



Project Awake - Augmenting Water at Kurunji Ecosystem

Application Code: RDVI2304

Redington's Approach to CSR

Key Anchors



Aligned to business

Leverage business processes, key partnerships and business expertise to create maximum value in focus areas



Social cause

Solve specific problems within thematic areas such as education and livelihoods basis the most critical needs



Stakeholder

Develop strategy anchored on target segments such as youth, women, children with disabilities



Geography

Determine strategy based on geographic needs or in alignment with needs in priority states

“

At Redington,

We are committed to uplifting underserved communities through Redington Foundation, a trust formed to drive various CSR initiatives and aimed at promoting social welfare and sustainability

Portfolio with mix of Breadth and Depth Programs



Flagship

*Skilling programmes in logistics and supply chain management
IT/ITeS training programmes*



Strategic

*Digital inclusion through education programmes
Environment programmes
Integrated village development programmes
Preventive Health*



Contingency

Need-based interventions aligned to disaster relief, innovative healthcare, promotion of art and culture.

Jawadhu & Kalvarayan Hills - An inaccessible & remote tribal settlement with over 80% of the population living below poverty line

Kurinji Hills - Situational Analysis

Predominantly Tribal Population

Most of the households are tribal population and 80 percent of the total households are below poverty line

Difficult Terrain

Hamlets vs village living ; Difficulty of the terrain puts livelihoods into questions despite efforts by Govt for intervention.

Dependence on Monsoon

Dependence on Monsoon for agricultural productivity and livelihood.

Lack of Mainstream Access to water

Incidence of malnourishment, infant and maternal mortality coupled with food insecurity as it takes more than half a day to fetch water

Need for interventions in Water management

NGOs focusing on Education & livelihood , limited focus on water; govt funding not enough for infrastructure development but can support O&M

Frequent Power cuts

Settlements in the Kalvarayan and Jawadhu Hills face frequent power outages affecting safety (snake bites) and educational outcomes (2-3 day outages common)

Opportunity for Impact

Integration with Jal Jeevan Mission

to provide safe and adequate drinking water by 2024 to all households

Reducing dependency on externalities

Revival of traditional sources of water and reducing dependency on Monsoon and other external sources

Health outcomes linked to Water

Linking health outcomes to locally sourced water through rainwater harvesting and pond renovation; providing means to store water otherwise run down

Access to Solar Energy

Provide access to Solar Energy to improve safety and education outcomes

Sustainable Rural Development: Addressing Mainstream Issues in Jawadhu & Kalvarayan Hills

Step 1: Need Assessments and Key Findings

Using tools such as In-Depth Interviews, Focused Group Discussions, and Questionnaires, a community-focused need assessment was conducted across 43 villages. Below are the pressing issues that came to light as top priorities:



Insufficient Access to Water for consumption and livelihood

The community is in dire need of water, with people having current intake of 20 liters per day, far below the recommended intake of 55 liters per person per day set by the Jal Jeevan Mission for rural areas. This shortage severely affects their well-being and health.

A 50/200 wells in Kalvarayan non-functional ; lack of storage for run down monsoon water

B Water Quality a concern (lack of dredging, lack of grills) rendering more water unusable

C Accessibility: lack of motor ; drudgery high; water prioritised for cattle, irrigation

D Lack of government funds for infrastrcuture development



Lack of Access to Electricity

The absence of electricity in the community has had a profound impact on the residents' lives. It has compromised their safety during evenings and nights, and it has also hindered their overall productivity

A Frequent power interruptions due to the difficult terrain (2-3 days at a go)

B 25% of the houses are unconnected to the grid

Potential for Impact

Additional Income Potential

- (a) 200 Rs saved per day per head for half day work saved, as people don't have to travel long distances for water
- (b) Livelihood opportunity for youth who have been skilled in manufacturing of solar inverter kits

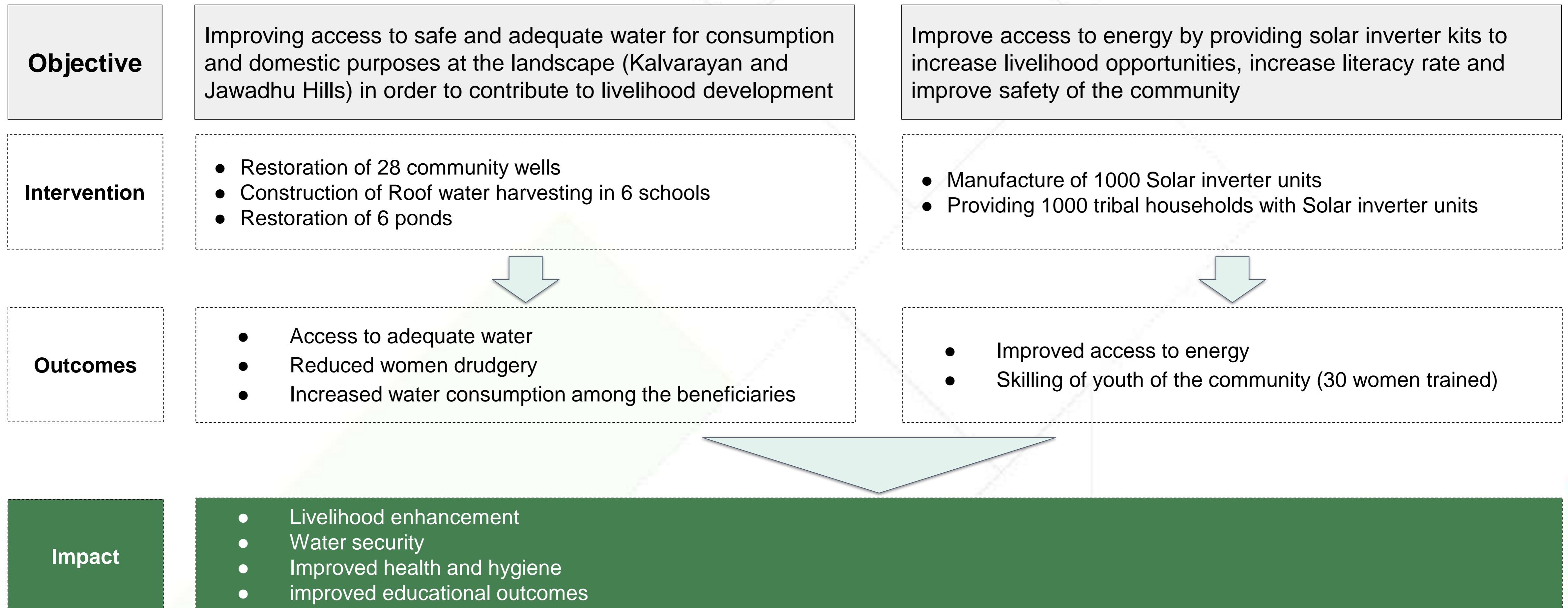
Improving livelihood by improving access to water

- (a) Farmers can grow more livestock & crops due to availability of additional water for irrigation
- (b) A power outage lasting 2-3 days would typically result in the loss of several days of learning, but with the introduction of solar lights, these learning days can now be preserved.

Empowering Kalvarayan and Jawadhu Hills: Enhancing Water and Energy Access for Livelihood Development

Step 3: Project Scoping

Out of the 43 hamlet villages where a need assessment was conducted, 28 were chosen for intervention due to the requirements and the dire situation of the communities based on access to clean water, access to electricity, distance to water sources, local community support, etc.



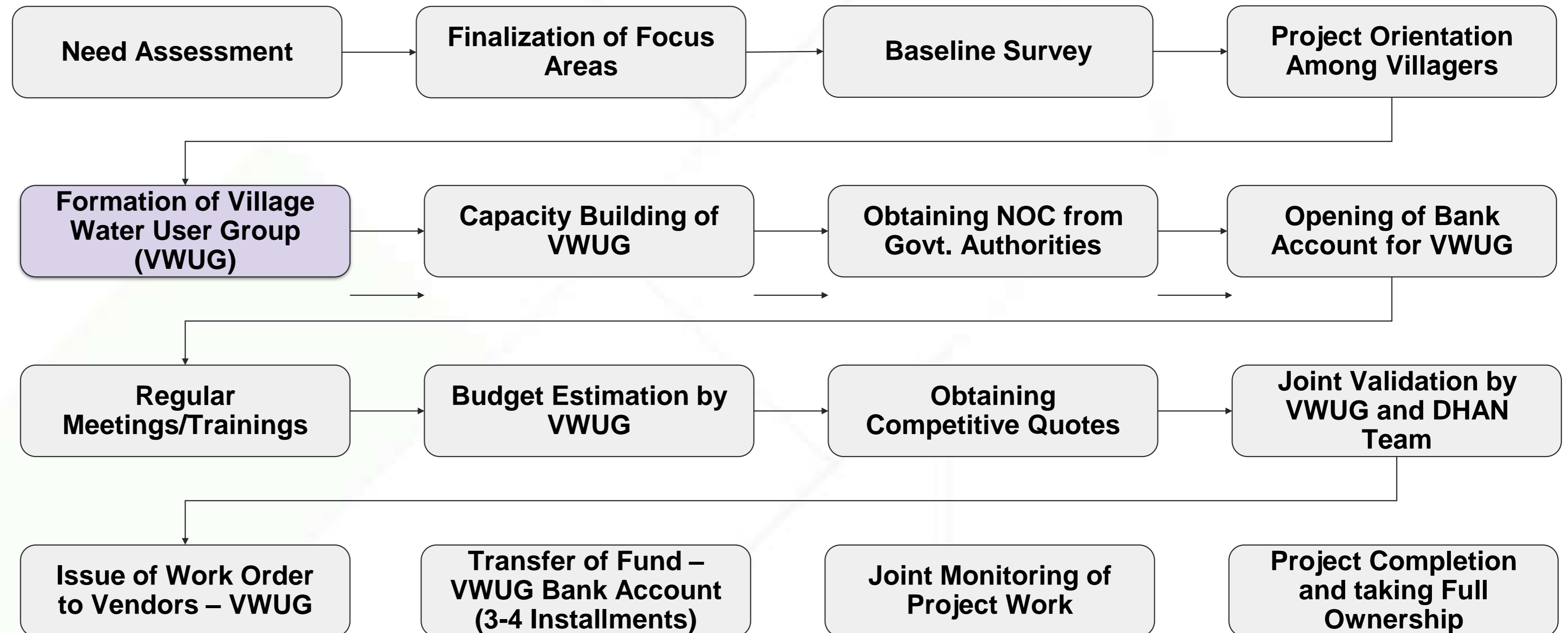
Process Followed for implementation: Unique Community Engagement Implementation Model – Creation of VWUG

Uniqueness of the Intervention:

1. Lack of interventions relating to water in Jawadhu and Kalvarayan Hills by other NGOs
2. Community Owned Model – Water User groups
3. Federation model : DHAN's unique model of establishing a federation to train communities on needs assessment , prioritization & maintenance

Our project's success relies on 20 Water User Groups (WUGs) made up of community members. We prioritize vulnerable individuals through surveys and discussions,

- Dedicated bank accounts, to streamline funds.
- Engage in program and financial planning.
- Community involvement and ownership.
- Capacity Building & Training
- Engagement in Financial Planning
- Joint Validation
- Cadence meetings
- Handover



Strategic Partnership: Rigorous and Comprehensive Selection Process to Identify The Right Implementation Partner

Step 2: Partner Identification

Exhaustive of list of partner organizations created basis fitment to mission statements and target geographies

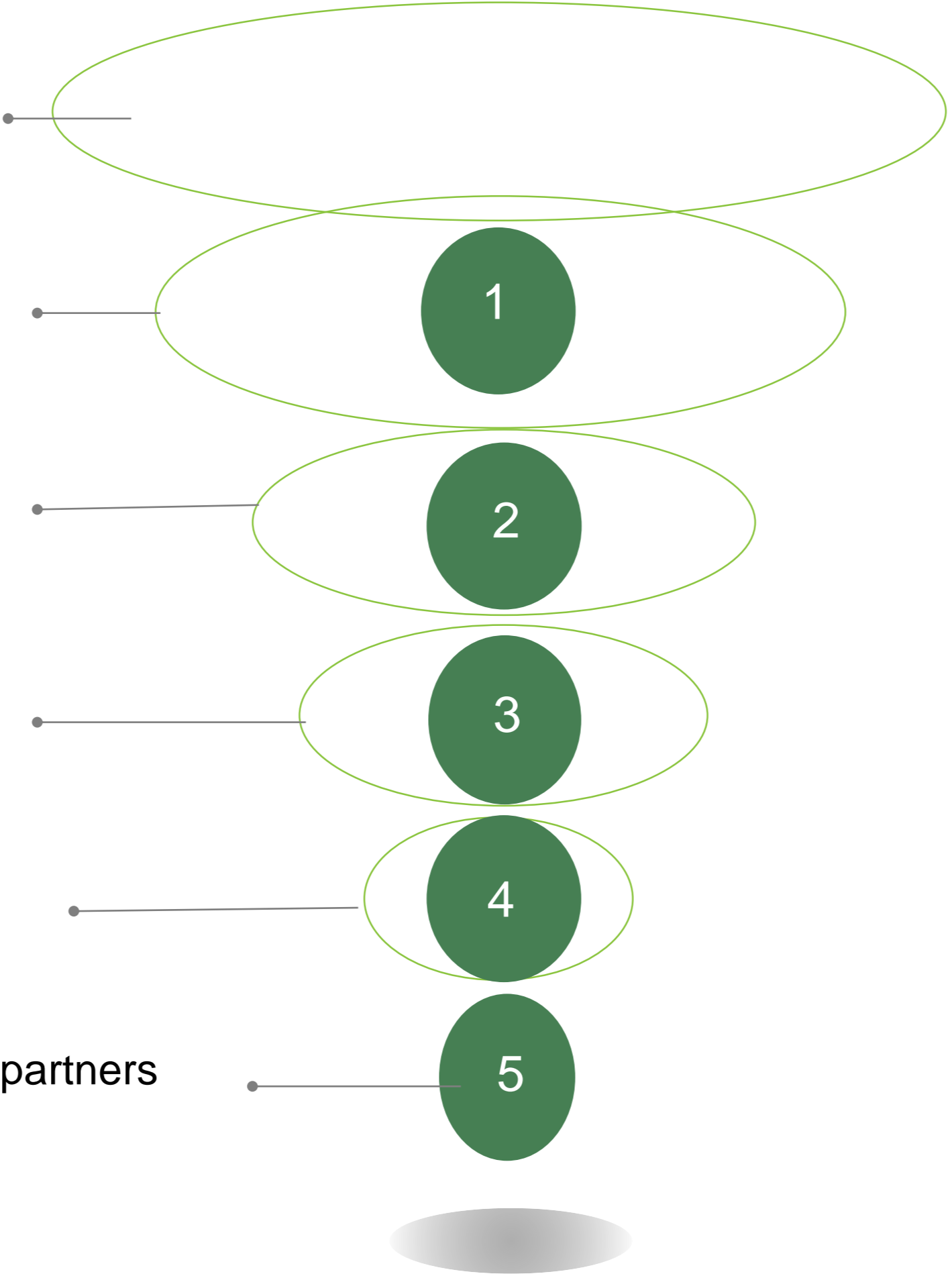
Initiate closed RFP process with selected partner organizations that are aligned to Redington's requirements

First-level evaluation of proposals based on credibility, capability, program theory of change, execution plan, budget, scalability, sustainability, M&E

Short-list of partners shared with Redington for second round of evaluation to ensure fitment to internal criterion for partner onboarding

Due diligence for short-listed partners to ensure compliance, organizational capability and credibility

Final Partner recommendation report for short-listed partners shared and onboarding process initiated.



DHAN onboarded as our implementation partner.

Key considerations:
(a) Presence in Kurunji hills for over 15 years
(b) Community owned model of intervention through Federation

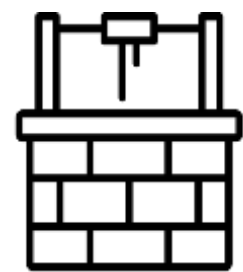
Revitalizing Water Resources in Jawadhu and Kalvarayan Hills and Empowering Clean Energy Access with Solar Kits

Intervention 1: Improving Access to Water



Restoration of Natural Water Bodies

6 ponds have been restored increasing **25,800** square meter of pond area for farming and cattle purposes



Renovation of Community Wells

28 Wells have been renovated and restored along with **construction of water storage tanks** to help the community conserve water even during periods of severe water stress benefitting **8000+ individuals** and **4 Lakhs hours per year** women drudgery saved due to access to water at doorstep



Construction of Rainwater Harvesting Structures

6 roof water harvesting systems have been built in public schools by the government and transferred to the local community. **78,000 litres** of rainwater harvesting structures constructed

Intervention 2: Improving Access to Energy



Manufacture of Solar Inverter Units

1000 Solar Inverter units have been manufactured and distributed to tribal households from 8 villages



Empowering Youth

30 Women Youth Volunteers of the Community have been trained to manufacture the solar inverter kits. This provides them with upskilling and opportunities to venture into the space of renewable energy



Better learning & livelihood outcomes

30 learning days p.a affected by power cuts ; assistance to continue livelihood opportunities to the extent affected by power cuts

Way Forward

Assessment & Planning

Evaluate project's impact, strengths, weaknesses
Define clear scaling objectives

Strategic Partnerships

Collaborate more with communities and State
Share resources and knowledge

Technology & Innovation

Implement more tech oriented innovative solutions

Funding Strategy

Diversify fund sources (grants, partnerships)
Ensure long-term financial sustainability

Expand Scope

Scale project to reach more remote communities and
address other important issues

Awareness

Raise awareness about environmental issues
Promote behavior change

Community Engagement

Communicate with locals regularly
Involve them in decision-making

Sustainability

Advocate for supportive policies
Align with broader sustainability goals

Glimpse from the Ground

Keelur Pond



Before



After

Uthukadu Village Well



Before



After

Vellimalai village Well Restoration



Forest Middle School, Jamunamarathur – Rainwater Harvesting Structure



Glimpse from the Ground



Community Interaction

Solar units manufacture and distribution

Case Study



Name: Mr. Rajamani

Age: 42

Engaged in farming with 3 acres of land

Cultivation:

Rainfed (1.5 acres): Little Millet, Horsegram, Finger Millet

Irrigated (1.5 acres): Paddy (2 seasons), Gherkins & Cotton (remaining)

Additional Roles:

Kovilur Temple priest

Livestock Rearing: 2 cattle, 4 goats

Water Source:

- Dependence on Kovilur Temple pond for livestock water
- Uses livestock manure for organic farming
- Avoids synthetic fertilizers
- Hesitates to expand cattle due to water scarcity

Positive Impact of Pond Renovation:

- Confidence to purchase more cattle for manure
- Pond storage supports cattle and irrigation for 30 farmers
- Drinking water source for 100 cattle for 100 farmers
- Higher productivity projected post-pond renovation
- Enhanced income from cash crops like cotton and gherkins
- Doubled pond storage capacity after renovation (36,000 liters/year)