



Impact Assessment Sustainable Village Development (Mysore Resettlement and Development Agency - Raichur, Karnataka)

Corporate Social Responsibility Project by
Mahindra and Mahindra Ltd.

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Prepared by
KPMG Assurance and consulting services LLP

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Introduction

Mahindra and Mahindra Ltd. partnered with Mysore Resettlement Development Agency (MYRADA), to implement the Sustainable Village Development Project. MYRADA implemented the activities, Mahindra & Mahindra Ltd., on the other hand, provided financial support to MYRADA.

Sustainable Village Development:

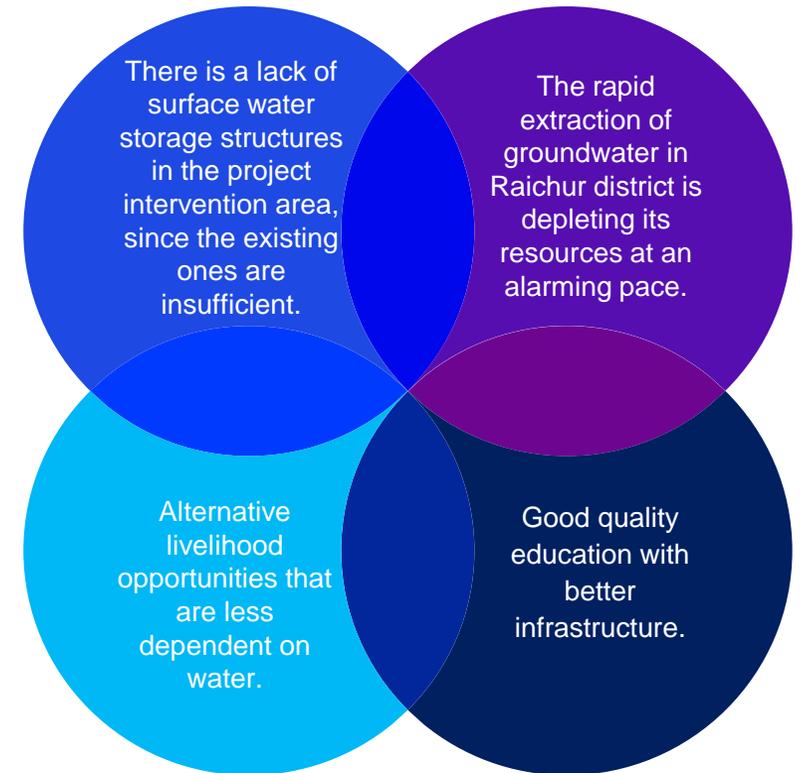
The project aims to achieve several outcomes.

- Increasing the water holding capacity of water bodies.
- Promoting efficient usage of water in agriculture.
- Building skills related to agriculture and allied activities.
- Creating income generation opportunities for women in the community.

Project Goal

The project goal is to bring about a holistic improvement in the wellbeing of local communities. The project included various thematic areas, each with a specific focus, and activities are planned based on a solution-driven approach.

Community's Need



Background & Geography

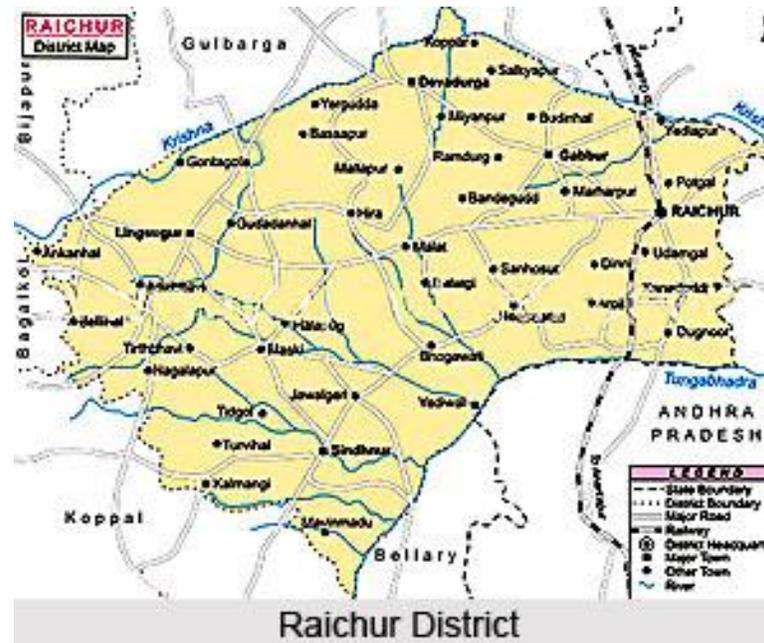
Water scarcity is a significant issue in various parts of India, especially during the summer months. This problem is exacerbated by population growth, urbanization, and industrialization which influence multiple other fields like agriculture and allied sectors which are sources of livelihood for many communities, also get affected.

Location:

The project was implemented in seven villages of Raichur district, Karnataka

Raichur District:

- Raichur district is known for its dry climate and low rainfall.
- It has some of the lowest socio-economic indicators within Karnataka.



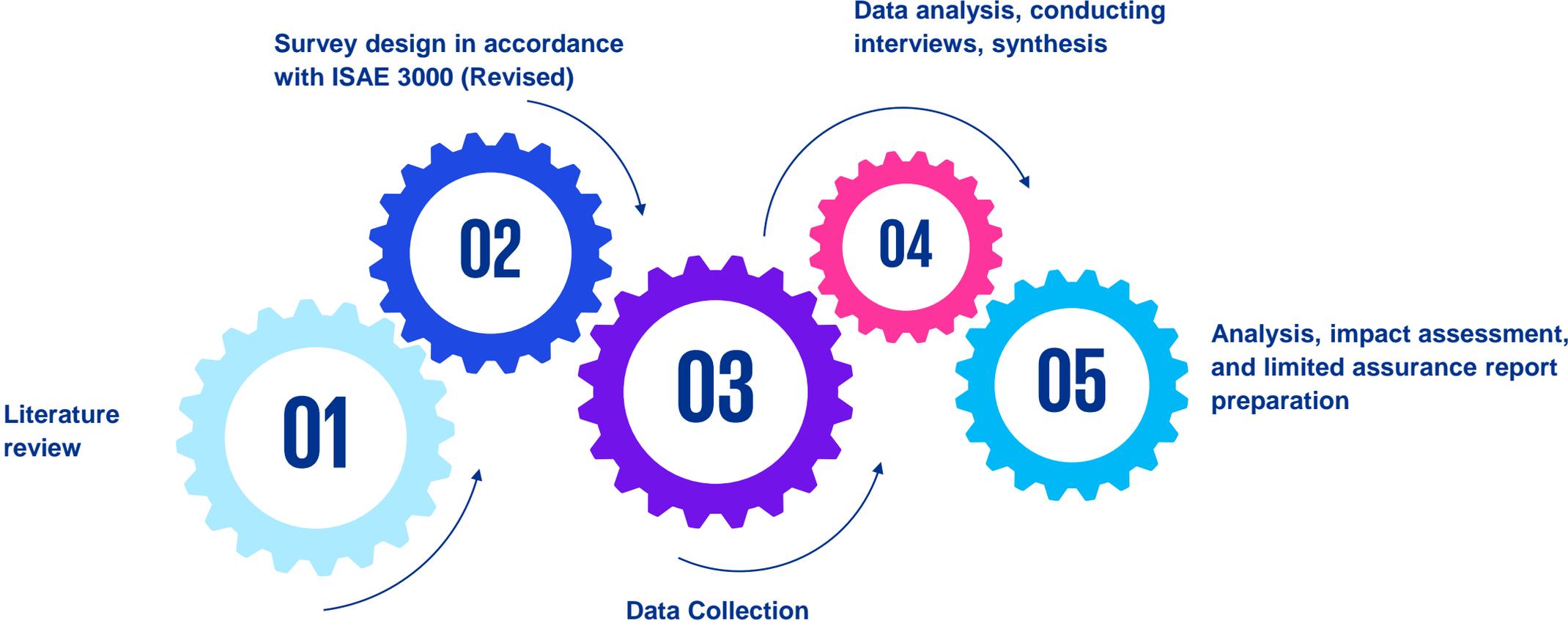
Issues:

- Poor agricultural practices, poor water management, and groundwater depletion.
- Govt is working, but more sustainable solutions are required.

Objectives of the Project



Approach and Methodology





Findings from Impact Assessment



Research Composition

Structured questionnaires, FGDs and KIIs were used to collect quantitative and qualitative data.

Age Distribution

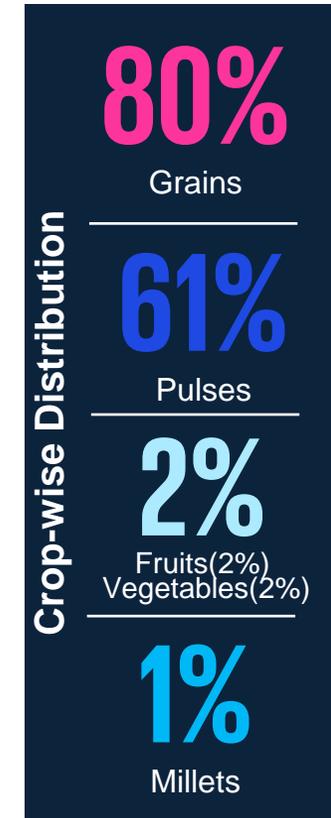
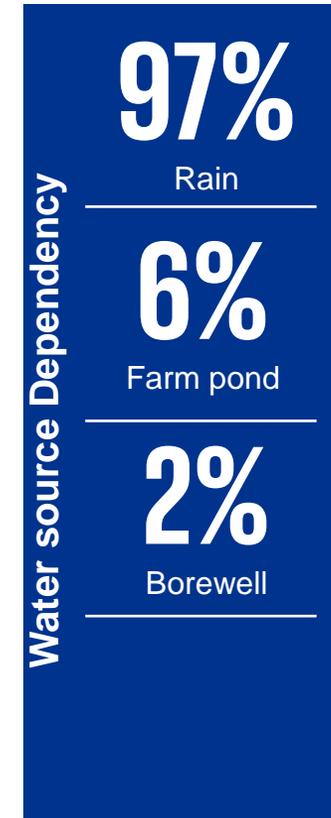
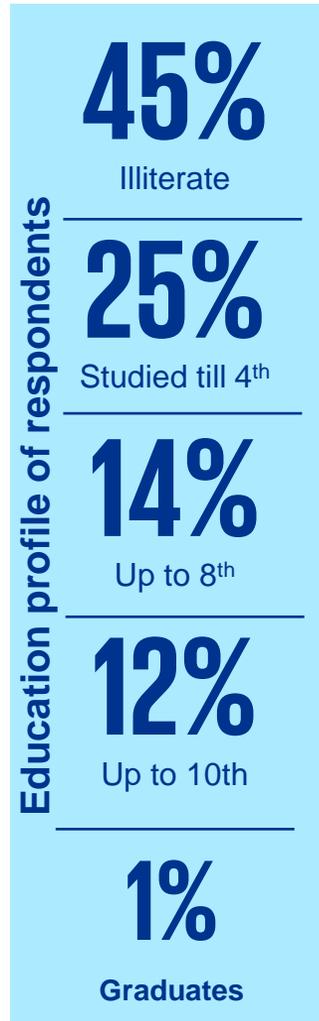
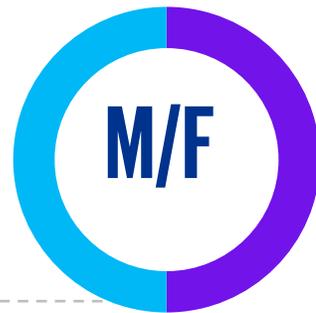
The respondents were from age group (in years):

- 20-30 (32%)
- 31-40 (39%)
- 41-50 (19%)
- 51-60 (7%)
- 61-70 (4%)



Gender Distribution

50% were male and 50% were female respondents.



Research Findings (1/3)

Soil & Water Conservation

 Increase in availability of water level in the groundwater and wells

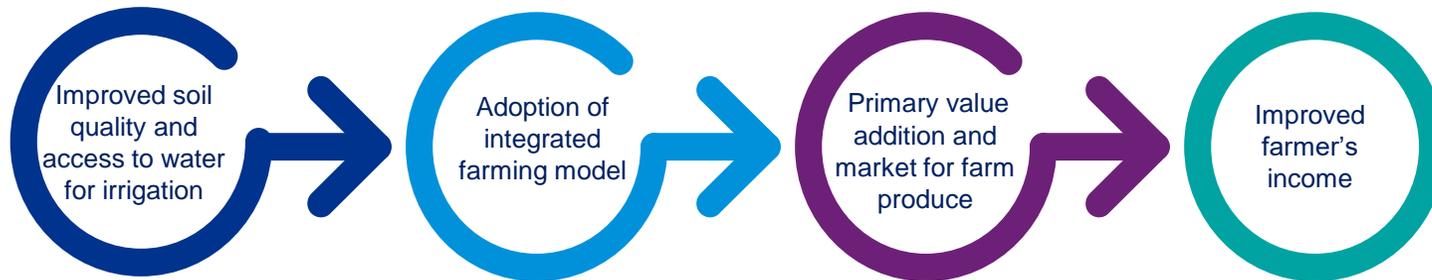
 Increase in drinking water facilities and structure for cattle and irrigation

 Improved awareness due to training and capacity building sessions, among the community members

99%
of the respondents are aware about the soil and water conservation program

97%
of the respondents are aware about the water resource structures built in the project villages

96%
of the respondents are aware about the evergreen agricultural practices conducted by MYRADA



De-siltation and repairment of old defunct well



Branding and communication of project on repaired structure

Research Findings (2/3)

Agriculture



1

77% of the respondents shared that fair participation of women was ensured in farm field school Activities.

2

51% of the respondents attended Integrated agriculture training sessions regularly.

3

97% respondents were aware about integrated farming.

87%

of the farmers witnessed an increase in the fertility of the soil.

91%

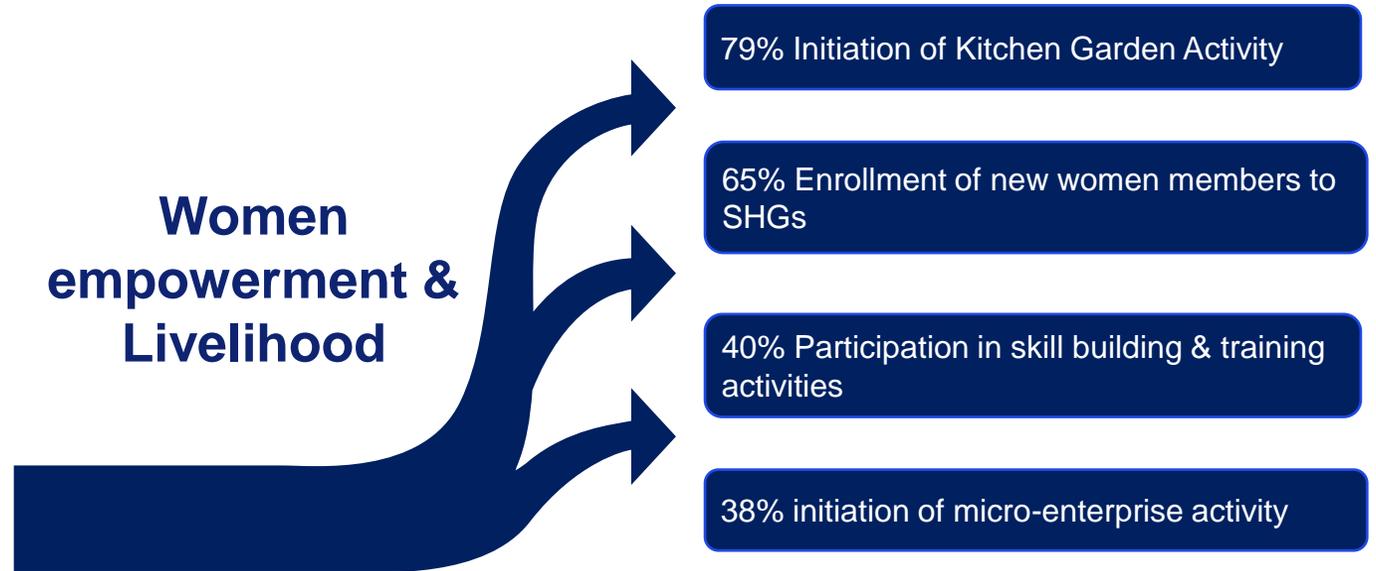
of the farmers witnessed on an average 38% increase in income.

Research Findings (3/3)

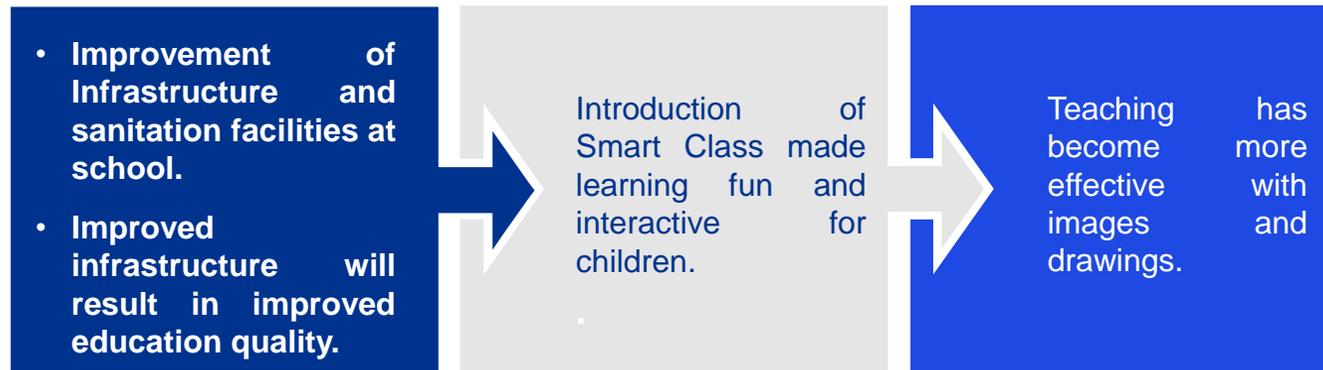
Respondents experienced:



Women empowerment & Livelihood



Impact on Education





IRECS Evaluation



IRECS Assessment

Inclusiveness

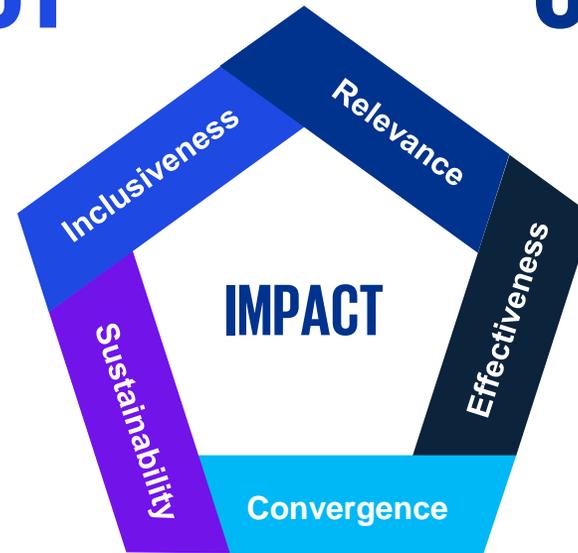
Participation of all sections of society, especially women from the rural community. Improved awareness about project interventions and government schemes and Interventions were designed according to community's needs.

01

02

Relevance

The project was much relevant for such remote as well as water deprived areas. Integrated efforts of M&M with government stakeholders and participation of youth ensures relevance of this project.



03

Effectiveness

The Gram Sabha meetings and village level meetings for the initiative resulted in everybody's participation and this further helped in avoiding clash and gain trust of community members. The initiative was successful at community level as well as district level.

Sustainability

The project involves soil and water harvesting activities and capacity building activities in the field of agriculture, animal husbandry which is useful for economic stability and food security. The project helps people in the community to manage their livelihood sources and land sustainability and strengthening the community as whole.

05

04

Convergence

Integral part which focuses on building relationship with district administration for effective implementation of project & involvement of key stakeholders like VDC members & Health workers.

Photos



Project beneficiary with their agriculture outputs in the intervention villages



Repaired toilet block in a school



Support provided for flour mill installation

Thank You

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