



Report on Review of Impact Indicators

Hindustan Unilever Foundation

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Review of Impact Indicators reported by Partner Implementing Agencies of Hindustan Unilever Foundation

1. Introduction

HUF's flagship platform "Water for Public Good" aims to catalyse effective water security solutions at scale, in partnership with mission-driven non-profit organizations and convergence with other cofunders and government agencies. HUF programmes across the country recognize the diversity of India's water challenges across hydrogeological zones, river basins and agro-climatic conditions. This diversity mandates a range of solutions instead of a 'one-way at scale' approach. With communities and farmers at their core, the programmes have delivered solutions that can help them 'Know More' about their critical water resources, 'Save More' using scientific conservation methods, and 'Use Less' water in agriculture.

HUF empaneled EY to conduct a review of impact indicators identified for the programmes. For the purpose of this study, EY conducted stakeholder consultations and field visits for the selected locations to review the claimed numbers. Virtual review and consultations were carried out for remaining PIAs.

1.1. Scope of review

- No. of water conservation structures created; no. of plantations (units or ha)
- No. of villages benefitting from water conservation works
- No. of farmers benefitting from agriculture and water interventions and quality of impact through detailed stakeholder engagement (small/marginal, women) (qualitative)
- No. of farmers and households benefitting from agriculture and water interventions (small/marginal, women) (quantitative) and quality of impact through stakeholder interaction (qualitative)
- Assessment of additional income generated:
 - From Agriculture
 - From supply side work (MGNREGS)
 - From social protection schemes
- Community institutions created and operational on water governance and agriculture interventions
- Effectiveness of community institutions (qualitative)

1.2 Approach

1. Review of quality of impact has been undertaken through detailed stakeholder engagements. EY used the OECD DAC framework for evaluating the impact created referring to its 5 pillars (relevance, effectiveness, efficiency, impact, and sustainability)
2. Stakeholder engagement has been conducted both in field and through desk review. The stakeholders included internal team members and representatives from program implementing agencies as well as beneficiaries. EY team interacted with farmers, panchayat members, user groups, government department officials from NREGS and Agri dept, cooperatives etc, cadres (community and institution interface to ascertain the impact parameters).
3. Review of the documents and data provided by implementing agencies for the period of 1st April 2021 to 31st March 2022. Documents reviewed included the MoU signed with HUF for the projects, water calculation sheet, farmers' list, training records, FGD minutes etc

2. Review Outcome

2.1 Relevance

Relevance was an important consideration across the intervention processes. The programme geographies face depleting water tables, drought conditions, undulating terrain and lack of infrastructure. Interventions were designed post local level consultations with partners and farmers where they identified lack of awareness and inaccessibility to information on efficient farming methods, judicious use of water and water conservations as key challenges. The PIAs partnered with co-ops and government bodies to encourage farmers and villagers to enroll into training camps to increase their awareness. Throughout the implementation process, PIAs also trained officials to help spread awareness on cost efficient farming methods, water conservation, crop residue management and soil health. The overall objectives of the programme include changes in farming practices, effective water consumption and supply side intervention through improved infrastructure. The interventions helped increase accessibility to resources such as informative apps, community of farmers and government developmental programmes.



2.2 Impact

Program impacts were discussed in detail with the beneficiaries across regional boundaries, and witnessed an equal representation from different sections of the society. Women often led the discussions, elaborating how HUF's initiatives, in collaboration with the local implementing agencies has brought an upliftment in their lives. Overall, the programs have brought positive impact on water availability and increased agricultural production, leading to generation of additional income for households.

1,06,290 Women Farmers are being benefitted through project interventions.

Women led the stakeholder discussion in a remote village in Uttar Pradesh, narrating how HUF's efforts have restored tanks, thereby bringing water to the erstwhile drought ridden villages and enhanced agricultural production as well.

The programs have influenced external stakeholders as well, drawing convergence from government, and local bodies in addition to the community. In most of the programs, supply side interventions are implemented through MGNREGS, providing daily employment opportunities to locals near to their establishments, which has played a major role in reducing migration. Due to supply side interventions, the beneficiaries now they have increased water availability for second crops as well. The ongoing initiatives have been ensuring second/third crops, improving yield through better farming

practices, reducing input costs, attained better quality of crop production and increasing price realization through better market connects.

10,944	10,773	3,05,681	16,375.59 Ha
Total No. of Water Conservation Structures Created	Villages benefitting from water conservation works & demand side management	Farmers benefitting from agriculture interventions	Hectares of plantations completed

2.3 Effectiveness

The main objectives for the intervention programmes were to spread awareness, educate farmers, improve income levels and provide other employment opportunities for locals. The interventions brought about significant changes in programme geographies. PIAs trained local cadres and selected local representatives, who are farmers themselves and belong to the local community, to reach village level. The representatives trained by the PIAs facilitate use of better-quality seeds, avail government schemes, provide farmers with water conservation and farming interventions and encourage local farmers to form local collectives. Effective monitoring and evaluation systems are in place through local community resource person and village resource person.



2.4 Efficiency

The PIAs ensure program efficiency through capacity building programs such as spreading awareness on available resources and efficient farming methods. Interventions introduce digital technologies such as apps for farmers to monitor real time water levels and soil conditions. These apps have made farmers self-sufficient by providing additional information on how to utilize chemicals and terminate weed. In some programme geographies PIAs use digital technology to study and understand the undulated landscape before installing crucial infrastructures. While government programs have been present in certain geographies, lack of enthusiasm and resources restricted the spread of these schemes to villagers. PIAs have partnered with local co-op societies and government departments to ensure villagers and local people utilize these schemes. The programmes have been designed to work efficiently with the network of cadres, team structure and the programme implementation structure with range of stakeholders to leverage their potential - like Cooperatives in case of CIPT, TMCs in case of Srijan, SHGs and Village organisation in VIKSAT, NREGS cell and other departments in UM, Agri and Panchayati Raj dept in OLM and likewise across all partners.



2.5 Sustainability

Sustainability of the interventions is ensured through capacity building of local communities. The intervention programs focus on increasing self-reliance of farmers and locals post intervention. The interventions train farmers to be self-sufficient to avail resources and schemes for higher yield. By training local members of the community to become representatives, the PIAs have ensured locals can easily trust their representatives and knowledge is shared amongst them. Well trained representatives in coordination with local authorities have built self-sustaining systems that provide consistent support to farmers. Six implementing agencies have reported creation of 1,463 Community Institutions to impart skills on water management, agriculture and rural livelihood. The implementing agencies attempt to involve the local Gram panchayat (local government bodies) to ensure that the operations and best practices are carried forward with their support and guidance, wherever feasible. The programs aim to attain collaborative action involving private sector, civil society organisations and the government. It is imperative that multi-stakeholder alliances are brought in for action on water governance works towards ensuring last mile connectivity for delivering “Water for Public Good”.

CASE STUDY: COMMUNITY KITCHEN GARDEN

An initiative of community kitchen garden has made multiple women groups to support them into harvesting variety of vegetables for their families. This has created food and water secure villages and the excess vegetables and fruits are further sold in the markets creating an income opportunity. The diversification the crop being cultivated has led to the increase in the income of the farmers throughout the year.

During stakeholder consultations with some of the beneficiaries, it was noted that while earlier women barely had access to nutritious food, now they have better access to nutritious food for themselves and their families through cultivating varieties of vegetables, even in small land parcels.

3. Observations and Recommendations

1. During the review, it was observed that the impact number is sourced from the sheet corresponding to the cropping season where larger number of farmers undertake crop; which in almost all cases is Kharif season. As DMS through M Form has been set up by HUF across all its partners, it is recommended that same may be used in future to get to unique no of farmers across all seasons, thus avoiding manual count in and between seasons.
2. It was observed across most programs that the number of small, marginal & women farmers has been calculated together for impact assessment. It is suggested that numbers of small, marginal & women farmers should be reported separately for correct representation of data.
3. It was observed from the stakeholder consultation that the implementing teams or partner agencies provide information on specific interventions. It is recommended that the team provides information on the other interventions as well as on the government welfare programmes and subsidies.



Disclaimer:

Our review is based on limited data shared by PIAs through HUF, and consultation with PIA representatives and HUF programme coordinators. The observations are based on review of documents/records and data/information provided by PIAs through HUF and discussions/interactions with key personnel.

Impact indicators presented in the summary are based on information provided by HUF during the field visit and desk review, and therefore, the review of impact indicators is valid for the PIAs engaged by HUF. The observations and recommendations presented are our interpretation of the information obtained in discussion with PIAs. Review of the impact indicators was undertaken based on consultations with PIA and HUF team as per questionnaire guided by Organisation for Economic Co-operation and Development by Development Assistance Committee, and it was not possible to verify all necessary documentary evidence for data accuracy, completeness, and integrity. This summary is meant purely for internal consumption by HUF and only the extract from review report can be used in HUF's public disclosure. If any person chooses to reference the contents of the report externally, they do so at their own risk.

Annexure 1 - Review has been undertaken for the following 14 programs

Sl. No.	Programme Title	Partner Name	Location
1	Securing Food and Livelihoods through in-situ soil and moisture conservation in Chhotanagpur plateau	PRADAN UM	West Bengal
2	Sustainable solutions for water efficient; economically rewarding agriculture for small farmers in East UP	PANI SWERA	Uttar Pradesh
3	Building Government System Capacity for Behaviour Change at Scale	FES OLM	Odisha
4	Evergreen in East	PRADAN EIE	West Bengal
5	Securing Water and Livelihoods through Community-Led Watershed Development in Semi-Arid, Drought Prone Region of Maharashtra	WOTR	Maharashtra
6	Securing Food and Livelihoods through in-situ soil and moisture conservation in Chhotanagpur plateau	PRADAN I	West Bengal
7	Solution For Responsible Water Use and Long-Term Viability of Agriculture In Punjab	CIPT	Punjab
8	Transforming water security and agricultural potential for small tribal farmers in dry-arid districts of Northern Gujarat	VIKSAT	Gujarat
9	Reviving Bundelkhand's traditional tanks through community-led action to stabilise agricultural livelihoods in a region vulnerable to chronic water distress	SRIJAN	Madhya Pradesh and Uttar Pradesh
10	Breakthrough Solutions for Efficient Water Use in Agriculture	BAIF- PRABHAT	Maharashtra, Dadra and Nagar Haveli, Gujarat
11	Breakthrough Solutions for efficient water use in agriculture	MYRADA	Tamil Nadu and Puducherry
12	Ensuring water security for agriculture through sufficiency and efficiency approach in the selected villages of Etah, Sumerpur- Hamirpur, districts in UP & Chhindwara district in Madhya Pradesh	PSSS	Madhya Pradesh and Uttar Pradesh
13	Evaluate the impact of the model adopted for drought resilience & drinking water security in tribal communities through a comprehensive geo hydrological approach in 6 villages of Surgana block in Nashik	BAIF-MITTRA	Maharashtra
14	Conservation and management of water in agriculture through three start-ups (Cultivate, Urdhvam, and My Harvest Farms)	Villgro Innovations Foundation	Punjab, Maharashtra

Annexure-2: The impact indicators provided by HUF

Partner Name	No. of water conservation structures created	No. of villages benefitting from water conservation works	No. of farmers benefitting from agriculture interventions	Hectares of plantation completed
Professional Assistance for Development Action (PRADAN - UM)	8523	7399	51875	16361.98
People's Action for National Integration (PANI) -Swera	34	300	66130	-
Foundation for Ecological Security (FES)	810	2085	96251	-
Professional Assistance for Development Action (PRADAN - EIE)	130	117	3467	13.61
Watershed Organisation Trust (WOTR)	109	70	1115	-
Professional Assistance for Development Action (PRADAN -I)	-	242	43992	-
Centers for International Projects Trust (CIPT)	-	205	12935	-
Vikram Sarabhai Centre for Development Interaction (VIKSAT)	12	53	10767	-
Self-Reliant Initiatives through Joint Action (SRIJAN)	31	80	6253	-
BAIF Development Research Foundation (BAIF- PRABHAT)	704	25	5733	-
Mysore Resettlement and Development Agency (MYRADA)	31	31	2287	-
Parmarth Samaj Seva Sansthan (PSSS)	144	36	4876	-
BAIF- Maharashtra Institute of Technology Transfer for Rural Areas (MITTRA)	-	6	-	-
Villgro Innovation Foundation*	416	220*	-	-

*Villgro has overlap with CIPT villages