



CENTRE FOR
PUBLIC
POLICY

Water & Sustainability Conference

September 2 & 3, 2023

CONFERENCE
PROCEEDINGS

Curated By



"Measurable Impact - Delivered With Confidence"

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WHAT'S NEXT : NATIONAL CONVERGENCE
ACKNOWLEDGEMENTS

CONFERENCE THEMES

The Conference showcased proven solutions and sparked imagination for scaled water and agri sustainability founded on community ownership.

The discussions centred on 3 nationally applicable themes:

- Rejuvenation of Water Bodies (RWB)
- Integrated Agri + RWB Assured Incomes
- Creating Water Positive River Basins

All solutions were curated by IIT-IIT and the impact measured using **IIT-IIT's Water Tech Platform**

IMPORTANT LINKS

- [CONFERENCE LIVE RECORDINGS](#)
- [MEDIA COVERAGE](#)
- [EVENT PHOTOGRAPHS](#)

THEME 1: REJUVENATION OF WATER BODIES (RWB)

Case 1: District Water Transformation (Caring Friends)

Case 2: Creating a Watermark around Rural Operations (Asian Paints Ltd.)

The solutions showcased how Gram-Panchayat and Farmer Communities led solutions could deliver scaled multidimensional outcomes:

- **Water Capture:** Billions of litres of capture and recharge
- **Agri Impact:** Impacts across yield, fertilizer, pesticide and water usage, fallow land, and number of crops
- **Rural Development:** Impacts across women drudgery, water related health and hygiene, livestock, investments in education and new livelihood streams

RWB has been delivered in more than 70 districts across 12 states of India

THEME 2 : INTEGRATED AGRI+RWB ASSURED INCOMES

Case 1: Sustainable Cotton + RWB (Ambuja Cement Foundation)

Case 2: Groundnut Collectives B2B Sales + RWB (Center for Collective Development)

The solutions showcased the impact of integrated Agri and RWB solutions through empowered Farmer and Community Collectives:

1. **Assured Farmer Incomes:** Doubling/Tripling of Income and Assuring Income even in adverse market conditions
2. **Farming Sustainability:** Significantly reduced fertiliser, pesticides, and water usage and Increased water availability

Both Sustainable Cotton and Groundnut B2B is applicable to millions of farm acres across India. Two other solutions - mint and coconut - shared by delegates will be curated by IIT-IIT

THEME 3 : CREATING WATER POSITIVE RIVER BASINS

Case 1: Creating Water Positive River Basins (ITC Ltd.)

River basins, due to their high fertility and water availability typically feature high water demand crops like sugarcane, paddy, wheat. ITC's supply and demand solution showcased how economically incentivized farm solutions could shrink water demand from such crops to change basin water dynamics:

1. **Economically incentivized:** The solution economically incentivized farmer uptake, increasing incomes by 30%-50%. This enabled wide-spread adoption
2. **Significant water impact:** The solution shrunk water consumption by more than 50% and changed the river basin post monsoon water balance from negative to positive

The solution is applicable to several key river basins across India. Two other river basin centric solutions - paddy and wheat - shared by delegates will be curated by IIT-IIT

THEME BASED KEYNOTE ADDRESSES

Three keynote addresses sparked imagination on what must and can be done

1.Mridula Ramesh: Why Who What - India's Water Story

2.Satyajit Bhatkal: Realizing Farmer Cooperatives Opportunity

3.Kris Gopalakrishnan: Arakunomics - Economically Enabling Lasting Agri Solutions

PARTICIPANTS

5 CASE PRESENTERS

15 PANELISTS

40 CORPORATES & FOUNDATIONS

100 PARTICIPANTS



HINDUJA FOUNDATION



Enduring Value



ORGANISERS

As part of **IIMB's Golden Jubilee Celebrations**, the Water and Sustainability Conference (Sep 2 & 3, 2023), hosted by Centre for Public Policy (CPP) in alignment with their Jal Jeevan Mission engagement, was curated by IIT-IIT.

The Centre for Public Policy (CPP) is an independent policy think tank engaged in pioneering research, teaching, training and capacity building. It was established in 2000 through a partnership agreement between the Department of Personnel and Training (DoPT), Government of India (GoI), United Nations Development Programme and IIMB.

IITians for Influencing India's Transformation (IIT - IIT) is a not-for-profit Foundation led by 125 IITian alumni with an aim to scale social development solutions to impact India. A key focus area is Water & Agri Sustainability Solutions, for which it has developed a 'National Water Tech Platform' that enables community led, geographic and theme based convergence, for national programs - while embedding confidence through impact measurement at scale.

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LINKS

[CONFERENCE LIVE RECORDINGS](#)

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CONFERENCE DESIGN

The two day conference was designed to be an immersive experience of water and agri solutions, the opportunity nationally, the community led scalability and measurability of their impact scientifically.

DAY 1

Inaugural Address: Prof. Trilochan Sastry, Professor at IIM-B and a Member of Centre for Public Policy.

Opening Session: “Why Who What - India’s Water Story”

Mridula Ramesh, Founder, Sundaram Climate Institute & Author

Mridula set the tone for the day with a compelling session on climate change and the central role of water and its stakeholders in this evolving process.

Case Study 1: **Beed District Transformation** by Caring Friends

Case Study 2: **Creating A Watermark** by Asian Paints Ltd.

Case Study 3: **Creating Water Positive River Basins** by ITC Ltd.

DAY 2

Opening Session: “Realising Farmer Cooperatives Opportunity”

Satyajit Bhatkal, CEO, Paani Foundation

Satyajit through his inspiring presentation on the Satyamev Jayate Water Cup competition highlighted the scope of collectivizing farmers which laid the framework for the day’s sessions.

Case Study 4: **Doubling Income for Sustainable Cotton** by

Ambuja Cement Foundation

Case Study 5: **Assuring Groundnut Income through B2B Sales**

by Center for Collective Development

IIT-IIT’s National Water Tech Platform: Joe Fernandes, President & Co-Founder IIT-IIT

Joe showed how the IIT-IIT platform has been developed to enable scaling of IIT-IIT curated community led program with a “Solutions as a Service” approach that allows any Corporate or Foundation to add it to their portfolio seamlessly

Closing Address: “Arakunomics - Economically enabling lasting solutions” Kris Gopalkrishnan, Chairman Axilor Ventures

Kris shared his experience with the coffee farmers from Araku Valley in Andhra Pradesh and the model of “Arakunomics”, an equitable system that bypasses middlemen and how this gave rise to a premium coffee brand “ARAKU”

BEED DISTRICT TRANSFORMATION CASE

Presenters | Nimesh Sumati & Aniket Lohiya



Rejuvenation of Water Bodies (RWB) program revives a traditional practice of silt removal by farmers who use it to benefit their farms and its productivity and save input cost.

Beed District in Maharashtra is a severely water stressed region. This case showcases how collaborative and long term intervention via RWB has transformed the district's water and raised the quality of life of the people in the region.

Panelists



Amit Chandra
Co-Founder, ATE
Chandra Foundation



Mridula Ramesh
Founder, Sundaram
Climate Institute



Sanjiv Phansalkar
Director, Vikas
Anvesh Foundation

Click [here](#) for Case Presentation Video

CASE PRESENTATION GUIDE

Case Presentation (00:00:00)

Panelists Speak (00:35:30)

Audience Q&A (00:55:25)

BEED DISTRICT TRANSFORMATION CASE HIGHLIGHTS

This case is an example of how RWB is a holistic solution that delivers immediate waterbody related water capture and farm livelihood outcomes - by improving farm crop yield, reducing input costs and increasing income. In the long term, the impact of water and silt brings farmers out of subsistence living and allows them to invest in securing their future.

01

WATER BODIES CAPTURE UP FROM 26% TO 66%

The IIT-IIT water platform identified 2500 water bodies in Beed which were collectively capturing water for just 26% of their area potential of 100,000 acres. With RWB intervention in the region, the capture performance has increased to 66%.

02

GRAM PANCHAYAT LEVEL TRANSFORMATION

The IIT-IIT platform estimated that 165 Gram Panchayats with 400,000 people witnessed water transformation. A precision survey confirmed improvement in the water table, reduction in cost of buying water/ usage of water tankers, improvement in water related sanitation and health, reduction in women's drudgery to fetch water and distressed sale of cattle.

03

INCREASE IN FARMERS CAPACITY TO INVEST

A precision farmer survey confirmed farmers witnessing more than doubling of farm income and farm value and an increased capacity to invest. Children's education was the largest focus of investment after farm related investments.

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[OTHER CASE PRESENTATION VIDEOS](#)

CREATING A WATERMARK

Presenters | Ravi V, Kiran Pattathil, SomaShekar



Based on their long term investment in water restoration and work in RWB around their manufacturing plants, Asian Paints has now imagined a future possibility - Watermark - defined as transforming the community's connection with water in every form.

Mysore Plant's Watermark journey was showcased - deep diving into the operating model of community-led transformation and its impact, while highlighting the large national opportunity if Corporates adopted the model around their operating locations.

Panelists



Anuj Sharma
CEO, Arghyam



Deepti Kommera
Independent Advisor
and Consultant



Ravi Mariwala
Founder and MD,
Smaart Water

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CASE PRESENTATION GUIDE

Case Presentation (00:00:00)

Panelists Speak (00:36:21)

Audience Q&A (01:05:09)

CREATING A WATERMARK CASE HIGHLIGHTS

A community driven water program that ensures sustainability and water security to the region. The program witnessed an increase in farmer income with higher yields and a shift to high value crops.

01

RISE OF COMMUNITY OWNERSHIP

With a Community Led GP Cluster approach, the community members are reinstating the lost practice of collective desiltation of water bodies, leading to community ownership of their water resources.

02

58% INCREASE IN YIELD ON AVG ACROSS 15 CROPS

Immediate impact on farmers yield across crops (vegetable, fruits, millets, oil seeds, cotton etc). Along with increasing yield, the farmers have experienced decrease in usage of water and fertilisers.

03

NATIONAL OPPORTUNITY - 4 TRILLION LITRES OF INCREASED WATER CAPTURE

Mapping operating locations of 25 corporates across India using IIT-IIT's National water Tech Platform, an estimation is made of a potential to impact 12M Acres of Farmland and add 4T Litres of systemic water capture.

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CREATING WATER POSITIVE RIVER BASINS

Presenters | Vijay Vardhan



The Water Stewardship Programme of ITC anchors on the supply and demand aspects of water. One of ITC's key intervention areas is river basins, which typically have high water consumption crops. By enabling economically attractive solutions that reduce the water usage for these crops, ITC's solutions have the potential to create water positive river basins. This case focuses on the Ghod River Basin of Maharashtra which grows sugarcane.

Panelists



Ajith Radhakrishnan
Senior Specialist,
World Bank



Amit Singh
Associate VP & Group
Head Corporate Affairs
& CSR, Asian Paints



Sharachandra Lele
Distinguished Fellow,
Environmental Policy
& Governance

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CASE PRESENTATION GUIDE

Case Presentation (00:00:00)

Panelists Speak (00:43:42)

Audience Q&A (01:02:09)

WATER POSITIVE RIVER BASINS CASE HIGHLIGHTS

Economically positive solutions for water intensive crops will incentivize scaled farmer adoption thereby leading to significant reduction in water demand and transform river basins

01

FROM 62M CuM DEFICIT TO 90M CuM SURPLUS

The reduction in water consumption, primarily from sugarcane, contributed to a change in the post monsoon water balance - from a 62M CuM deficit to a 90M CuM surplus.

02

35% INCOME INCREASE OF SUGARCANE FARMERS

With agronomic practices and demand management, sugarcane farmers have witnessed 59% reduction in water consumption (CuM/quintal), 20% increase in yield (quintals/acre), 16% reduction in inputs cost (Rs/acre) and 35% increase in their overall income (Rs/acre).

03

REPLICABILITY OF THE SOLUTION ACROSS INDIA

The sugarcane farming solution is replicable in several river basins across the country, with a large potential in 7 key states that contribute to a majority of India's sugarcane production.

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[OTHER CASE PRESENTATION VIDEOS](#)

DOUBLING INCOME FOR SUSTAINABLE COTTON

Presenters | Chandrakant Khumbani



Ambuja Cement Foundation (ACF) with its mission to 'Energise, Involve and Enable' engages in extensive outreach programs with multiple interventions. Key interventions like water resource management and agricultural livelihoods have accelerated prospects in producing sustainable cotton.

This case presents the integrated impact of sustainable cotton with rejuvenation of water bodies (RWB) on the farm income of cotton growers in Chandrapur. It also highlights the national opportunity to enable this integrated impact across several districts that already represent sustainable cotton

Panelists



Amrtha Kasturi
Head, Sustainable
Rural Development,
ATE Chandra Foundation



Niyati Sareen
Project Director, Water
& Education, Hinduja
Foundation



Rajiv Ahuja
Senior Policy Advisor, NRM
and Agroecology, GIZ

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CASE PRESENTATION GUIDE

Case Presentation (00:00:00)

Panelists Speak (00:27:27)

DOUBLING INCOME OF COTTON FARMERS CASE HIGHLIGHTS

Adoption of 7 sustainable practices and RWB has not only Improved the livelihoods of cotton farmers but also transformed them into more sustainable cotton producers. Farmers have witnessed a significant impact on yield, water usage, input costs and income while putting Chandrapur cotton sourcing on the national map

01

200% - 300% INCREASE IN INCOME

Cotton farmers have been transformed as better cotton producers with adoption of 7 agronomic practices via their induction in production units. Coupled with RWB this has increased their income by 200% - 300%.

02

5X GINNING CAPACITY : SUPPLYING TO NATIONAL MARKETS

With installation of better cotton producer units, the ginning capacity in Chandrapur has grown 5 times since 2010 as ginners are incentivized to invest here, as more and more buyers shift towards buying sustainable cotton.

03

SCOPE TO TRANSFORM 2.7M ACRES ACROSS 6 STATES

Across 6 States there is a concentration of sustainable cotton farmers across an estimated 2.7 M Acres - that can be transformed.

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ASSURING INCOME VIA B2B MARKETS

Presenters | Prof. Trilochan Sastry



**Centre for Collective
Development**

Small and marginal farmers are a key part of Indian agriculture who are 86% of the total farmers and own 48% of total land holdings. Yet their vulnerability includes lack of holding capacity, dependency on informal agents, and being subject to unfair market practices.

This case describes the CCD's scalable market connect solution via farmer federations, by focusing on one of their solutions - Groundnuts in Anantapur.

Panelists



Babu Joseph
Ex CEO, Axis Bank
Foundation



Ramachandra Vemuri
Ex GM, Reliance Retail



Satyajit Bhatkal
CEO, Paani Foundation

Click [here](#) for Case Presentation Video

CASE PRESENTATION GUIDE

Case Presentation (00:00:00)

Panelists Speak (00:52:20)

Audience Q&A (01:09:11)

ASSURING INCOME VIA B2B MARKETS CASE HIGHLIGHTS

The market connect solution includes 3 critical levers: a tiered organization that represents both scale and last mile connect, professionally managed processing units to create quality value-added produce and, an extensive sales channel relationships for the portfolio of outputs.

- 01 FEDERATION LED GROWTH**

Key capabilities developed by the Federations contributed in scaling the supply to the formal markets. The sales turnover of the federation has continued to grow from 2 crores in 2013 to 12 crores by 2023 through the sales of different groundnut output types (seeds, pods, oil).
- 02 INTEGRATED IMPACT ON INCOME**

The integrated impact across market (15-20% increase in prices) and silt (fertilizer cost reduction by 10-15%) assures farmers a positive income even in adverse markets (as against negative incomes previously in adverse markets)
- 03 RELEVANCE OF SOLUTION TO INDIA**

The solution is relevant to not just groundnuts but several other oilseeds and pulses. Scaling it will address a missing gap in farmer collective solutions, enabling them to develop market based capabilities to secure their incomes and livelihoods

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[OTHER CASE PRESENTATION VIDEOS](#)

WHAT'S NEXT NATIONAL CONVERGENCE

A key takeaway of the conference was the urgency to do a lot more and the appetite to converge and create a multiplier impact. Convergence of two types is a way to achieve this:

- **Geographic Convergence:** Where Corporates and Foundations independently work in the same geography and create a multiplier outcome
- **Thematic Convergence:** When Corporates and Foundations independently work on the same theme in their own geographies and create national momentum for the theme

Using the National Water Tech Platform, IIT-IIT is currently working towards enabling both types of Convergence. We look forward to seeing you next year with at least 5 curated national convergence cases.

We thank you for your contribution to this journey of collectively addressing a key national need - Water and Sustainability

The Team at IIM-B who worked tirelessly behind the scenes to pull together this event

The Case Presenters for curating and sharing their work for the benefit of all of us

The Panelists for enabling a deeper immersion and understanding based on the case

The Keynote speakers for creating an urgency of purpose and imagination of possibilities

The Participants for being fully present and shaping a collective learning experience

THANK YOU