

Collaborative Action for Water Security in India



Hindustan Unilever Limited

Hindustan Unilever Foundation

(A wholly owned subsidiary of Hindustan Unilever Limited)



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A seemingly inevitable water crisis is at our doorstep:

By 2030, India will only have half the water it needs for farming, household, and industrial use. Agriculture accounts for over 80% of India's freshwater use, extracted mainly from groundwater reserves. Excessive groundwater extraction for farming has led to nearly 60% of the country's districts being water-scarce or plagued by water-quality issues. *Securing India's water future needs a two-pronged approach: reduce agriculture's footprint and create context appropriate, scientific water conservation solutions.*



Corporate Foundations can drive water security at scale:

As a responsible corporate committed to stewardship on development challenges, Hindustan Unilever Limited (HUL) set up the Hindustan Unilever Foundation (HUF) in 2010. HUF's 'Water for Public Good' programme is anchored in the belief that *water is a common good and must be governed by citizen communities*. The Foundation aims to catalyze effective solutions for India's water challenges involving government, communities, experts and mission-based organizations. Over the past decade, HUF has supported water security programmes in 72 districts with 23 NGO partners. Programmes are driven by community action through grassroots institutions, supported by relevant domain expertise in water and agriculture.



Core programme principles:

Even though solutions are diverse, the core principles that drive programme outcomes are consistent. They include *helping communities know and understand their water context, save more and use less of this critical common resource:*



KNOW MORE

Water numeracy

Widescale deployment of solutions such as low-cost technologies and tools (water budgets, score cards, etc.) that help communities and individuals map water sources, estimate water needs and quantify use



SAVE MORE

Science-led conservation

Adoption of technology (GIS and digital) for data-driven measurement, decision making and governance for communities to lead their conservation efforts (both on ground water and water use)



USE LESS

Behaviour change

Demonstrate evidence-based solutions on input use, yield improvement and market linkages to help farmers adopt judicious water use practices and crop choices.



Impact to date

HUF's programmes impact over 4 lakh farmers through ongoing projects. Each programme is measured rigorously on key performance indicators. Outcomes are validated for each partner through independent assessments. HUF's cumulative impact (independently assured upto 2020-21) is as follows



WATER POTENTIAL
>1.9 TRILLION* LITRES



INCREASE IN YIELD
1.3 MILLION TONS



ADDITIONAL EMPLOYMENT
>60 MILLION PERSON DAYS

HUF's programmes

HUF partners with a range of non-profit organisations that work extensively with rural communities on water issues. Most of our partners have insightful hydrogeological expertise and a deep commitment to empower rural communities to secure their water future. *Our work spans across India and each region has its unique context and challenges.*

PRADAN

In West Bengal, HUF supports one of the country's largest river rejuvenation efforts - Usharmukti, spanning 7,000 villages, across 6 districts. Usharmukti's goal is to implement water and soil conservation measures through 2,000 watersheds with the participation of local tribal communities and Panchayats. The programme developed a simple dashboard, using smart analytics, to track thousands of water conservation structures being executed. The block and district authorities use this to identify gaps and fast-track approvals. This has accelerated speed of implementation from years to months.



Large scale water conservation work through NREGA in West Bengal

PANI

Our programme in East UP focusses on building first mile capability, by engaging 300 young women from the community. These women work as Professional Farm Advisors to 70,000 farmers to change their traditional practices through demonstration and measurement of better outcomes (yield, price realisation, costs). These demonstrations drive farmers to use less water and grow more and are critical to scale up of adoption of judicious water use practices.



A young professional training farmers on locally relevant farm practices in Uttar Pradesh

SSP

In Maharashtra, our programme is implementing a Sustainable Water for Agriculture model to improve water security and wellbeing of 1 lakh women farmers in the drought prone Marathwada region. A team of 500 locally groomed “sakhis” play the role of powerful catalysts to deliver water conservation solutions, equitable norms of sharing and behaviour change in water use.



A Sakhi training women farmers on the “one acre” model

CIPT

In Punjab, our programme spans 214 villages and 40,000 ha. of paddy cultivation. HUF piloted the roll out of 240 digital soil moisture sensors for paddy farmers. Based on real time soil moisture recordings, farmers switch on and switch off their water pumps as needed, instead of keeping their fields flooded. The sensors led to a 27.1% savings in water use for paddy Cultivation in 21-22.



A farmer installing a soil moisture sensor in his field



Website: www.huf.co.in