



Every Drop Counts in the Coming Age of Water Scarcity

According to the United Nations Water 2019 Report, over 2 billion people live in countries experiencing high water stress, and by 2025, half of the world's population could be living in water-scarce areas. The World Bank reports that agriculture, which accounts for 70% of global freshwater withdrawals, faces severe challenges as groundwater levels plummet.

Measures for Water Conservation and Their Impact

- **Afforestation and Field Water Conservation** reduces erosion, enhances groundwater recharge, and improves the microclimate. Techniques such as tillage, bunds, terraces, and contours reduce runoff, increase water infiltration, and retain soil moisture.
- **Water Flow Regulation Structures** such as stop dams, Check Dams and Gabions help in regulating water flow and storing water during the dry season, reduce runoff velocity, promote groundwater recharge and increase surface water storage.
- **Rainwater harvesting structures** such as ponds, trenches, and soak pits collect rainwater, allowing it to percolate into the ground. Water harvesting tanks store this water for direct use, reducing dependence on groundwater and surface water sources.

Keep looking for our next newsletter for more on Water Conservation through Agriculture Practices

The Way Forward

Integrated water management policies are essential, promoting sustainable water use and safeguarding water sources across sectors. Adequate funding is crucial for conservation projects, infrastructure development, and research into water-saving technologies. Community participation enhances the sustainability of initiatives, while public awareness campaigns educate and promote water-saving practices.

Looking ahead, technological innovation in efficient water use, robust data monitoring systems, and strategies for climate resilience will be essential to adapt to changing water availability and ensure community resilience in the face of climate challenges.



HIGHLIGHTS

SUVIDHA Honored at exchange4media 'Do Good Awards' for Outstanding Contributions in Social Development

Empowering Mithila Artists (Wurth Electronics): Funder Visit to Explore Artisan Products and Marketing Potential

Gram Seva (SBI Foundation): Establishing Sustainable Waste Management System

SUVIDHA's Climate Project Featured in Indigo Airlines Inflight Magazine: Hello 6E-143rd Issue June 2024

Gram Seva (SBI Foundation) Establishing Sustainable Waste Management System

Waste Collection Centers have been established in each of the five villages of Kiri Gram Panchayat in Chamba District, Himachal Pradesh. Dumping is common, with unsegregated waste discarded in communal areas. Due to the villages' remote locations and lack of waste management system, there is little awareness or ownership of proper waste management.

Awareness sessions with youth and the community have played a crucial role in promoting waste segregation and encouraging participation in maintaining clean villages. The waste collection centers serve as key points for the collection and segregation of waste, streamlining the waste management process. The centers are divided into three chambers for plastic, bottles, and dry waste, and the community is trained to dispose waste accordingly.

To establish a sustainable model, a scrap collector has been identified to take the bottles and other recyclable products. The community is collectively responsible for the maintenance of the centers. This model exemplifies the community coming together to enhance village infrastructure with centralized waste disposal facilities, fostering a greater environmental consciousness.



Footprint (HDFC Bank Parivartan)

Carbon Emission Impact Assessment of HDFC Bank Parivartan's CSR Projects

Under the Impact Assessment initiative, comprehensive field audit of HDFC Bank Parivartan's CSR projects across four states—Bihar, Jharkhand, West Bengal, and Odisha was conducted.

The objective was to calculate the carbon offset of the ongoing projects, showcasing their environmental impact and sustainability.

Our team closely monitored ground activities and engaged with multiple NGO partners to ensure a thorough evaluation.

We developed a detailed data collection format for accurate impact assessment and held numerous meetings, fostering one-on-one interactions with beneficiaries to gain deeper insights.

Through this collaborative effort, we aim to highlight the significant contributions of HDFC Bank Parivartan's CSR initiatives towards reducing carbon emissions and adopting environmentally friendly practices for a sustainable future.



HRDP MP 2.0 (HDFC Parivartan) Installation of Drip-Based Irrigation Systems in Maheshwar, Madhya Pradesh



Small and marginal farmers face significant challenges due to water scarcity and inefficient traditional irrigation methods, leading to water wastage and inconsistent crop yields.

To address such farm issues, drip-based irrigation systems have been introduced to 50 small and marginal farmers in Maheshwar, Madhya Pradesh. These farmers were identified based on their need for efficient irrigation and inability to afford such systems.

The marginal farmers will reap numerous benefits, including efficient water management by delivering water directly to plant roots, significantly reducing wastage.

It improves crop yields through consistent and precise water supply, enhancing growth and productivity. Additionally, it lowers water and labor costs for farmers, and its sustainable practice conserves water and reduces chemical runoff, promoting environmental stewardship.



Empowering Mithila Artists (Wurth Electronics) Funder Visit to Explore Artisan Products and Marketing Potential

On June 22nd, 2024, Ms. Mamatha, a representative from Wurth Electronics, visited the Shahpur Jat, New Delhi Store to understand our range of artisan products and explore our marketing platform.

She examined various items, including Mithila Paintings, traditional paintings on silk and cotton dupattas, and innovative value-added products such as folders, jute laptop bags, and handbags adorned with traditional art.

The visit, facilitated by Mr. Arya (Operations Manager), Ms. Silka (Internal Communications), and Ms. Muskan (Sales Person), concluded with Ms. Mamatha expressing admiration for the artisans' exceptional work and high-quality art pieces.



ORGANIZATIONAL UPDATES

SUVIDHA Honored at exchange4media 'Do Good Awards' for Outstanding Contributions in Social Development

Hosted by the exchange4media Group, the inaugural edition of the e4m Do Good Awards took place on June 12th, 2024, in New Delhi. These awards serve as a powerful platform to showcase the remarkable achievements of brands and non-profit organizations dedicated to promoting the greater good through their marketing efforts. The awards highlight the extraordinary creativity and impact of those committed to making a meaningful difference in society. The jury was chaired by Mr. Amitabh Kant, G20 Sherpa, Government of India, and former CEO of NITI Aayog.

Award Categories and Projects:

- **Education:** Enhancing School Infrastructure and Developing Model ICDS Centres, funded by Kutch Railways Company Limited.
- **Rural Development:** Holistic Rural Development Program (HRDP), supported by HDFC Bank Parivartan.
- **Best Use of Technology in Rural Development Projects:** Climate Monitoring Solution by SUVIDHA.
- **Best Project Video Award:** Empowering Women Communities: Solar-Powered Transformation by SUVIDHA.

We extend our heartfelt gratitude to our partners and stakeholders for their unwavering support in helping us achieve these milestones.



Celebration of International Yoga Day 2024- Theme 'Yoga for Self and Society'



Event at Inspiration School, Haldwani, sponsored by The Times of India and SUVIDHA

The Times of India and SUVIDHA proudly sponsored an inspiring event at Inspiration School, Haldwani, on International Yoga Day.

The event brought together students, elders, and youth from the community, emphasizing the importance of incorporating yoga into daily routines and highlighting its significance as an integral part of our lives.

Transformative Yoga Session in Himachal Pradesh with SBI Foundation

In collaboration with the SBI Foundation, a transformative yoga session was hosted for over 50 students and school teachers at the Government Middle School in Lagga, Chamba District, Himachal Pradesh.

This year's theme, "Yoga for Self and Society," beautifully resonated as students embraced postures and breathing techniques that foster personal well-being and social harmony. It was inspiring to witness yoga's powerful message of unity and mindfulness touch the hearts of young minds in Himachal Pradesh.



Celebrating World Environment Day- Theme 'Land Restoration, Halting Desertification and Building Drought Resilience'

On this World Environment Day, SUVIDHA's commitment to a greener future was underscored by our ambitious pledge to "Go Paperless by 5th June 2025," a significant milestone in our environmental stewardship.

We also launched our #BeingClimateResponsible campaign, inviting individuals across the globe to join us in this critical mission. Through our new landing page, participants pledged to become climate-responsible citizens, demonstrating their commitment to environmental sustainability.

Join the Movement:

<https://www.suvidha-india.org/BeingClimateResponsible>

In order to celebrate World Environment Day with the community and emphasize the significance of this occasion, SUVIDHA's dedicated teams organized various activities across our project locations in Assam, Bihar, Madhya Pradesh, Himachal Pradesh, Odisha and Uttarakhand.

- **Tree Plantation Drives:** Our teams, together with community members, planted trees in, contributing to reforestation efforts while enhancing local biodiversity.
- **Cleanliness Drives:** We organized cleanliness drives to rejuvenate our surroundings, removing waste and restoring nature's beauty.
- **School Engagements:** We took the opportunity to educate and inspire the next generation. Children learned about the importance of environmental stewardship, empowering them to become advocates for sustainable practices in their communities.



New Beginnings Initiating Transformative Ventures

- "EduJunction: Establishment of Smart Classes in Government Schools" funded by NHRCL (National High Speed Rail Corporation Limited), being implemented in Navsari District of Gujarat.
- 'Augmenting Water Efficiency for a Resilient Farming' funded by HUF (Hindustan Unilever Foundation), being implemented in Badaun District of Uttar Pradesh.

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IndiGo
Reach

Enabling women from Sirmour in Himachal Pradesh to address the challenges of climate change in collaboration with



Empowering 4,010 families, our initiative has achieved 55.11% biogas adoption and 52% improved cooking stove use, significantly reducing fuelwood consumption. We have also planted 15,000 fruit trees to further enhance sustainability and create a greener future. We reach out not just with our planes, but also with our heart.

