

Empowering Communities to Reach Out for Help: The Story of the Dinwada Village of Gangapur Tahsil, Aurangabad District, Maharashtra May, 2020

Water crisis is one of the pressing concerns of the day. With the onset of global warming and natural resources getting depleted as an outcome, while one segment of the Indian society is still at loggerheads to understand the seriousness of the issue, there are villages from some parts of the country who have decided to face the challenge head on. Instead of playing blames games and waiting for solution to come to them they have worked up ownership towards solving their own problems by knocking at doors of people who are ready to lend an ear to their crisis.

Dinwada village from Aurangabad district is a classic example of this. The village which is situated across the banks of the Shivna river has been suffering from drought since the last 7-8 years. With crops failing and people falling prey to thirst, painful labour of fetching water followed by livestock death they knew they had to do something immediately.

- ✓ Located on the banks o river Shivna
- ✓ Total geographic area: 502.9 hectares
- ✓ Dependent on agriculture: 444.7 hectare
- ✓ Total 45.38 land severely degraded
- ✓ 71% of the land rainfed
- ✓ Total water demand: 1413.48 cubic meter

The Bajaj Group of Companies founded by Late Jamnalal Bajaj has always been driven by a sense of philanthropy. Constituted on the Gandhian ideologies of uplifting and empowering the rural communities to lead a respectful and independent life, steered itself to address the situation.



What it Did

The organization through the Jankidevi Gram Vikas Sanstha (the social responsibility arm of the Bajaj group) deployed its financial resources towards the construction of a Cement Nala Bund measuring around 80m in length, 8.80 m in height (i.e. 6.80m below natural bed and 2.00m above natural bed). Targeting the first monsoons of the year 2019, the bund was strategically constructed within a period of 3 months (April to June 2019) allowing a water harvesting capacity of 880 cubic meters.

The Impact

The financial support, and the ownership of the targeted village community has had a tremendous trickle-down effect. Given that by the 1st of September 2019 the bund had started to overflow, it started to feed a total of 250 wells around the area by 2-3 meters increase in their water levels. Mother nature which



was thirsty by herself played her own supporting role too. The riverbanks being mostly sandy in nature started to store water within it allowing it faster recharge of the ground water for irrigation purposes. The result was obvious.

- average productivity of major crops like cotton, maize, tomato, ginger have doubled since the year 2017
- Cropping intensity have increased from 129 per cent to 180 per cent with the increase in rabi crops area by 360 ha
- What was once a rainfed village has now been completely transformed into access to 100% potable water facilities within the village boundaries



Perhaps the best part about the project is the fact that besides the direct intervention village, Bajaj Auto has also been able to support the lives of 11 adjoining villages in the area with the impact area spreading out to 4.5 kilometres.


