



# MISSION SUNEHRA KAL WATER STEWARDSHIP PROGRAMME UPPER BHAVANI BASIN



## PROGRESS SNAPSHOT: 2015 – 2025



*“Water is our Lifeline  
Let us Save Together”*

*“தண்ணீர் உலகின் உயிர்நாடி  
பாதுகாத்திருவோம் ஊர்கூடி”*



*Programme Implemented & Presented by*



**Coodu**

**Community Organisation for Oppressed and  
Depressed Upliftment**

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# MISSION SUNEHRA KAL WATER STEWARDSHIP PROGRAMME UPPER BHAVANI BASIN



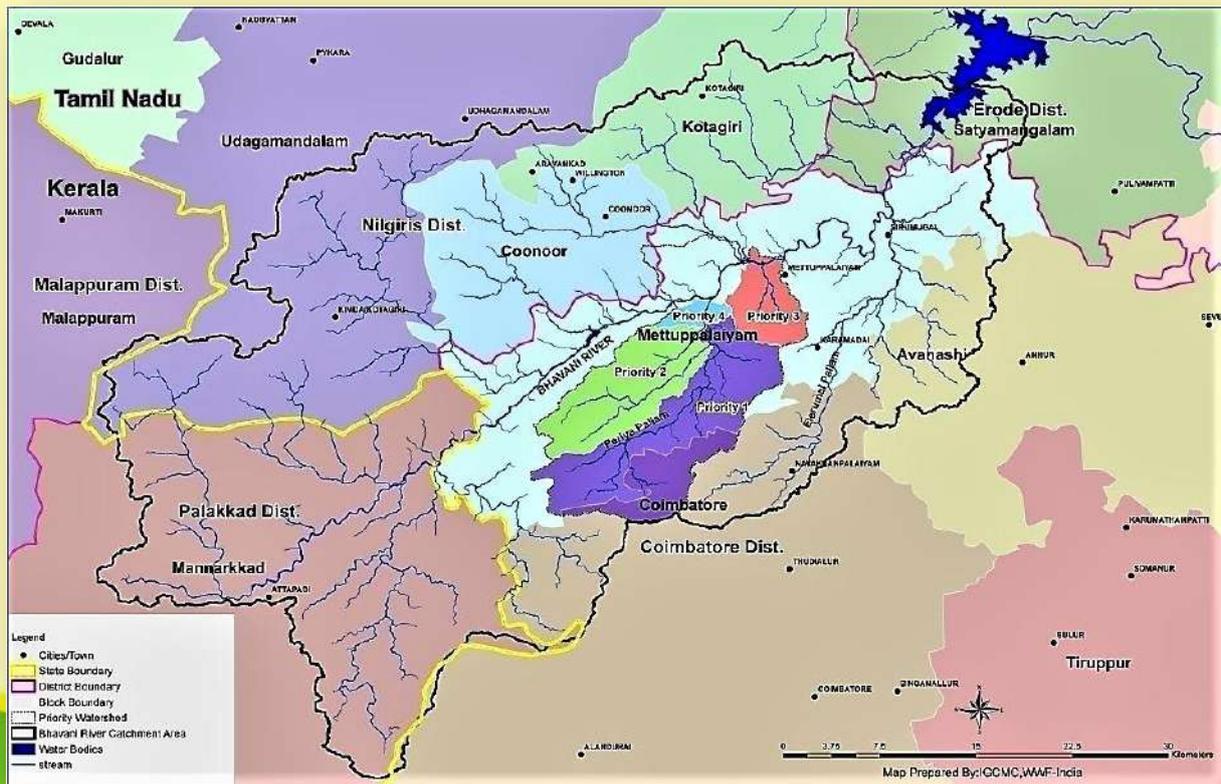
## IMPORTANCE OF RIVER BASIN DEVELOPMENT

### *A Holistic Approach to Integrated Upper Bhavani River Basin Management:*

Rivers are the most important ecological asset of the Nation. It connects people and contributes to livelihoods, food security, ecological security, and sustainable maintenance of groundwater Resources. ITC Ltd **Mission Sunehra Kal (MSK)** “Water Stewardship Programme” focus on the integrated development of the Upper Bhavani River Basin in collaboration with various stakeholders, **COODU** is the implementing partner & WWF India is the study partner.

Bhavani River is the tributary of River Cauvery originates from Silent Valley in Kerala and flows in Tamil Nadu. Since October 2015 ITC Ltd., through its CSR programme “MSK” implemented various interventions on Supply & Demand Management in the basin in association with Village level “Water User Groups”. **Supply Side Interventions** include the Renovation of water harvesting structures like Percolation Tanks, Check Dams, Farm Ponds, and Sunken Ponds, Land Treatment for control of soil erosion & water conservation, and **Demand Management Interventions** including demonstration & dissemination of improved agricultural practices through Farmers’ Field Schools (FFS) to improve soil health & crop yield by reducing irrigation water and other external inputs.

**MAP OF UPPER BHAVANI RIVER BASIN**



# 1. INAUGURATION & PLANNING WITH PEOPLE

**Project Inauguration:** River Basin water security programme was inaugurated by Shri A.K Selvaraj, Member of Parliament – Rajya Sabha on 18, Nov-2015 in presence of Government Officials, ITC PSPD Managers, ITC MSK Team & Local Community at Kalampalayam (Samakkal Nagar).



**Inaugural Speech by Hon'ble A.K. Selvaraj, MP (Rajya Sabha)**



**Mr. Raj Kumar, HR Head, ITC-PSPD addressing about project objectives**



**Social & Resource Mapping**



**Focus Group Discussion**



**Water User Group Members involved in Planning Exercises**



**Transect Walk**

## 2. AWARENESS CREATION

**Rally/Awareness:** Writing Wall Paintings & Conducted various awareness (Rally & Walkathon) programs in educational institutions around the project area



**Rally- Perianayakanpalayam to Jothipuram attended by around 250 college students**



**Walkathon by Water User Group members to raise awareness on Water Management Practices**



**Competition: Drama**



**Competition: Elocution**

**Organized events with College Students & Farmers to sensitize community on Water Saving Practices**

### 3. OVERALL PROGRESS AT A GLANCE

ITC Mission Sunehra Kal (MSK) initiated Water Stewardship Programme in the year 2015 in Upper Bhavani River Basin spread over 1,03,364 acres (41,380 Ha) of Karamadai Block of Coimbatore district through a multi-stakeholder partnership with an objective of **‘Water for all – Today and Tomorrow’**. ITC has partnered with COODU (NGO) for the execution of the programme with community participation and ownership. In addition, ITC has also partnered with WWF and Tamil Nadu Agricultural University (TNAU) for technical support. As of the March 2023 year period, this programme has reached out to renovate more than 550 water harvesting structures created an additional water storage capacity of 1065389.06 cum, and treated 3562 Ha of land by adopting soil and moisture conservation initiatives. The project undertook water demand management activities and demonstrated water-saving practices in crops like Coconut, Banana, and Curry leaf in 4939 Ha in collaboration with State Government line departments. As of now, the initiative was successful in saving about 10 lakh cubic meters of water as well as enhancing Soil Health by improving Soil Organic Carbon (SOC).

The programme has also succeeded in creating strong communities and community institutions to manage water resources and ensure their sustained use. In addition, the programme has helped in promoting diverse livelihood opportunities for the local communities. Overall, the programme has been successful in creating a water-positive impact on the local ecosystems and community livelihoods. It has been successful in promoting water conservation and enhancing agricultural productivity.

#### PROGRESS – 2015 to 2025

ITC MSK - COODU - Water Stewardship Programme								
Karamadai block, Coimbatore								
S.No	Activity Name	UNITS	2015 to 2019		2019 to 2025		TOTAL	
			No.	Project Amount	No.	Project Amount	No.	AMOUNT
1	TCB / Ring Bund	Ha	2499	8786508	1379	5058786	3878	13845294
2	Loose Boulders Check Dam (LBCD)	No	120	1394880	80	737949	200	2132829
3	Mini Percolation Tank	No	115	20373449	83	12061178	198	32434627
4	Farm Pond / Sunken Pond	No	202	3607442	121	2140184	323	5747626
5	Check Dam	No	79	3258311	17	5275156	96	8533467
6	Vermi / Nadep	No	148	1003108	0	0	148	1003108
7	Common Land Development	Ha	220	1150000	223	1085655	443	2235655
	Plantation	Ha	185	750000	450	232000	635	982000
8	Mechanization	No	34	1270000	75	2450000	109	3720000
9	Farmer Field School (FFS)	No	101	1364853	570	3280000	671	4644853
10	WUG Training	No	32	109000	48	349000	80	458000
11	Stake Holders Workshop	No	3	349896	6	340000	9	689896
12	Group Formation / Strengthening	No	38	60000	28	39000	66	99000
13	Soil / Water Analysis	No	650	105000	2425	195664	3075	300664
14	Artificial Well Recharge Structures (MAR)	No	30	1200000	659	11144358	689	12344358
ITC MSK Contribution			44782447		44388930		89171377	
Farmers Contribution			4594186		3623188		8217374	
Total Amount			49376633		48012118		97388751	

## 4. WATERSHED WORKSHOP





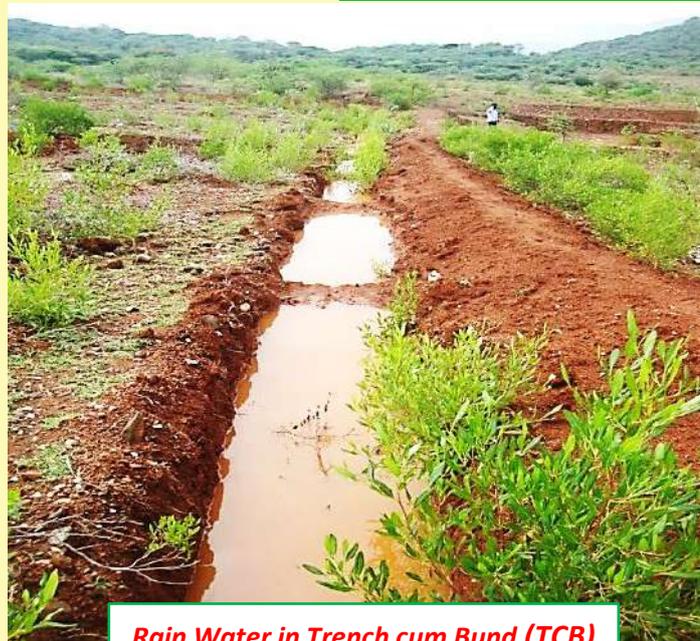
## 6. SUPPLY SIDE INTERVENTION:

### 6.1 LAND TREATMENT FOR SOIL & WATER CONSERVATION

**Trench Cum Bund/Ring Bund/ Green Manure:** The Project area slope range from 5% to 30 %, so various soil conservation treatments are done to reduce soil erosion & increase water infiltration capacity.



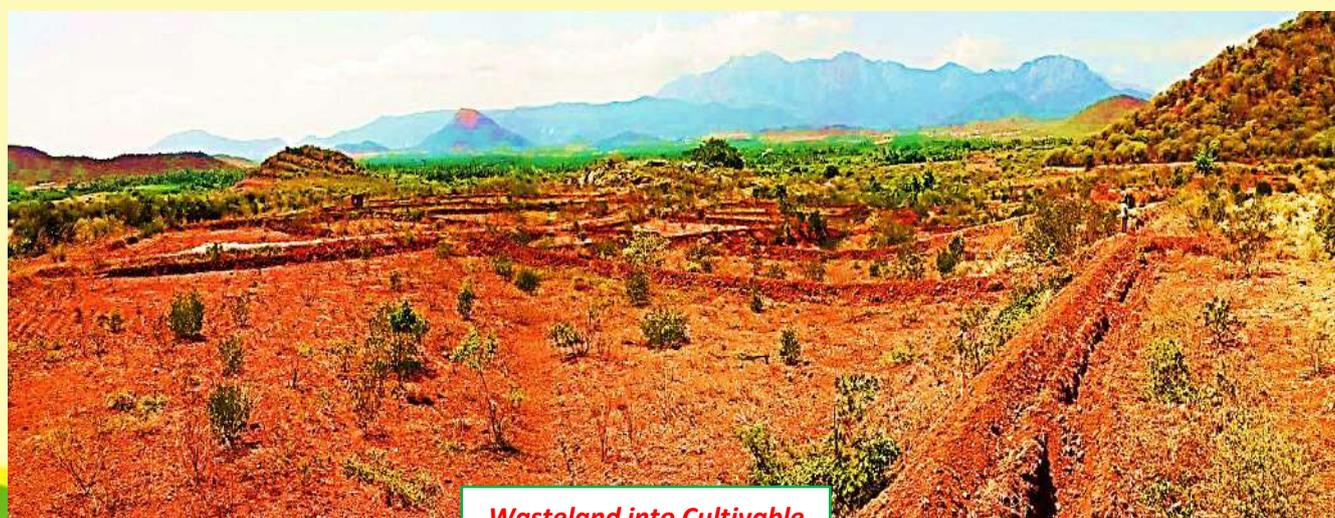
*Trench-cum-bund (TCB) in a Sloppy Land at Velliyangadu*



*Rain Water in Trench cum Bund (TCB)*



*Ring bund /mulching around in Coconut Trees*



*Wasteland into Cultivable*

Land Treatment - Trench Cum Bund (TCB), Ring Bund, Water Absorption Trenches done in **3872 Ha.**

## 6.2 SUPPLY SIDE INTERVENTION: **FARM POND**

**Farm Ponds** to harvest rainwater at farmer's field & to use it for life irrigation at the critical time to protect crops.



**Farm Pond after work completion**



**Farm Pond with rain water Seeliyur Village**



**Farm Pond Before Execution**



**Farm Pond During Execution**



**Farm Pond After Execution**



**Total 329 farm ponds with additional storage capacity of 198300 cum were created**

### 6.3 SUPPLY SIDE INITIATIVES: CHECK DAMS

The project area has several existing check dams in damaged condition; these check dams are renovated & plugged into water leakages. Several new check dams are constructed to harvest rainwater & stop the speedy run-off.



*Check Dam at Thekkampatti - Before work*



*After Execution*



*Before Execution*



*Check Dam at Devanapuram After work*



*Before Execution - Pooja*



*Check Dam at Kemmarampalayam After work*

Constructed **16** new Check Dams & Renovated **89** Check Dams

## 6.4 SUPPLY SIDE INITIATIVES: **LOOSE BOULDERS CHECK DAMS**

Constructed Loose Boulders Check Dams (LBCD) to reduce runoff velocity, reduce soil erosion & increase infiltration rates at gullies in sloppy lands.



**Before Execution**



**After Execution**

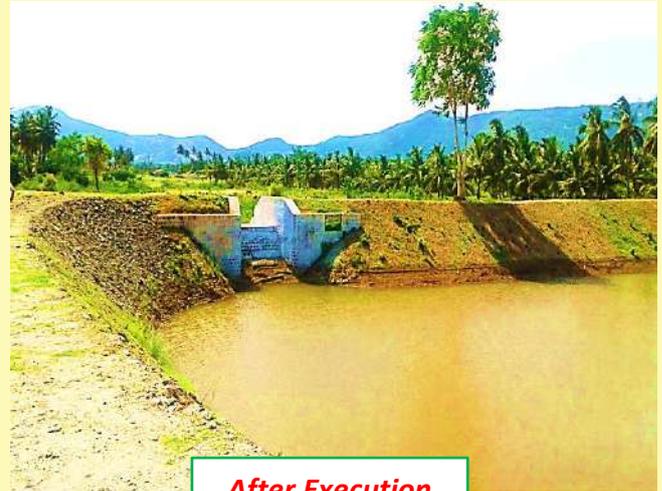
Total **178** Loose Boulders Check Dams (LBCD) were constructed so far

## 6.5 SUPPLY SIDE INITIATIVES: **MINI PERCOLATION TANKS**

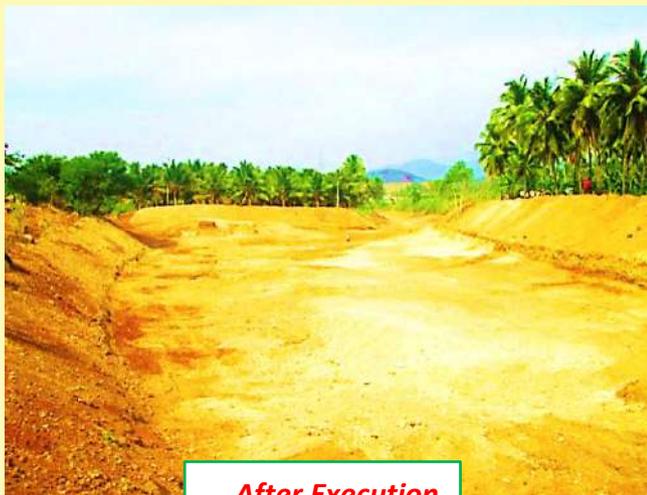
The silted and deteriorated percolation tanks in the basin are renovated. Done desiltation to increase the water storage capacity and other renovation works like bund strengthening, Jungle clearance & supply weir repairs to bring structures to their original potential.



**Before Execution**



**After Execution**



**After Execution**



**After Rain**



**Renovated 198 Mini Percolation Tanks and increased additional water storage capacity of 8.81 Lakhs cum**

## 6.6 SUPPLY SIDE INITIATIVES: **MANAGED AQUIFER RECHARGE STRUCTURES**

1. To recharge the shallow unconfined aquifer
2. Revive the defunctional open well for the shake of critical irrigation
3. To improve water quality through TDS control by diluting shallow aquifer reserve



**480** Well Recharge Structures established so far

## 6.7 SUPPLY SIDE INITIATIVES: **PLANTATION**



*On World Forest Day plantation activity in the project area*



*On World Water Day plantation activity*



*Planted more than 100 different plant species at Jothipuram village as Biodiversity Part*



*Tank bund plantation*



*Block plantation*



*Wind-Breaker Shelterbelt plantation protects banana field*

**206527** plants & **69 Kg** seeds are planted in the project area established plantations in **226** acres

## 7. DEMAND MANAGEMENT INITIATIVES:

### 7.1 FARMERS FIELD SCHOOL (FFS) TRAINING

Since 85% of the water in the basin is used in agriculture by water-guzzling crops, demonstrate improved water-saving practices & technologies in banana, coconut & curry leaves. These technologies are disseminated thru FFS.



*Provided integrated fertilizer management training thru Expert in FFS*



*Crop yield Improvement training thru TNAU*



*Farmers Exposure cum Training at TNAU*



*Farmer Field School (FFS) Training*



*WUG Capacity Building*



*Drone Spray Demonstration*

**Water Saving Practices & Crop Yield Improvement at 50 demonstration plots for Coconut & Banana was established and 238 FFS trainings conducted**

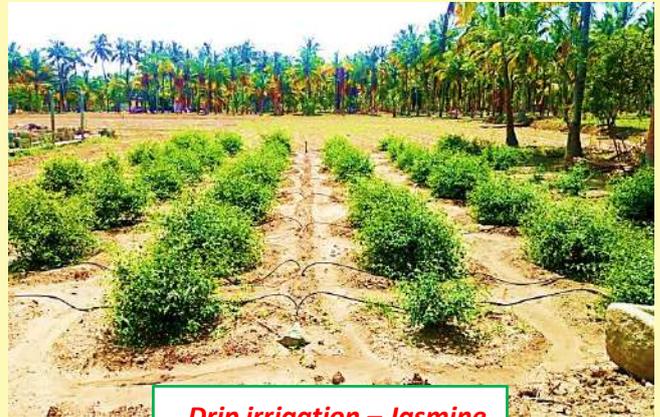
## DEMAND MANAGEMENT INITIATIVES:

### 7.2 CROP DEMONSTRATION PLOTS

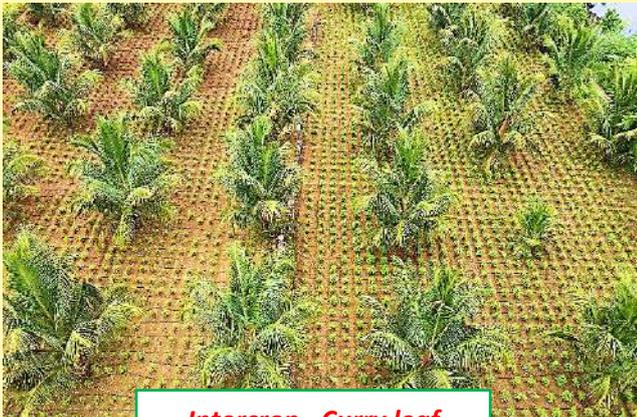
Demonstrated water-saving technology practices & crop yield improvement for Coconut & Banana in association with WTC-TNAU (Water Technology Centre - TNAU) and demonstrated various water-saving technologies/practices in major crops like coconut, banana, in association with WTC-TNAU, KVK & Gandhigram Rural University.



*Drip irrigation – Banana*



*Drip irrigation – Jasmine*



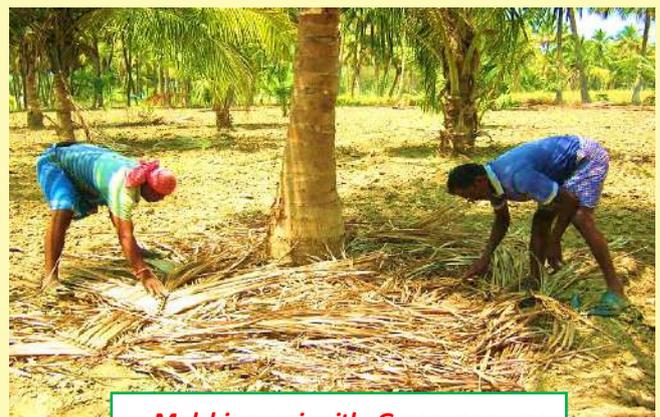
*Intercrop - Curry leaf*



*Crop diversification - Drumstick*



*Drip irrigation, Mulching by Husk in Coconut*



*Mulching- coir pith, Green manures*



*Drip irrigation, Mulching by Leaf – Coconut*



*Mulching with Calotropis*

## 8. MECHANISATION POMOTION

Machinery to support Sustainable Agriculture & reduce drudgery and spread Demand Management Initiatives in the River Basin.



**66 WUGs are supported with Improved Agriculture Implements through ABC (Agri Business Centre)**

## 9. MULTI STAKEHOLDERS' PARTNERSHIP



**First Stakeholders Meeting (27/09/2016)**



**Second Stakeholders Meeting (20/12/2017)**



**Third Stakeholders Meeting (24/10/2019) at TNAU**



**Stakeholders Workshop on ITC-BISA CIMMYT CSV (28/09/2022) at TNAU**



**Stakeholders Workshop - 13/02/2025 at Hotel Park Inn, Coimbatore**

## 10. KEY VISITORS



**Dr. Ashesh Ambasta – Head, Social Investments, ITC Ltd., Mrs. Mukul Rastogi, Vice President, Social Investments, ITC Ltd., Dr. Vijay Vardhan, Operational Manager, Social Investment, ITC Ltd., & Mr. Giresh Mohan, Regional Manager (South) ITC – MSK during project visit**



**Mr. Siddarth Mohanty Senior VP Field Visit**



**Mr. Adrian Sen, CEO, Alliance for Water Stewardship, England along with Mr. Manjunath, RM visited our project site**



**Mr. Kranti Kumar Pati IAS., District Collector & Ms. Swetha Suman IAS., Additional Collector (Dev) visited our project area**



**Mr. Vadiraj Kulkarni, CO, ITC Ltd visited our project area and discuss with farmers**



**Mr. Mr. Rajesh Ponnaru, CO, ITC Ltd visited our project area and discuss with farmers**



**Mr. Mr. Pavankumar G Giriyanavar IAS., District Collector & visited our project area**

# 11. WATER DEMAND MANAGEMENT

## 11.1 AWARENESS CAMPAIGN & WATER MELA

**WATER MELA'S:** Organized Water Melas, Exhibitions, Seminars & Training to educate farmers on water conservation in agriculture.



Mr. AVN. Satheesh Kumar, PSPD, HR Head. Highlighted Rs.33 lakhs community contribution in Water Mela 2017



Conducted First Water Mela on March 2017 & focused on Micro Irrigation



Government officials & farmers taking oath on water security in Bhavani Basin



Conducted Second Water Mela on March 2018 focused on scaling of Demand Management



Conducted Third Water Mela on March 2019 Theme of "Water for All – Today and Tomorrow"



## 11.2 WATER MELA - 2021 & 2022



**Mr. Venkat Rao, Unit Head, PSPD,  
Inaugural Address in Water Mela - 2021**



**Mr. M. Vijayakumar, HR Head, PSPD,  
Special Address in Water Mela - 2021**



**Honouring "Padmashree" Papammal in  
Water Mela - 2021**



**Dr. R. Ilangovan, Vice Chairman, Tamil  
Nadu State Irrigation Cell, Special  
Address in Water Mela - 2021**



**A View of Participants in the Mela 2022**



**Dr. S. Panneerselvam, Director, WTC-TNAU,  
Special Address in Water Mela - 2022**



### 11.3 WATER MELA – 2023, 2024 & 2025



**Er. Sivalingam, Project Director, Athikadavu-Avinashi Scheme Delivering Chief Guest Address**



**Dr. Raviraj, Dean, AE & RI, TNAU, Delivering Chief Guest Address in Water Mela 2024**



**Ms. Dayamalar, Regional Director, Central Ground Water Board (CGWB) Delivering Keynote Address**

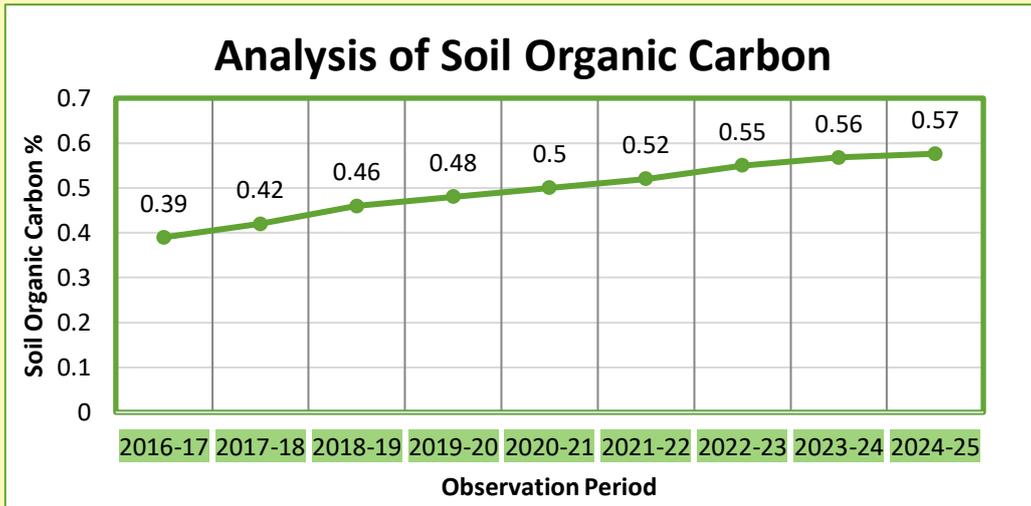


**Mr. N. Murali, Unit Head, PSPD, Inaugural Address in Water Mela - 2025**

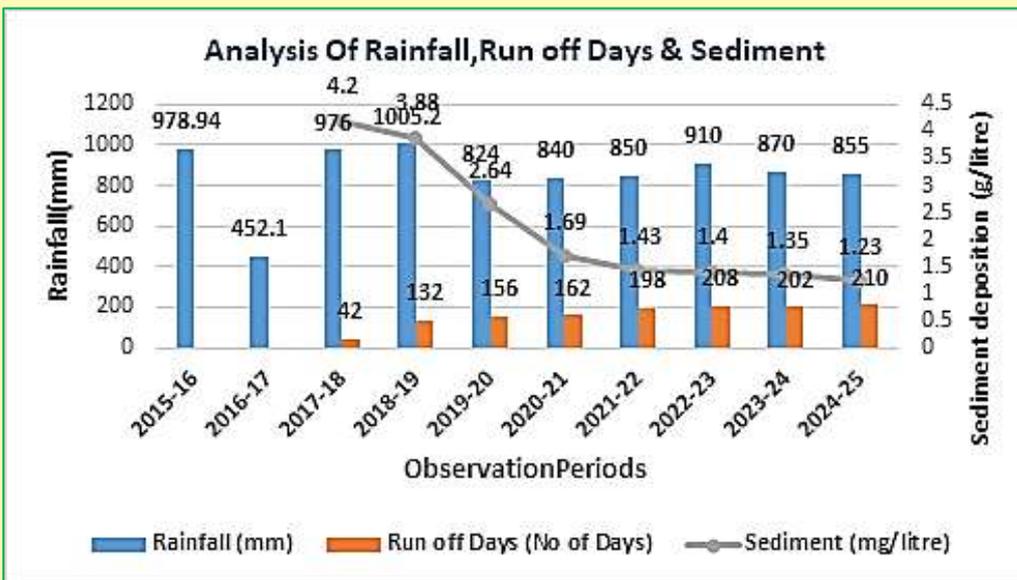


**Mr. Mahidhar Babu, Head of HR, PSPD, Key Note Address in Water Mela - 2025**

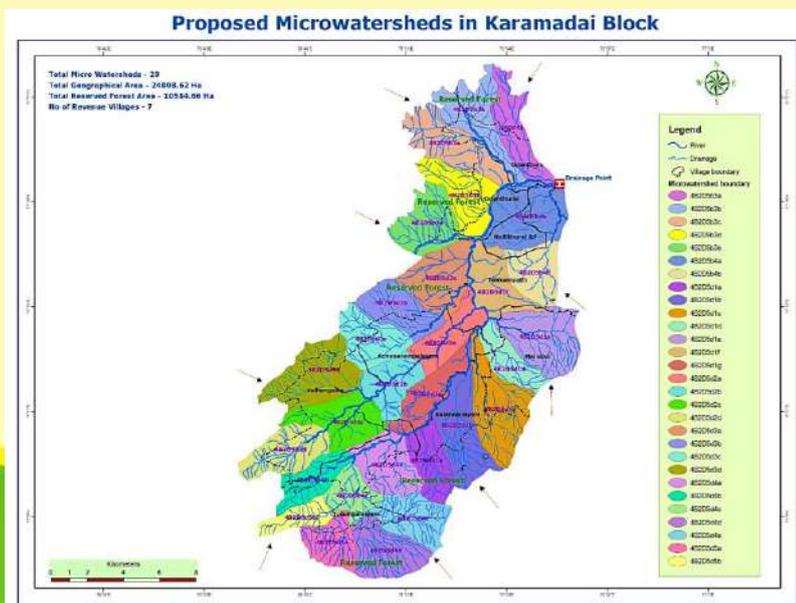
## 12. PROJECT IMPACTS & OUTCOMES - PSPD CATCHMENT



**Inference: Soil Organic carbon is increased from 0.39 to 0.57**

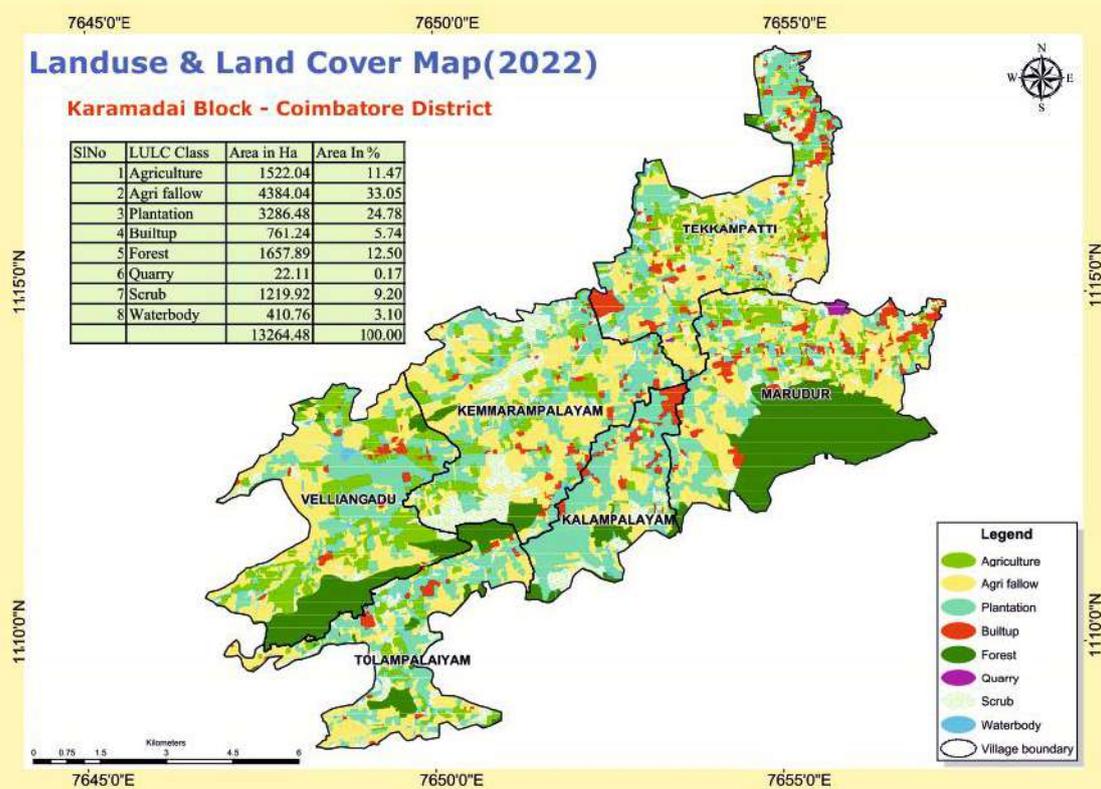
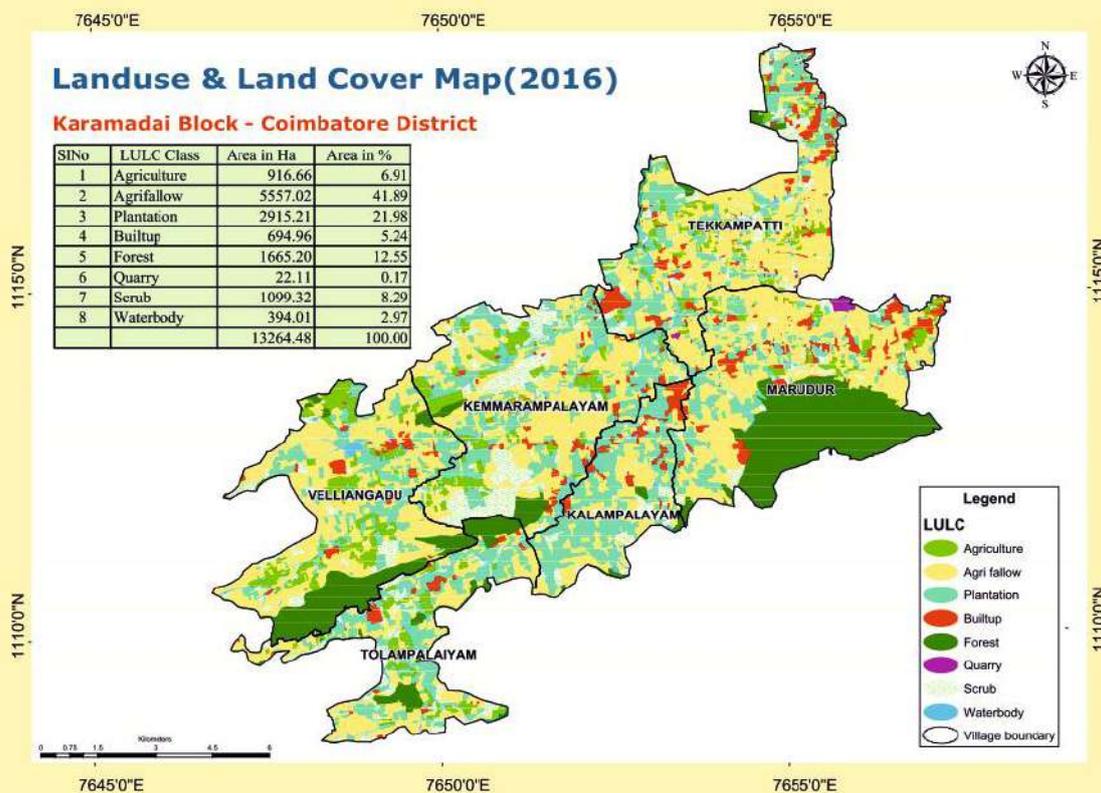


**Inference: Run Off days is increased from 42 days to 210 days, similarly Silt Transportation is reduced from 4.2 g/l to 1.2**



## 12.1 PROJECT IMPACTS & OUTCOMES

### Analysis of the Land Use Land Cover Maps



Inference: Agriculture Land Increased by 40% (Positive), Agri fallow land reduced by 27% (Positive), Plantation Increased by 11% (Positive), No changes in forest & quarry, Scrub land increased 10% (Negative), Waterbody is increased by 4% (Positive),.



**ITC MISSION SUNEHRA KAL**  
**WATER STEWARDSHIP PROGRAMME**  
**UPPER BHAVANI BASIN**



### **13. PROJECT OUTCOMES & MILESTONE**

#### **MILESTONES:**

#### ***Milestone 1: Information, Education and Communication (IEC) to drive awareness and community participation.***

- Creating awareness to **4638** farmers through suitable IEC about water conservation and crop water use optimization
- Capacitating **3373** student farmers about standard agronomic practices through creating **208** Farmers Field School for reducing Cost of Cultivation and enhancing yield
- Capacitating **4638** farmers to maintain water harvesting structures created by ITC by formation of **66** Water User Groups
- Sensitized **4800** Women and children over water saving practices in school and agriculture field
- Sensitized watershed beneficiaries through comprehensive watershed development activities in priority area
- The interventions reached in **24 watersheds – 149 villages – 16248 households – 54900 population**

#### ***Milestone 2: Water Saving Technique Demonstration***

- Renovated **1120** water harvesting structures in the catchment covering **198** Percolation tank, **107** check dams, **323** Farm ponds and **689** Well Recharge structures
- Developed **7850** Ha of watershed area through area treatment and water harvesting structures and Created **1.03** million Cubic Meter of additional water storage in catchment through supply side intervention in the catchment
- Covered **8507** Ha of Banana, Coconut and Curry Leaf for water use optimization and saved **27** million Cubic Meter through water use optimization in these crops
- Establishment of **208** demonstration plots through technical support from Tamil Nadu Agriculture University for educating farmers over standard agronomic practices and water use optimization

#### ***Milestone 3: Multi-Stakeholder Platform***

- Brought **15** stakeholders from academics, government line department, NGOs and relevant corporates to common platform to discuss about issues and possible solution about water and agriculture
- Conduction of annual meeting of multi-stakeholder and till date conducted **14** multi-stakeholder meeting in the catchment
- Conduction of monthly meeting of water user groups (WUG) for capacitating about WHS maintenance and have conducted **2352** WUG meeting till date.
- Have touched **7800** Households overall in the catchment for social development
- Till date covered **858** animals' owners which are having large & small ruminants and backyard poultry treated by Pashu Sakhi's.