

Project Report The Satyamev Jayate Water Cup 2017

After the successful completion of Satyamev Jayate Water Cup 2016 comprising three talukas and around 160 villages, Paani Foundation continued with the journey of expanding the programme in 30 talukas covering around 3000 villages.

- The numbers being much larger this time, it was decided that other than receiving the support of its knowledge partners, Paani Foundation needs to develop a training team of its own. The selection of technical and social trainers was completed in the months of September and October. After extensive travel in the 30 talukas, 60 taluka co-ordinators (two for each taluka) were appointed and they were responsible for overseeing a variety of tasks in their taluka. The taluka co-ordinators play the vital role of being the link between our head office and the participating villages that fall under their taluka.
- The Training of Trainers began for 50 technical trainers (experts in the area of water conservation methods), 90 social trainers (who honed the participants' leadership skills), 30 Panlot Sevaks (who assisted the technical trainers) and 60 taluka co-ordinators.

Village folk turn into water warriors,
join Paani Foundation
as technical or social trainers...



- The next step was to set up the 22 training centres to conduct the four-day residential training programme for over 5000 villagers. The centres were set up in Western Maharashtra, Marathwada and Vidarbha. Those villages that were water-sufficient with their efforts on watershed development were chosen for the training centres.



- Paani Foundation set up an Android App powered by Salesforce Foundation backend with the help of Nanostuffs Technologies, a Pune-based company. The Satyamev Jayate Water Cup 2017 participants shared details of the watershed structures that they were planning to build on this App. Each village was given a username and a password besides training on how to use the App. This App also enabled the measurement of the extensive work done by the villagers based on the Water Cup [rating system](#), and helped us shortlist the top villages that our panel of judges visited in order to help arrive at the name of the village that will win the Water Cup 2017.

- Paani Foundation is founded on the core philosophy of empowering people to solve their water problems through their own efforts. We believe that people must be convinced that localised rainwater harvesting and watershed management is the way to ensure water security. Hence, we have used short films as a pedagogical tool to educate people about the science of watershed management as well as to emotionally draw all kinds of people from around the world into this movement to help create a drought-free Maharashtra. We have created 20-odd DIY films (around 400 minutes of material) about various technical structures so that participants of the Satyamev Jayate Water Cup competition (and others) can learn about the process of creating the watershed structures in a simple, scientific manner. As a part of these films, we created two animated characters, Chaturrao and Chatura who play the role of anchors in these instructional videos. These technical films are accompanied by a fun quiz to test the viewers' understanding of the videos.



मराठी INSTRUCTION

चतुरराव आणि चतुराताई

ANIMATED VIDEO

In addition to these films, we have also made 70-odd motivational films about villagers who have overcome water scarcity issues using innovative methods as well as stories of dedication and hard work witnessed in the villages during the competition period.

We are very glad to learn that our technical films have vastly helped improve the quality of the watershed structures built by lakhs of villagers through shramdan and machines during the competition period.



We are currently in the process of putting together a comprehensive manual covering many aspects of the watershed management process in a simple, effective manner.

The films made during the project cover the following topics:

- a) How to Make Your Own Hydromarker
- b) Measuring Slopes Using a Hydromarker
- c) How to Mark Contour Lines Using a Hydromarker
- d) How to Repair an Earthen Dam
- e) Construction of Continuous Contour Trenches
- f) Construction of Deep Continuous Contour Trenches
- g) Building of Loose Boulder Structures
- h) Construction of a Soak Pit
- i) Soil Testing
- j) Making a Gabion
- k) Nala Deepening and Widening Methods

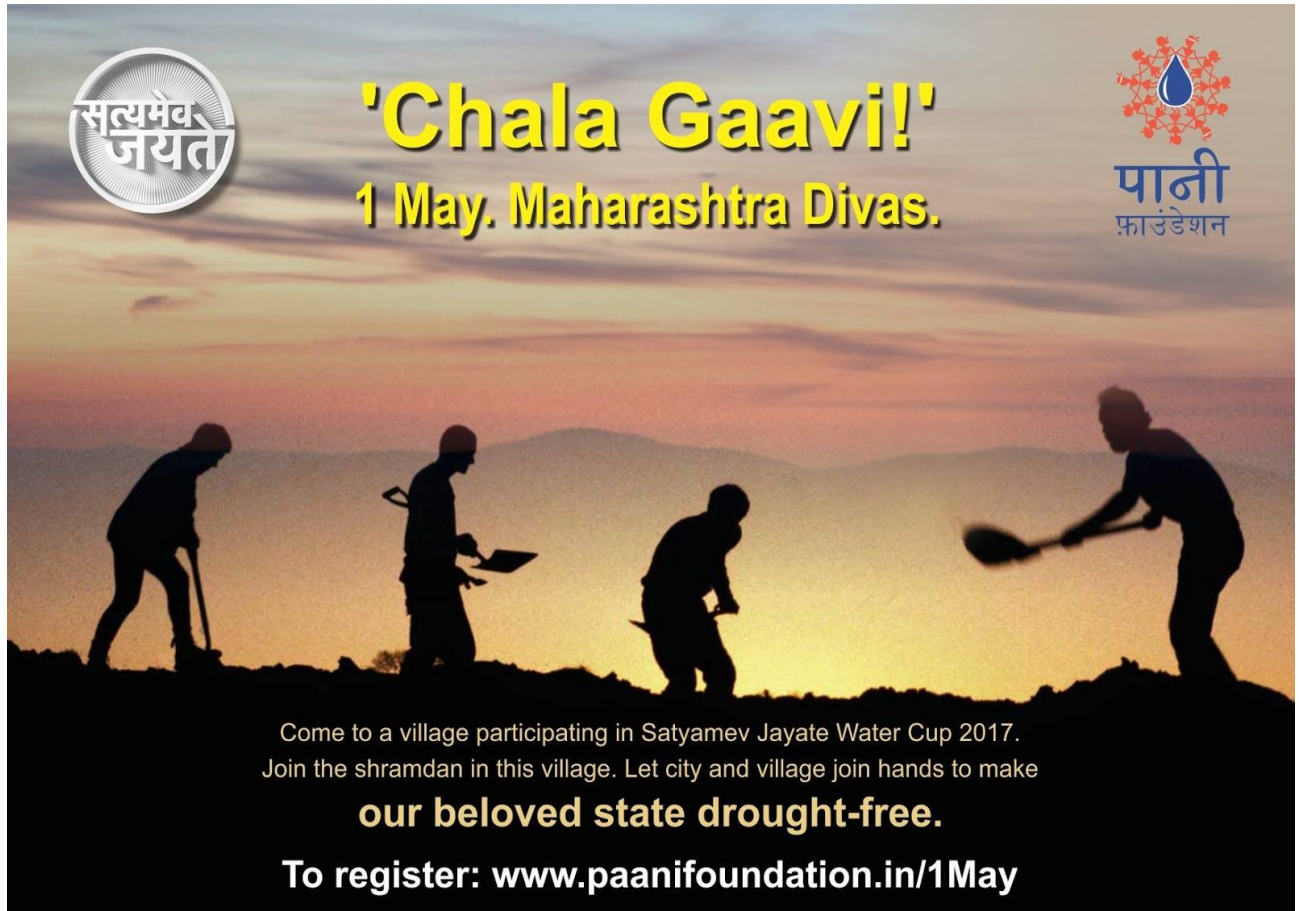
- Around this period, Paani Foundation also embarked on creating an anthem song. A music video, directed by Nagraj Manjule with music by Ajay-Atul and lyrics by Guru Thakur, was created. It featured the Water Heroes from the villages of Maharashtra along with several renowned actors including Mr. Aamir Khan.



- As a part of helping our newly appointed trainers get better practice in conducting the trainings, we invited college students to come for a day-long training programme, which was conducted by our trainers. Besides equipping them with useful information on water conservation, this exercise helped us create a volunteer base to help out in various activities of the Water Cup.
- February and March were the training months where over 5000 villagers from over 1300 villages were given training on watershed management and leadership skills.
- For twelve days in March, villagers from the 30 talukas selected for Satyamev Jayate Water Cup 2017 received a unique opportunity to assemble and watch videos related to water conservation and more importantly, interact with our team member Dr Avinash Pol and a few celebrities and experts including Popatrao Pawar besides Paani Foundation's co-founders Aamir Khan and Kiran Rao.

This experience was facilitated by UFO Moviez India Ltd's 'Caravan Talkies' initiative which sent 25 vans fitted with VSAT dishes to a number of villages. This initiative helped the Water Cup participants prepare more effectively for the competition as well as created excitement for the 45-day long competition that began on 8th April 2017.

- Post the training period the actual competition began from the 9th April during which the villagers put their knowledge from the training into use. Panlot Sevaks played an important role during this time by providing constant support to the participating teams.
- On May 1, which is celebrated as Maharashtra Day, a programme named Chala Gaavi was designed where a huge number of people from various cities headed towards the villages to do shramdaan. Subsequently, a mahashramdaan activity was also organized in Western Maharashtra villages to help more people work together on building the watershed structures.



The poster features a sunset background with silhouettes of four people working on a hillside. The text is in Hindi and English. In the top left is a circular logo with the text 'सत्यमेव जयते'. In the top right is the Paani Foundation logo. The main text reads: 'Chala Gaavi!' and '1 May. Maharashtra Divas.'. Below this, it says: 'Come to a village participating in Satyamev Jayate Water Cup 2017. Join the shramdan in this village. Let city and village join hands to make our beloved state drought-free.' At the bottom, it says: 'To register: www.paanifoundation.in/1May'.

सत्यमेव जयते

'Chala Gaavi!'
1 May. Maharashtra Divas.

पानी
फाउंडेशन

Come to a village participating in Satyamev Jayate Water Cup 2017.
Join the shramdan in this village. Let city and village join hands to make
our beloved state drought-free.
To register: www.paanifoundation.in/1May

- The 'Toofan Aalaya' TV show chronicled the progress of the Satyamev Jayate Water Cup 2017 competition on all Marathi channels (news and entertainment)at prime time slots.

In each of the episodes, host Jitendra Joshi and renowned actors Sunil Barve, Sai Tamhankar, Bharat Ganeshpure, Anita Date, Girish Kulkarni and Pratiksha Lonkar celebrated the work of the local Water Heroes that we have discovered during the competition period who put in enormous efforts to make their village water-abundant. Aamir Khan and Kiran Rao also travelled through the villages to meet with some of the water heroes.



- Paani Foundation received substantial media coverage in different media publications at various points including the launch of the Water Cup, the launch of the anthem, during the competition period, etc. (The details are provided on a separate sheet.)
- After 45 days of intense shramdaan, in which villages from 30 talukas in Maharashtra conducted watershed development activities in their areas, it is now time to judge their work and declare the winners. The winners will get cash prizes as well as trophies to show for their efforts.

On their part, the villages have, in the period of 23rd to 27th May, assessed the extent of the watershed development works completed by them during the Water Cup competition. They have submitted these reports to Paani Foundation using the App that has been developed for this purpose. The judging process involved visits to the work sites by a special work verification team. Every verification team was given a detailed report of the work done by the villagers.

This included:

- Measurement of every structure that has been built or repaired through shramdaan or machine work
- Number of soak pits and plantation pits made during the competition period
- Names of farmers who have installed water-saving devices
- Names of farmers who have tested their soil
- Names of farmers who have decided to use their crop residue by creating compost pits, biodynamic pits, etc.

Starting 9th June, a total of 15 teams have fanned out across three regions of Maharashtra - Vidarbha, Marathwada and Western Maharashtra - in a search for the winners. There are five teams per region.

- To celebrate the work of the villages and honour the winner of the Water Cup 2017, a prize distribution ceremony has been planned on the 6th of August at the Shree Shiv Chhatrapati Sports Complex Stadium, Balewadi, Pune. The chief Guest for the event is Honorable Chief Minister Devendra Fadnavis. Here's a photo of the winning village, Kakaddara, with their prize cup!



NOTE ON MEDIA COVERAGE:

The 'Toofan Aalaya' TV show chronicled the progress of the Satyamev Jayate Water Cup 2017 competition. Eight episodes of the programme were aired on eight channels. The eighth episode was graced by Honorable Chief Minister, Shri Devendra Fadnavis and Aamir Khan, Kiran Rao and Satyajit Bhatkal from Paani Foundation.

In each of the episodes, host Jitendra Joshi and renowned actors Sunil Barve, Sai Tamhankar, Bharat Ganeshpure, Anita Date, Girish Kulkarni and Pratiksha Lonkar celebrated the work of the local Water Heroes that we have discovered during the competition period who put in enormous efforts to make their village water-abundant.

Channel names and timings:

ABP Majha: 9 pm

IBN Lokmat: 9 pm

Zee Marathi: 9:30 pm

Colors Marathi: 9:30 pm

Star Pravaah: 9:30 pm

Doordarshan Sahyadri: 10 pm

Zee 24 Taas: 11 pm

Jai Maharashtra: 9 am

Paani Foundation's work has also been featured in many Marathi newspapers. A few articles have appeared in Kannada as well.

National Geographic too featured our work.

<http://www.natgeomissionblue.com/indian-heroes-profile/the-paani-foundation>

Civil Society magazine carried a long article in print and online.

<http://www.civilsocietyonline.com/campaigns/winning-the-water-cup/>

Some other media coverage:

<http://www.downtoearth.org.in/news/drought-unites-people-57934> (Print and online)

<https://scroll.in/article/840191/drought-prone-villages-in-maharashtra-are-competing-to-harvest-water-for-irrigation>

<https://www.villagesquare.in/2017/06/09/competition-encourages-watershed-management-drought-proof-maharashtra-villages/>

<http://mumbaimirror.indiatimes.com/columns/columnists/mudar-patherya/a-lesson-in-water-preservation/articleshow/58679610.cms> (Print and online)

Bharatiya Jain Sanghatana had organised an event in which the Paani Foundation team discussed the Water Cup 2017 competition. Find below a compilation of many articles that featured the event.

<http://online.fliphtml5.com/gwxv/uxbl/#p=1>

The 'Toofan Aalaya' anthem song also received a great deal of media coverage.