

Introduction

Hindustan Unilever Foundation (HUF) has been set up as a not-for-profit entity by Hindustan Unilever Limited with intent to make a difference in the domain of water, specifically to further “water for public good”¹ in India. In the first phase of projects, the primary deliverable was to create significant water conservation potential. To this end, we have partnered with reputed NGOs pursuing projects in more than 150 villages across India. In the second phase of projects, our aim was to work with the NGO partners who along with communities can proactively contribute to systemic and policy processes at the macro level through the experiences and learning of the micro project actions while furthering their execution. We have partnered with reputed NGOs across the country and these projects would reach more than 750 villages. The key deliverables in the second phase of projects was to interpret and deliver on certain “Principles of Water” through micro action for water conservation and contributions arising from these actions to systemic and policy processes on water. During the third phase the Primary objective of these projects will be to further water in agriculture and livelihoods around our factory sites in selected geographies of 3 states..

The prospective partners can choose from the following districts while drafting their proposals

1. Utter Pradesh: Jalun, Etah
2. Tamilnadu: Hosur
3. Gujarat: Kutch

BASIC CRITERIA

In order to be eligible, the perspective partner is encouraged to fulfill certain basic criteria. There are seven criteria and certain system requirements (Table A) listed vide Annexure A. Only, if the organization satisfies itself that it meets these criteria and has these systems, it goes ahead to draft the proposal.

¹ An environment economic and social nexus perspective to water, with a focus on “water quantities and sustainable use” for livelihoods and furthering democratization of its availability including an exploration of the Public trust Doctrine

Project brief profile

- 1) *Identified location map*
- 2) *Unique characteristics of the project area (HDI index No, RAPI index No. etc.)*
- 3) *No of villages indentified*
- 4) *Population*
- 5) *No of SC/ST/marginal farmers benefited*
- 6) *No of the families of the project areas*
- 7) *No of women benefited*

SECTION 1

1. *Background of the Organization and leadership*
 - 1.1. *Whether registered as not for profit or for profit entity*
 - 1.2. *Whether accredited with Credibility Alliance or such other National or International NGO Governance and transparency based networks*
 - 1.3. *Background of the current Leader/ Chief Executive*
 - 1.3.1. *Number of Years in Societal Development*
 - 1.3.2. *Nature of development issues worked on*
 - 1.3.3. *Belief system regarding Water (as a Commodity, as a Service, as a Human Right).*
 - 1.3.3.1. *Please elaborate this belief system and illustrate how the organization has practiced this*
 - 1.3.3.2. *Identify one Policy contribution on water (Topic and at which level) that the organization would make using this project*
 - 1.3.4. *Education*
 - 1.4. *Background of founders of the organization*
 - 1.4.1. *Name of each founder and background*
 - 1.4.2. *Name of current Trustees/ Board members and their backgrounds if different from above*
 - 1.5. *Board resolution indicating willingness to*
 - 1.5.1. *partner with HUF*
 - 1.5.2. *Contribute their knowledge and learning to address larger systemic issues of water in India through platforms and acknowledge HUF in all external communication pertaining to project*

- 1.5.3. Welcome communication teams, international visitors, research fellows, independent financial and program monitors as assigned by HUF from time to time
- 1.5.4. Allow use of the project results and associated NGO learning in external communication by HUF and HUL
- 1.5.5. Partner with HUL on other issues that result in public good

SECTION 2

- 2. Local Presence (If Proposal has multiple geographies, please give separate information for each Geography, resolution at block level, with specific focus on water and SC/ST issues)
 - 2.1. India Map and District Map showing the various geographies
 - 2.2. Presence in each area
 - 2.2.1. How long ago did the organization start working in the area?
 - 2.2.2. How many years has the organization worked in the area?
 - 2.2.3. Is it currently working in the area?
 - 2.3. What has been the nature of involvement in the area
 - 2.3.1. Having staff presence in the area?
 - 2.3.2. Working through networks
 - 2.4. Does the organization practice a learning process as a part of its Organization Development? If yes, has the organization learning been published in independent publications? Please share details
 - 2.5. Please share the evidence of outcomes of organization's work in project areas? Additionally please share
 - 2.5.1. Key outcomes as appeared in media
 - 2.5.2. Key outcomes as validated by local administration
 - 2.5.3. Key outcomes as expressed by local community leaders

SECTION 3 (Programme)

1) Governance

- 1. Please explain in details the working arrangement that allow community and government institution to become more aware of water related issues in hydrological boundaries?
 - 1.1 What steps does the organization plan to address the internal and external water governance aspects?

- 1.2 Please list all the approvals needed for executing the project from local authorities and others.
 - 1.2.1 What are the risks in these leading to possible delays?
 - 1.3 What are the existing community structures, procedures to address the water related issues in hydrological boundaries?
 - 1.3.1 How does the organization propose to involve communities and their institutions?
 - 1.3.2 Are the new institutions created for the project or would existing institutions be used?
 - 1.3.3 If you are planning to form new institutions ,share detailed plan, proposed institutions, (WUGs, Farm clubs and VWC)) to drive project specific goals
 - 1.3.4 What are the plans to bring together the existing institutions and new formal / informal structures to drive the project objectives and make it sustainable?
 - 1.4 Steps planned for capacity building of formal and informal community institutions to make the project participatory?
2. How will the organization ensure community ownership of the various solutions proposed?
- 2.1 How will all the above initiatives be linked to the overall objectives and sustainability of the project?
 - 2.2 Explain the strategy for getting communities to decide on solutions and if external inputs needed, to build capacities of the community
 - 2.2.1 Describe the community Institutions role in sustaining the potential created and productivity enhanced
 - 2.3 What is the vision that the community institutions have for themselves?
 - 2.4 How would communities be mobilized to financially participate in this solution?
 - 2.5 Please share the detailed intervention plan and timeline to ensure that the project delivers as per the proposed plan?
 - 2.6 To make sure that the project is more participatory what are the records, process, practices NGO is going follow?
 - 2.7 Based on the micro level experience please list down the efforts to enable the community to contribute to the district level policy change or govt. regulation etc

- 2.8 What are the systems you are going to develop to address the equal distribution of the common water resources for the marginal farmers, minority groups etc?
- 2.9 Further to the above context Please share the detail process?
- 2.10 While understanding the sensitivity of the community how are you going to address the needs of different sections of the community such as women, marginal farmers?
- 2.11 What are the process and intervention plan you are drawing while selecting new structure/ renovating the existing water resources,
- 2.11.1 Further distribution of the water to all the groups?

II) Water availability

1. One of the key outcome metrics of this project is around increment in water and its productivity achieved during the project duration and its sustainability after the project ends.
- 1.1 What is the additional quantity of water (In MCM) will be made available due to creation of new supply potential like check dams, farm ponds, DBI, Spring development, etc
- A) Assuming single filling
- B) Assuming multiple fillings
- 1.2 How many times the existing water structures (for e.g. ponds, well, check dams) get filled in a year?
- 1.3 How are you going to measure the increase of water through proposed intervention in
- A) Existing structures
- B) New structures
- 1.4 While selecting the various intervention of water conservation project such as Demand and Supply related. Please give proper justification for the selection of the intervention?
- 1.5 Post selection of the intervention please fill in the details as per annexure I

2. How will you measure the water storage potential create and actual water harvested through soil and Moisture conservation and water harvesting structures?
- 2.1 For each proposed structure which please give us estimate of water calculation for E.g. While proposing farm bunding how much water you are going to harvest ?
- 2.2 All drawings, estimates should be shared as and when require?
- 2.3 Please estimate the water availability in the proposed working area?
- 2.4 How are you going to measure the additional quantity of water in cubic meters saved through demand side intervention?

III) Benefit to the community

- 1) How are you going to generate the labour days during the projects works?
- 2) Please mentioned the direct and indirect labour generated?
- 3) How are you going to measure the extended impact of the project on livelihood and other incidental activities
- 4) Please enlist the activities which will impact the agriculture productivity and expected yield increase during the project duration ?
- 5) How are you going to measure the agriculture productivity achieved because of the following indicators
 - a) Due to improved availability of water?
 - b) Due to improved agriculture practices?
- 6) Please describe the proposed plan for area treatment and stabilized due to the water availability?
- 7) Through of the proposed intervention how are you going to change the community behavior towards water management for the long term sustainability of the project?

IV) Communication and engagement with key stakeholders

1.1 Please share the management expertise of the organization that would be available to this project and the plan for

- 1) Fund management associated with project
- 2) Asset Management under this project

1.2 Regular engagement plan with district and state administration including involvement of HUF desired

- 1) Documentation and Reporting Plan

2. In the project areas, there might be other issues impinging on water which can impact success of this project. While their resolution might be beyond the mandate of this project, engagement with opinion shapers can help in keeping them informed and therefore reduce the project risks

2.1 Have such issues been anticipated and has the organization developed a plan to negotiate these? If so please share this and indicators to measure

2.2 Further, is the organization on any district or other committees that can help in minimizing these risks and indicators to measure

2.3 Please share a resolution from the concerned gram sabhas welcoming HUF support to the project

ANNEXURE A

Sr. no	Intervention	Explanation	Number of proposed hectares	Total cost	Cost to HUVF
1	d- No till farming (irrigated)	Techniques to reduce tillage; lesser land levelling to reduce run off and better drain lands			

2	d- No till farming (RAIN FED)	techniques to reduce tillage ; laser land levelling to reduce runoff and better drain lands			
3	d- Irrigated Fertilizer balance	Apply optimal mineral balance to improve mineral absorption and sufficient supply micro-nutrients			
4	d- System of Rice Intensification	improve rice planting irrigation and production practices			
5	d- Rain fed fertilizer balance	Apply optimal mineral balance to improve mineral absorption and sufficient supply micro-nutrients			
6	d- Irrigated Drainage	Construction of adequate drainage structures will increase yield and reduce need for irrigation			
7	d- Rain fed drainage	Construction of adequate drainage structures will increase yield and enable cultivation of land during monsoon			
8	d- Irrigated germplasm	Increase average yield potential by dissemination of existing higher yielding seed varieties that are best adapted to the specific , regional conditions applied to irrigated lands			

9	d- Irrigated integrated plant stress management (rain fed)	Efforts to improve yield by resistance to a biotic (climate) and biotic (pests, disease) stresses. Combine impact of improved practices (such as integrated pest management) and innovative crop protection technologies			
10	d- Rainfed germplasm	Increase average yield potential by dissemination of existing higher yielding seed varieties that are best adapted to the specific , regional conditions applied to irrigated lands			
11	d- increased fertilizer use (irrigated)	increase fertilizer use to reduce mineral exhaustion and increase yields; applied to irrigated lands			
12	d- Irrigation Scheduling	Prevent farmers from over-irrigating; linked to controls/ subsidies for groundwater pumping in India			
13	s- pre- harvest treatment	Prevent pre-harvest crop losses through treatment of fruits, vegetables and high value crops prior to harvest			
14	s- post harvest treatment	prevent post harvest crop losses through washing and chemical, post harvest treatment			

15	d- Reduction of transport losses (transport storage, marked)	prevent post harvest crop losses during storage and transportation through measures such as building better storage and improving transportation efficiency			
16	d- Soil techniques/ no-till agriculture (irrigated)	Techniques to reduce tillage; laser land levelling to reduce runoff and better drain lands			
17	d- Sprinkler irrigation	increase yield and irrigation efficiency (e.g. through reduced evaporation)			
18	d- Improved fertilizer u balance	apply optimal mineral balance to improve mineral absorption and sufficiently supply micro nutrients			
19	d - Genetic crop Development	Continued development and adoption of varieties that enable farmers to attain higher yields; includes both conventional breeding and genetic engineering			
20	d- Drip irrigation	Applying water through low pressure tubing requires less water than flooding			
21	s- Canal Lining	line on farm canals with cement /plastic to reduce seepage			
22	s- agricultural rainwater harvesting with fertigation	Boost productivity of currently rain-fed crops by applying water during dry spells;			

		requires construction of small reservoirs for rain water collection			
23	s- aquifer recharge	collection of Rain water and artificial recharge of aquifer with collected water			
24	s- ground water pumping	extract water resources beneath the ground through well and pumps			
25	s- Last mile irrigation	Bridging the gap between irrigation potential created and utilized. Involves creation of command area, setup of management systems and completion of the last mile of delivery infrastructure			
27	s- Small scale irrigation infrastructure projects	Minor irrigation infrastructure projects such as small dams build closer to communities, water used during in season dry spells or to augment rainfall			

ANNEXURE B (TBL principles)

ANNEXURE C Intervention Plan Quarterly, Demand/Supply)

ANNEXURE D (Cost benefit table)

ANNEXURE E (budget and water calculation)

ANNEXURE F (Monitoring and audit protocols)