

## **ANNUAL REPORT**

### **SATYAMEV JAYATE WATER CUP 2018**

Paani Foundation was established in January 2016 with the launch of its pilot project, the Satyamev Jayate Water Cup. This competition was conducted in three talukas of Maharashtra to test the hypothesis that with the right training and motivation, people can solve their own problems, which can in turn create a people's movement. Paani Foundation aims to harness the power of communication to mobilise, motivate and train people in rainwater harvesting and watershed development in order to make Maharashtra water-sufficient.

In the year 2017, the Satyamev Jayate Water Cup covered 30 talukas with 1,321 villages taking part, 6,000 people trained, and the creation of water storage capacity of 8,261 crore litres.

In 2018, we conducted the Satyamev Jayate Water Cup on a much larger scale by covering 75 talukas with 4,025 villages taking part, 20,060 people trained and the creation of water storage capacity of 22,269 crore litres, approximately valued at Rs 4,454 crores.

Here are the key aspects covered as part of this year's work:

#### **1. Recruitment and Training of the Team**

The campaign for Water Cup 2018 began even before the closure of the 2017 one.

The planning process began in the month of August 2017, with the finalising of training modules, models for training of villagers, deciding on the geographical areas of operation, developing recruitment modules and so on.

The recruitment process began with a massive three stage recruitment drive with an online exam being the first stage. Over ten thousand persons from all over Maharashtra applied.

The second stage involved the screening of candidates for their communication skills through auditions and at the end of the third stage of face-to-face interviews, around 750 candidates were brought into training. These trainings were conducted at the Snehalaya and Darewadi centres in Ahmednagar and in Gavhankund village in Vidarbha through the months of November and December.

Separate training modules were devised for each category of recruits: Taluka Co-ordinators, Technical Trainers, Social Trainers and Technical Assistants. Each category of recruits underwent at least two rounds of intense residential training pursuant to which we were able to finalise the team of trainers and taluka co-ordinators who would be the driving force of the Water Cup campaign. A total of 382 trainers, 150 panlot sevaks (technical assistants) and 200 taluka co-ordinators were finally selected.

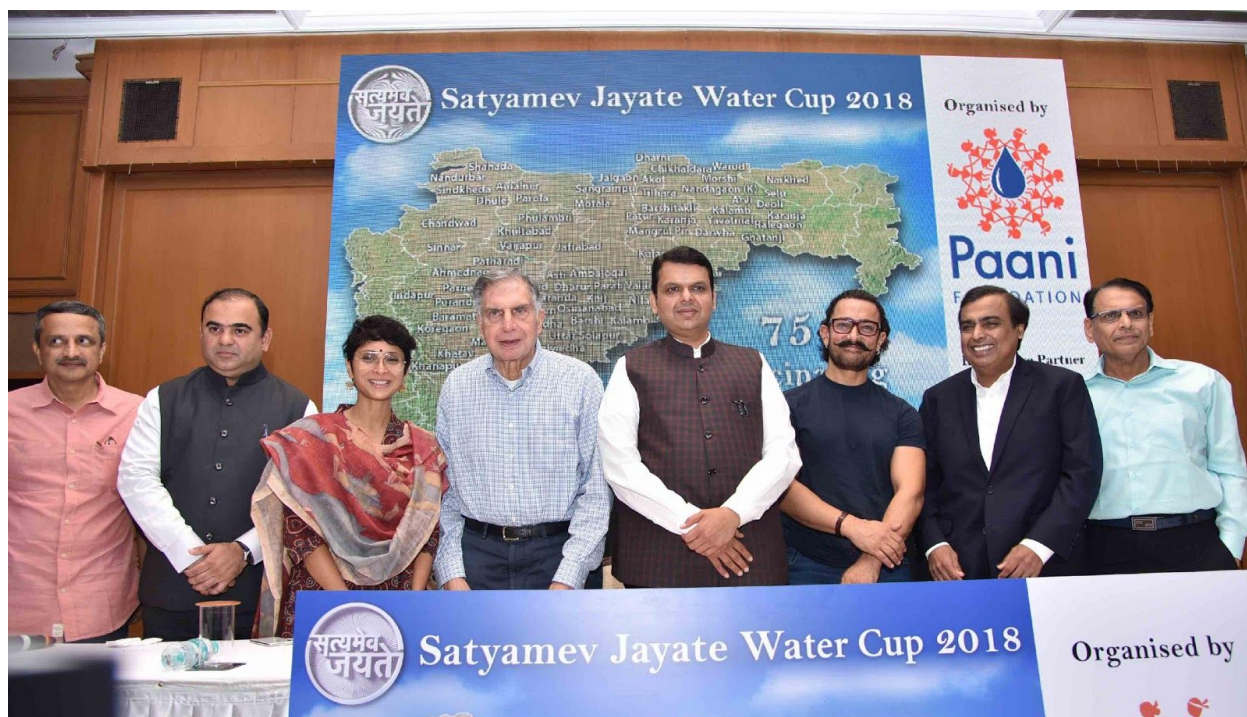
## **2. Launch of the Campaign**

In December 2017, the Water Cup challenge commenced with a carefully prepared exhibition that was displayed over two days in each of the 75 talukas. The exhibition consisting of 35 giant posters and a number of watershed models was hosted by the local administration thus paving the way for a close collaboration with the government. A special emphasis was laid on inviting and involving local NGOs and educational institutions. Lakhs of people saw the exhibition. Over 5,000 volunteers from the talukas registered online to help villages during the Water Cup competition.

On 12<sup>th</sup> January 2018, Satyamev Jayate Water Cup 2018 was launched in Mumbai by the Honourable Chief Minister Shri Devendra Fadnavis in the presence of Shri Ratan Tata and Shri Mukesh Ambani.



*A glimpse of our travelling exhibition on water conservation and the Water Cup.*



*Satyamev Jayate Water Cup 2018 launched at a press conference in Mumbai.*

### **3. Entry Forms**

The entry form for participation in the Water Cup 2018 was split into two parts this year. Part 1 of the form required just the name of the village and the signature either of the Sarpanch or the Gram Sevak whereas Part 2 of the form required a Gram Sabha meeting to select the minimum five trainees who would represent the village out of which at least two had to be women. The purpose behind creating a two-stage entry process this year was to put a greater emphasis on selecting the best trainees. The two-stage form gave the village and our team more time to underline the quality of trainees. The Entry Process ran parallel with the exhibitions through the months of December 2017 and January 2018. Ultimately, out of a total of 8,719 villages in the 75 talukas, 5,943 villages (68%) submitted both parts of the form.



## 4. Training

Training took place through February and March 2018. The challenge was huge and manifold:

### i. Selecting Centres:

All training centres were set up in *villages* that do not have the facilities of a training centre. The process began with the selection of the village. The following key criteria were employed:

- a. The village should be water-abundant.
- b. The village should have an adequate number of watershed structures that can be seen.
- c. The villagers should have become water-abundant through their own efforts either during the Water Cup or otherwise.
- d. The village leadership and the village volunteers should be keen on hosting the training centre.
- e. The village should have a hall large enough to be used for training and adequate rooms to put up the trainees, the trainers etc.



*A glimpse of a training hall as part of a centre set up for the residential training.*

60 training villages were identified in different regions of Maharashtra. These villages then were outfitted with the following facilities:

- a. The training hall was equipped with a projector, sound system, laptop, dongles for internet connectivity, chairs, etc.
- b. Each training hall would have separate toilets for men and for women – which would be constructed if necessary.
- c. A temporary dining shed and kitchen would be put up near each training hall.
- d. Separate dormitories for men, for women and rooms for trainers, each with their toilet and bath facilities.

The local leadership and the villagers in the training villages played a huge role in making all of this possible. They would welcome the trainees with traditional music and aarti.

ii. Transport:

Travel from the taluka place to the training centre was taken care of by Paani Foundation. Barring rare exceptions, only State Transport buses were used for this purpose. Booking these buses and handling the accounts was a complex logistic exercise, but State Transport officials, drivers and conductors played an important role in making this a smooth process. Paani Foundation's taluka co-ordinators would accompany the trainees to and from the taluka place thus creating a sense of security about the entire process.

iii. Quality of Training:

The newly trained trainers were fully deployed - over a hundred and ten in each category of Technical Trainers, Social Trainers and Technical Assistants. The majority of the training team was new. Maintaining and monitoring quality was a difficult task. Master Trainers supervised every new trainer before they were given independent charge at a centre.

The Paani Foundation App had a feedback section in which the trainers were rated and in which detailed feedback could be given in complete confidence. Over 90% of trainees gave the highest rating to the quality of training. By the end of March 2018, over 20,060 villagers had undergone our four-day residential training.

## 5. The Competition

The Satyamev Jayate Water Cup 2018 commenced on the night of 7<sup>th</sup> April with tremendous enthusiasm. Villagers turned out in the dead of the night - men and women, old and young. They turned out in tens of thousands! Over a hundred thousand people from 536 villages began Shramdaan at the first permissible moment in the competition – at the stroke of the midnight hour! Armed with pickaxes and shovels, they went out into their hills and fields with a song on their lips and courage in their hearts. Perhaps many more people assemble for leaders – religious and political or for cricketers and film stars. That night, however, people turned out for themselves - driven by a faith in their capacity to transform their lives by the strength of their own two hands.

Paani Foundation provided technical and social support to the villages during this 45-day competition period. One-day motivational and practical trainings were held in villages on invitation basis.



*Villagers offering shramadaan*





*Carrying out measurement work in order to make a watershed structure*

During the competition period, villagers worked hard based on the watershed development plan and water budget that they had sat together and drawn up. Each village had to upload their watershed development plan and water budget in the App created for this purpose.

Citizens, celebrities, teams from our funding organisations, government officials, all took part in the Mahashramdaan that we organized in order to make the Water Cup a people's movement.

## 6. Support

Paani Foundation activities have been funded by the following organisations from the inception of the project:

1) Reliance Foundation 2) Tata Trusts 3) HDFC 4) Bajaj Auto and 5) Piramal Foundation

Paani Foundation is also supported by three partners who are actively involved in the implementation of this project:

1. WOTR – Provided technical support
2. SPARSH – Provided Social Trainers
3. Bharatiya Jain Sanghatana – Provided machines to villages

The Bharatiya Jain Sanghatana had announced that they will make at least 100 hours of Poklain or 250 hours of JCB machines available to any village that completes threshold level of Shramdaan (voluntary manual labour). This threshold has been defined as securing 15 marks in the competition or doing at least 3 cubic metres per person Shramdaan. On 8<sup>th</sup> April, a list of 280 eligible villages was shared with BJS and the process of deploying machines began. Finally, BJS provided earth-moving equipment to over 1,300 villages - over 8.5 lakh hours worth of machine work.





## **7. Role of the State Government**

Strong support was also received from the State Government. The government of Maharashtra announced that they will make upto Rs. 1.5 lakh available to villages for expenditure on diesel for machines used during Water Cup 2018.

There was an enormous effort on the part of Paani Foundation to motivate villagers to avail of government schemes for watershed management work.

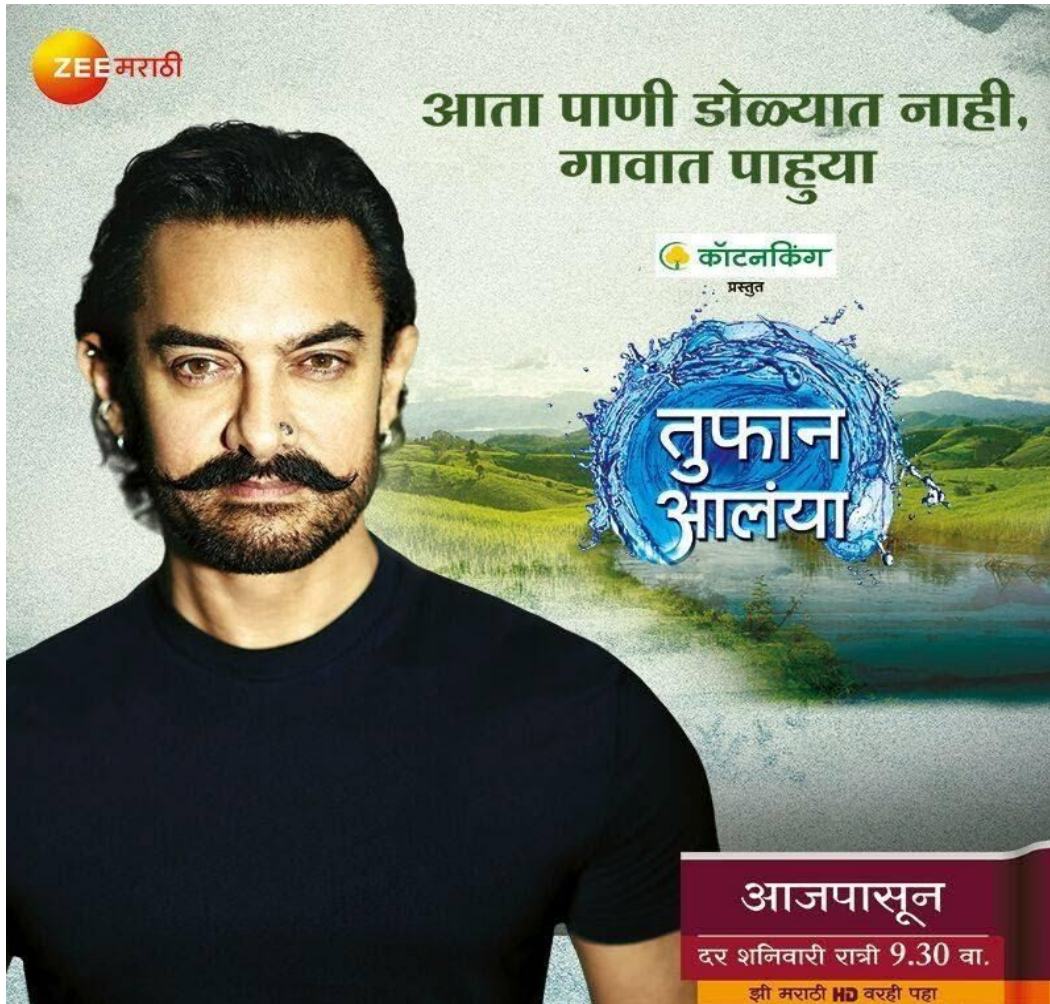
The key government schemes pursued were MGNREGA for the construction of soak pits and for farm ponds (Magel Tyaalaa Shet Tala), the Gal Mukta Dharan and Gal Yukta Shivar and of course, the flagship programme of Jalyukt Shivar Abhiyan.

## **8. Support through Media:**

A critical part of creating a mass movement is support from the media – both broadcast and social media. The Paani Foundation team led the creation of a show ‘Toofan Aalaya’ telecast on Saturday nights at 9:30 pm on Maharashtra’s leading channel Zee Marathi. Shri Aamir Khan and Smt. Kiran Rao appeared on this show for which they travelled extensively through dozens of villages in Maharashtra. In addition, the leading Marathi news channel ABP Majha did a show, ‘Dushkaalaashi Don Haat’ on Fridays at 7:30 pm apart from running a daily bulletin featuring Water Cup stories.



There was also an extensive social media presence that leveraged on the combined reach of Satyamev Jayate, Paani Foundation and Shri Aamir Khan's personal social media handles, giving a footprint running into the millions.



*Toofan Aalaya, our weekly TV show during the Water Cup period*

## **9. Jalmitra: The Volunteer Movement**

Many people in the cities had reached out in the previous Water Cups seeking information on how to volunteer. In order to create a platform for city dwellers to participate on a volunteer basis, we created the Jalmitra platform: [jalmitra.paanifoundation.in](http://jalmitra.paanifoundation.in)

This enabled a person from any part of the world to register online for such form and extent of participation as that person wishes to engage in. The idea was to bridge the gulf between city and village and bring people together in positive transformative action. The flagship programme under this took place on 1<sup>st</sup> May 2018, Maharashtra Day when more than 5 lakh volunteers worked alongside villagers to build structures that will fight drought.



## **10. Soil Testing Training for Jalmitras**

A Soil Testing programme was conducted on the 6<sup>th</sup> of May. The objectives of this activity were:

1. To make Jalmitras aware about the critical role played by organic carbon in increasing the water holding capacity of soil.
2. To train Jalmitras on how to test soil for organic carbon.



The trainings were conducted by the social and technical trainers according to a module developed for this purpose. Two films were prepared for the trainers and Jalmitras for the purpose of training. The films contained the following information:

1. How to test soil for organic carbon.
2. How to organise the Jalmitra camps.

Kits for Soil Testing were also provided which contained equipment to test at least 1,000 samples in each of the talukas.



## 11. Publishing of Manuals

Paani Foundation undertook the content creation and publishing of a set of ten manuals, which give detailed descriptions of many water conservation structures and processes in Marathi. The titles of these manuals are:

- Make a Hydromarker Yourself
- Calculating the Slope and Vertical Interval of a Plot of Land
- Making a Contour Line
- C.C.T. (Continuous Contour Trenches)
- Deep C.C.T. (Continuous Contour Trenches)
- L.B.S. (Loose Boulder Structure)
- Gabion
- Small Earthen Dam
- Soak Pit
- Soil Testing



*A glimpse of some of the books which were created by Paani Foundation*

## 12. Judging and Marking System

After the completion of the competition period, our team of judges travelled to the villages to determine the quality of watershed structures that were created and marked the villages according to their performance. The participating villages were rated for a total of 100 marks under the following broad heads:

Sr. No.	Component	Maximum Marks
1.	Soak pits	5
2.	Nursery	5
3.	Soil and water conservation structures built through Shramdaan/Manushyabal	20
4.	Soil and water conservation structures built using machines	20
5.	Weightage for doing adequate proportion of area/ridge line work	10
6.	Quality of structures	10
7.	In-situ soil treatment	10
8.	Water saving technologies	5
9.	Water budget	5
10.	Repair of existing structures/Dug well recharge/Innovations	10
	<b>TOTAL</b>	<b>100</b>

Our state-level judges this year were Shri Popatrao Pawar, Shri Dhyaneshwar Mohite and Shri Harish Daware.

## 13. Prize Distribution Ceremony

Post the completion of the competition and the conclusion of the judging and verification process, a grand ceremony was organised at the Balewadi Stadium in Pune on the 12<sup>th</sup> of August, to felicitate the winners as well as to honour our water heroes.

Amongst our guests for the day were the Honourable Chief Minister of Maharashtra, Shri Devendra Fadnavis, Shri Ajit Pawar, Shri Radhakrishan Vikhe Patil, Shri Ashok Chawan, Shri Raj Thackeray, Shri Ram Shinde and several guests from the business and entertainment industry.



The award money amounted to Rs 75 lacs for the winner of the Water Cup 2018, Rs 50 lacs for the second place holder and Rs 40 lacs for third place winner. A village in each of the 75 talukas was awarded Rs 10 lacs as prize for maximum work done in that taluka.



*A glimpse of the winning moment, with Takewadi (Andhali) village*

#### **14. Overview of Satyamev Jayate Water Cup 2018**

24 districts | 75 talukas

4,025 villages

20,000+ people trained

1,50,000 - The average number of people who did Shramdaan daily

22,269 crore litres of water storage capacity built

Winner - Takewadi (Andhali) village