

F.No.16 - 04/NRAA/WD/2009  
Government of India  
Planning Commission  
National Rainfed Area Authority

NASC Complex, 2<sup>nd</sup> floor,  
Dev Prakash Shastri Marg,  
Opp. Toddapur Village, Pusa  
New Delhi – 110 012.

Dated the 23<sup>rd</sup> June, 2011

To

Shri Rajiv Jain,  
Director,  
Dte. of Advertising and Visual Publicity  
Suchna Bhawan, Lodhi Road Complex,  
New Delhi.

Telefax No. 24369553

**Subject: Expression of Interest**

Sir,

I am directed to enclose herewith a copy of 'Expression of Interest' of National Rainfed Area Authority which may be got published in the leading National News Papers (one Hindi and one English) of All India edition **on 25<sup>th</sup> June, 2011**, on the rates approved by the DAVP:

You are requested to submit pre-receipted bill to this Authority after the advertisement gets published along with copy of advertisements for making payment thereof.

Yours faithfully,

-sd/-  
(Dr. Sahadeva Singh)  
Deputy Commissioner (Crops) &  
Head of Office  
Tel. No.25843473

Encl: as above.



Government Of India  
Planning Commission  
NATIONAL RAINFED AREA AUTHORITY

'EXPRESSION OF INTEREST'

NRAA invites EOI for empanelment of professional agencies like NGOs/Research Institutions/Development/Academic/Organisations with professional expertise and experience in the Rainwater Harvesting and Water Conservation measures undertaken as part of MGNREGS especially in terms of enhancing agriculture productivity and livelihoods in the states of Gujarat and Rajasthan. The study will include planning, site selection, design, implementation, socio-economic impacts, equity in water utilisation, institutional arrangements for its maintenance etc.

Full details of the short tender notice are available on NRAA website [www.nraa.gov.in](http://www.nraa.gov.in).

**EOI with full detail must reach the undersigned within 30 days of publication.**

Head of Office (NRAA)  
Tel. No.25843473  
FAX No.011 – 25842837

NASC COMPLEX, "A" Block, 2<sup>ND</sup> Floor, DPS Marg,  
New Delhi – 110 12.

F.No. 16-4/NRAA/WD/2009  
Government of India  
Planning Commission  
National Rainfed Area Authority (NRAA)

### **Expression of Interest**

NRAA has been set up by the Government of India for integrated and holistic rainfed development of rainfed areas in the country to ensure food security for the upcoming population. The authority will be sponsoring/outsourcing carrying out the innovative subject matter related/region specific research studies in distress prone agro ecological zones of rainfed areas. Accordingly NRAA will launch a study to be undertaken in the states of Gujarat and Rajasthan with regard to examine the learning from field experiences in terms of process of planning, implementation and convergence and also to look at the value for investment in Rain water Harvesting and water conservation measures undertaken as part of MGNREGS specially in terms enhancing agriculture productivity and livelihoods. The study will include planning, site selection, design, implementation, socio-economic impacts, equity in water utilisation, institutional arrangements for its maintenance etc.

2. NRAA invites EOI for empanelment of professional agencies like NGOs/ Research Institutions/ Development /Academic/ organisations with professional expertise and experience in the above mentioned area. The agency is expected to design the research study, undertake and come out with results and recommendations.

3. Interested Organisations/Agencies with skilled and experienced team of professional may indicate their interest in undertaking the aforesaid study. They must provide information indicating their Name and Profile of Organisation, Full address with Telephone No./Fax.No./E-mail/TIN.No.PAN.No, List of members of Governing Board/Chief Executive Officer etc. where applicable the annual turnover and financial performance for three years including balance sheet, full particulars of the constitution, ownership and organisational structure with memorandum of association, Rules and Byelaws, Registration Certificates, Orders of Establishment, Specific field for empanelment/ service, manpower employed, professional experience (year/areas), availability of appropriate skills and facilities, details of major assignments of similar nature undertaken during the last year 5 years with details and copies of orders etc. firms/organisations etc. associated with the project, list of major clients and any other information which is relevant and significant.

4. NRAA, reserves the right to accept or reject any application or all applications at any point of time without assigning any reason(s) thereof and without liability or any obligations of any nature whatsoever for such rejection.

5. Expression of interest with full details must be delivered to the address below within 30 days of publication. Please visit NRAA website: [www.nraa.gov.in](http://www.nraa.gov.in) for complete details.

Address:  
Head of Office  
National Rainfed Area Authority  
NASC Complex, 2nd Floor, Dev Prakash Shastri Marg,  
Opp. Todapur Village, Pusa,  
New Delhi-11012  
Telephone No: 011 25843473  
Fax No. 11-25842837  
website: [www.nraa.gov.in](http://www.nraa.gov.in)

## **Examining the Planning, Implementation and Value for the Investment in Rain Water Harvesting under MGNREGA**

### **Background**

Water is crucial for increasing agricultural productivity and therefore, rainwater harvesting is an important activity/component for the management of Rainfed areas. The variability of rainfall is a crucial factor affecting the extent of conservation of rainwater for agriculture, fodder and bio-mass for sustainability, productivity and livelihoods in rainfed regions. The flagship programme of MGNREGA have laid emphasis on in-situ moisture conservation and harvesting of rainwater by traditional and innovative storages of varying sizes, design and uses. These interventions are extensively undertaken in upper, middle and lower reaches to harvest the rain water and recharge the underground aquifers. Under MGNREGA, during 2008-09 about Rs. 27250 crore had been spent on its various components. Out of this about 60% was spent on water conservation and water harvesting components. MGNREGA funding is committed in any case and is a dependable opportunity for creating durable assets and self employment.

The Rain Water Harvesting (RWH) measures if designed, planned and constructed scientifically and water is utilized efficiently, the impact on productivity and livelihood are quite significant. With this in background, National Rainfed Area Authority plans to launch a study in the States of Gujarat and Rajasthan with regards to examine the learning from field experiences in terms of process of planning, implementation and convergence and also to look at the value for investment in rain water harvesting assets and water conservation measures undertaken as part of MGNREGS in terms of enhancement in agriculture productivity and livelihoods. The study will examine planning, site selection, design, implementation, socio-economic and agricultural productivity, equity in water utilization, convergence, institutional arrangement for its maintenance etc. Outcome of the study would be a learning experience for future improvement of rain water harvesting component and water conservation structures apart from improving the planning and implementation of RWH and generating more value for the investments made in this crucial and vital sector under MGNREGA.

### **Goal/ Purpose**

Some of the important points needing answer are below:

- How far the planning, site selection, design, implementation and water use are scientifically/ professionally sound and socially acceptable?
- Whether benefits/values for the investments made in RWH are being commensurately harnessed including equity and access to enhanced water resources?
- What are the opportunities and extent of bringing improvements to add more value to these investments including institutional, measurable work schedules, policies and social interventions?
- Whether and how the convergence of MGNREGA with other Programmes or activities is happening.

Following specific objectives are set in order to answer above questions:

- i) Assess impact and outcomes of implementing rain water conservation and harvesting systems under MGNREGS.
- ii) Examine planning, location/site selection, design and implementation.
- iii) Suggest future planning, designing, institutional and policy issues and convergence.

### **Programmes/ Schemes**

The convergence of activities and funds under various programmes with Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) has been a priority area for the Government of India. Under MGNREGA the components like natural resource management and strengthening of livelihood resource management are the eligible activities. It is possible to utilize the funds of MGNREGA for water conservation, groundwater recharge, drought proofing, development of irrigation facility, land development, flood control and protection works, value adding activities such as demonstration of new technologies, income generating activities dovetailed with micro-credit scheme such as SGSY for vermicompositing, mushroom cultivation, bee keeping, sericulture, rope making, bamboo products. In order to facilitate effective convergence, MoRD has issued guidelines for convergence of NREGA with other schemes.