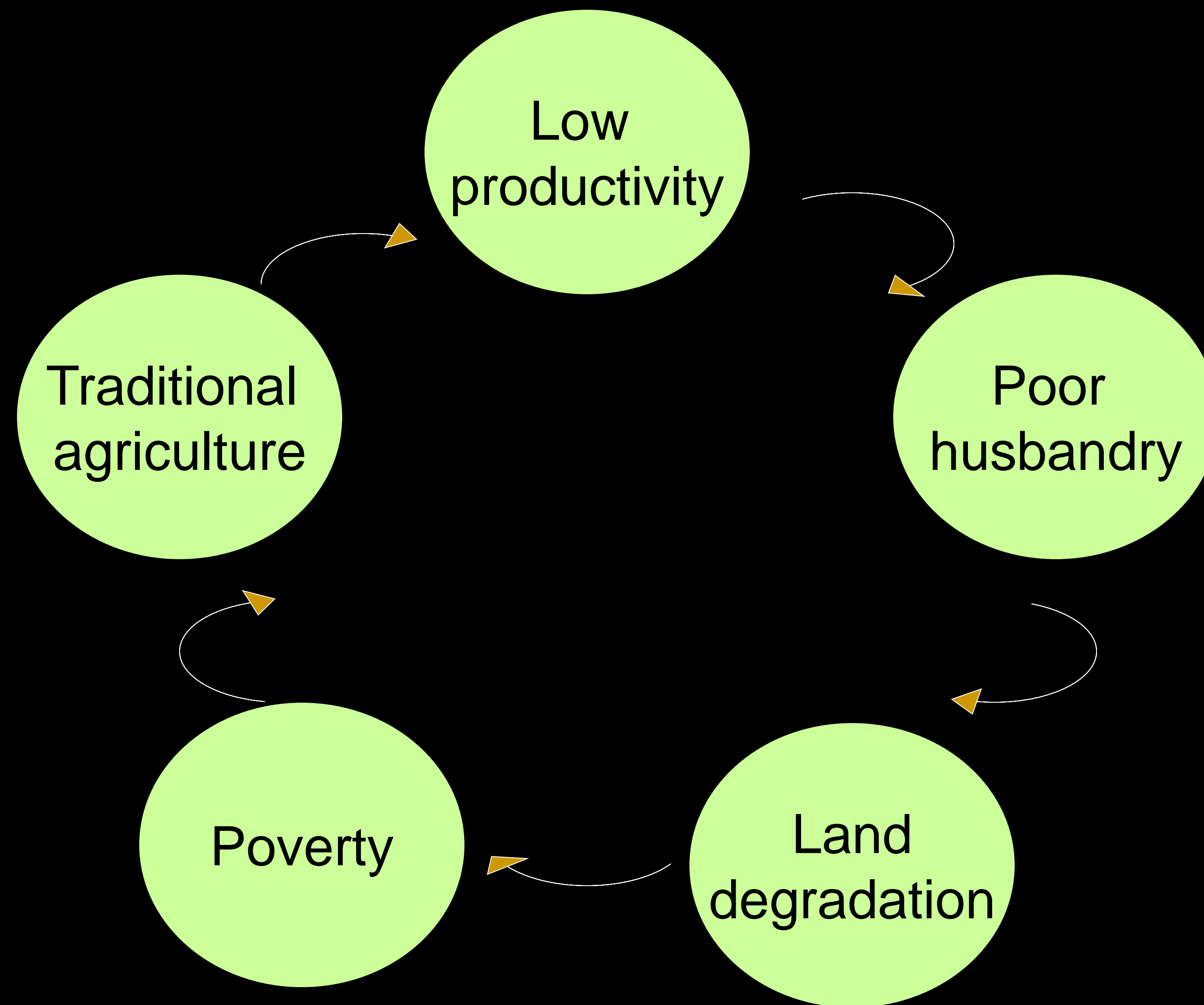


# A typical village





# Vicious cycle of poverty





# Our Approach

- Building and nurturing institutions of poor WOMEN
- Building their Capabilities
- Enabling them to rejuvenate land using WATERSHED approach
- Enhance WAGES through improved farming
- WORKING TOGETHER with other stakeholders for large scale impact in the region



# Organizing Women into SHGs





# It's our day





# Vision building training



**What kind of society you want to present to your daughter?**



# Capacity Building Programmes....





# Women leading the way in creating livelihood options ....





# SHG Member as Trainer

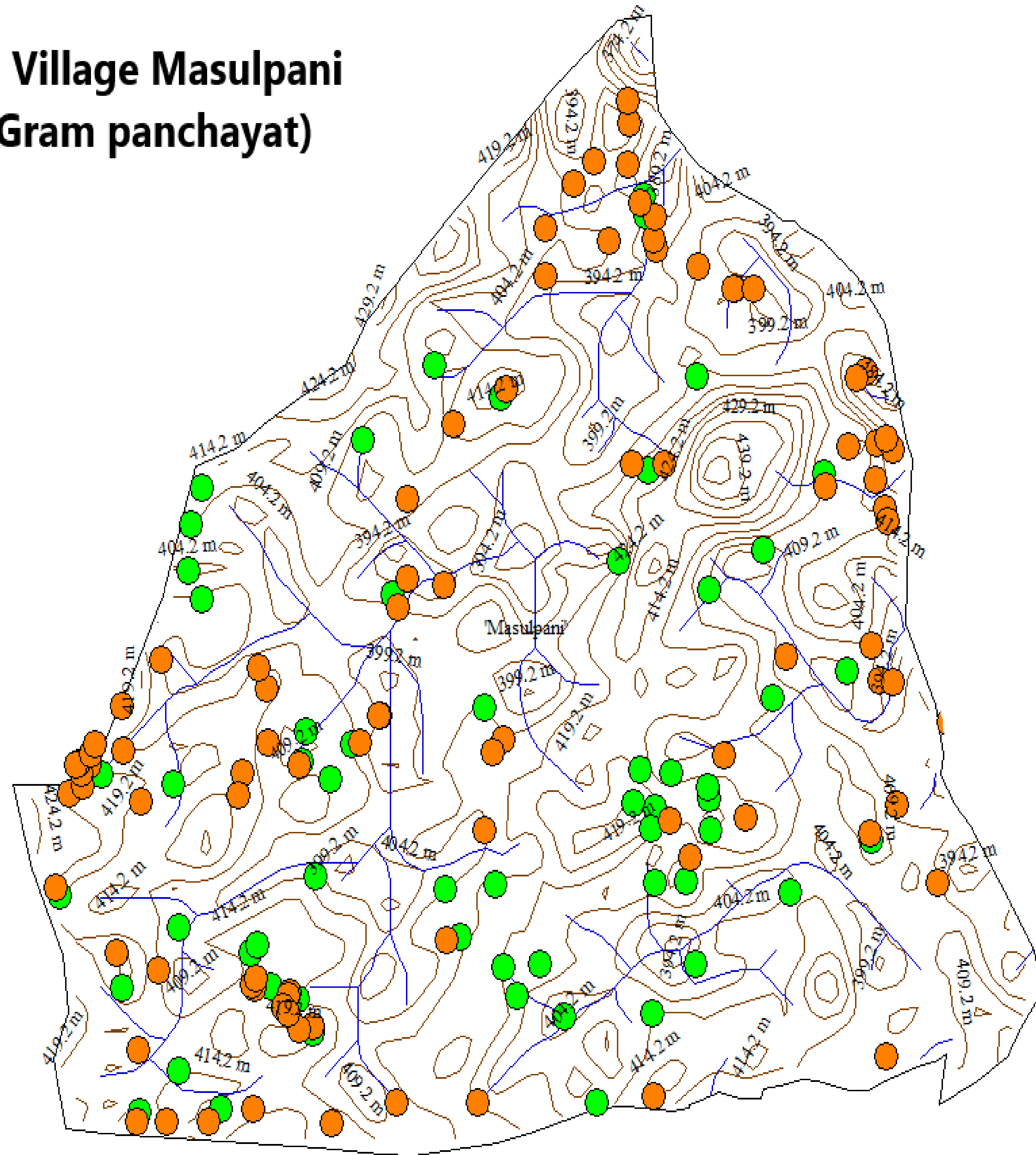




# NITI Aayog's report of June 2018 on water crisis

- India face the worst water crisis in its history
- 21 Indian cities will run out of groundwater by 2020
- 600 million Indians will face extreme water stress
- Groundwater in India depleted at 10-25 mm per year between 2002 and 2016
- Average rainfall declined in Kharif from 1,050 mm 1970 to less than 1,000 mm in 2015
- Dry days during the monsoons have increased, from 40% to 45% in 2015







To recycle the seepage water at the valleys tanks are constructed in the lowlands under plantation for:

1. Better soil & moisture conservation
  2. Generating income and sustaining interest of poor people in these patches
- ted with in-situ soil and moisture conservation measures like 30 x 40 or staggered trench

In medium uplands and medium lowlands we identify places for constructing small water harvesting structures like 50% model pits and

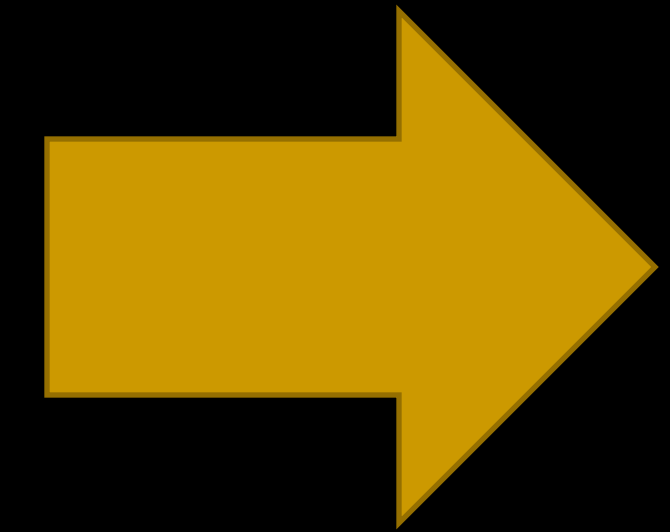
Dug wells are constructed in homestead or lowland to support cash crops





# The Transformation

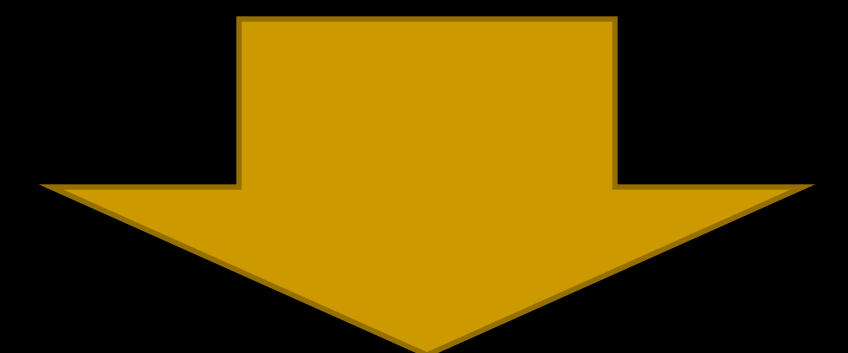
- Water harvesting at every plot
- Conserving slopes with plantations
- Productivity enhancement in agriculture



BEFORE



AFTER









# Women taking charge of their livelihoods



SHG members in charge



Men also joined



Training on nursery



'Life-saving water body'



No more 'unutilized land'



Ready to market







# WORKING TOGETHER FOR SYSTEMIC CHANGE

## IN WB

- 7 CSOs + P& RD dept + BRLF have come together
- Treating **400,000 ha upland** and irrigating **300,000 ha of agri-land**
- **Benefitting 500,000 families in 472 GPs of 55 blocks of 6 districts**
- **1,500 micro-watersheds** to be treated to rejuvenate rivers like Ajoy, Mayurakshi, Damodar, Kasai, Silabati, Darakeswar and Subarnarekha
- INR 2500 million is to be mobilized under MGNREGS

## IN Chhattisgarh

- Partnership between Govt. of Chhattisgarh, BRLF, Axis Bank Foundation and 13 CSOs
- **Treatment of 694500ha in 26 blocks of 12 districts**
- Improve the cropping intensity in about **350,000 ha** of land
- Enhance the income of **100,000** small and marginal farmers
- **Rs. 3 billion** to be leveraged from the Government of Chhattisgarh





THE JOURNEY IS ON.....

THANKS



# About us

- A non-government, non-profit organization
- Comprises of university-educated, socially motivated professionals who are trained and placed to interface with community at the grassroots
- 400 professionals in 7,500 remote villages engaged with socially excluded & marginalized communities (600,000 households) in seven states



# PRADAN

## MILESTONES

**Founded** by  
Vijay  
Mahajan and  
Deep Joshi

**1983**

**Development  
Apprenticeship  
(DA)** -  
organization's  
flagship  
programme  
launched

**1991**

**NGO of the Year**  
by Nand and  
Jeet Khemka  
Foundation and  
Resource Alliance  
Group

**2006**

**Padma Shri**  
award conferred  
to Deep Joshi

No. 1 in the **Great  
Place to Work** in  
NGO Category

**Rozgar Jagrookta  
Puraskar** by  
Ministry of Rural  
Development

**2010**

**The Microfinance  
India Award** for  
Self-help Group  
Promoting  
Institution of the  
Year  
Appointed  
**National Support  
Organization** for  
NRLM

**2013**

**Process  
Excellence  
Award** for  
grass-roots  
work by  
**Axis Bank  
Foundation**

**2016**

**Business  
Standard  
Social  
Enterprise  
Award 2017**  
for Women  
Empowerment

**2018**

**1987**

One of the first  
NGOs in India to  
**pioneer self-help  
groups** for women

**1995**

**KP Goenka  
Award** for  
innovative work  
on Natural  
Resource  
Management  
(NRM)

**2009**

**Ramon  
Magsaysay  
Award** to Deep  
Joshi for  
nurturing the  
idea of Pradan

**2011**

**M.Phil in  
Development  
Practice**  
launched in  
collaboration  
with Ambedkar  
University, Delhi

**2015**

Times **Social  
Impact  
Award** for  
Livelihoods  
Promotion

**2017**

**Spirit of  
Humanity  
Award** for  
Women  
Empowerment