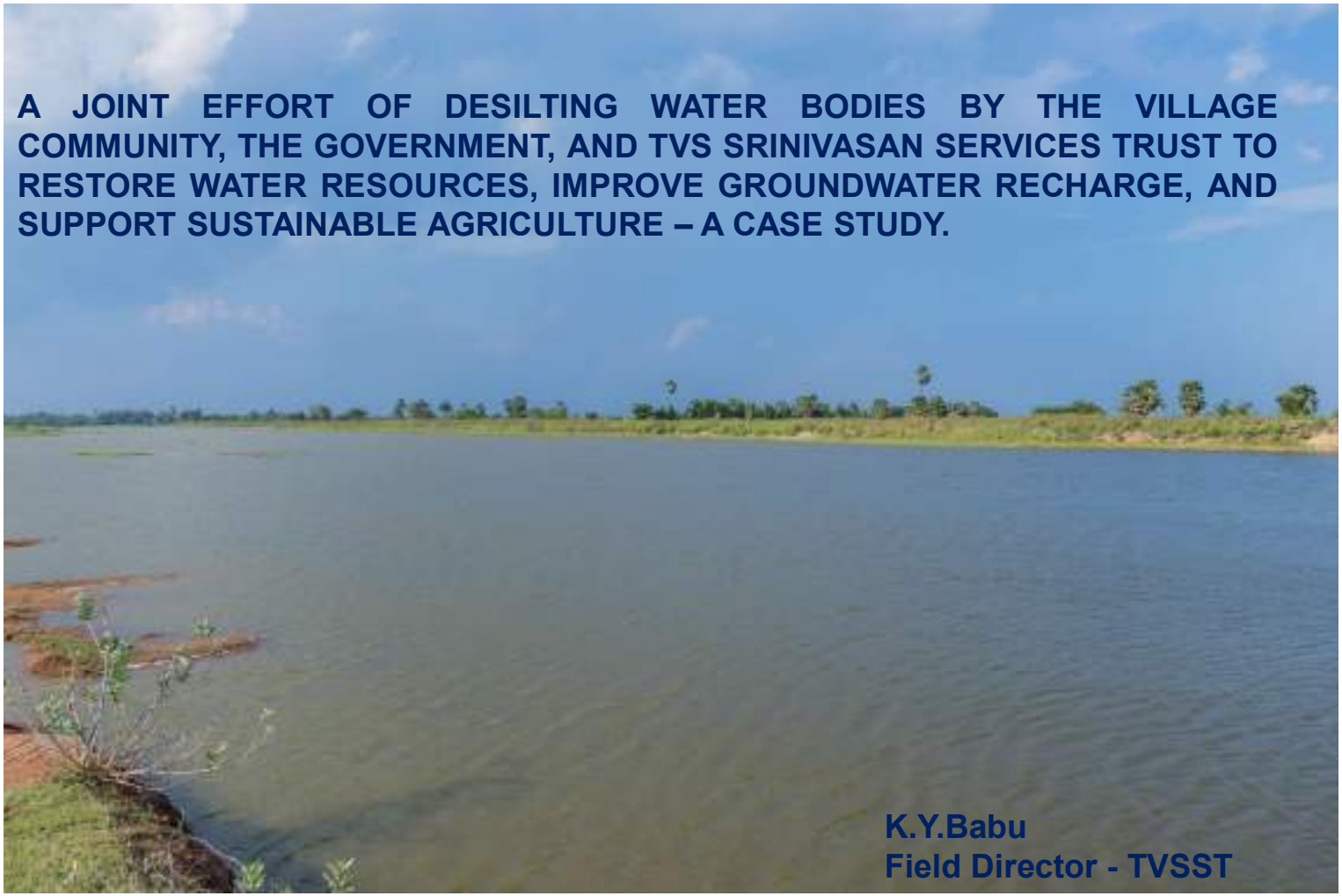


Srinivasan Services Trust

Empowering communities, Enriching lives

Photo :Gulani Panchayat, Khed Block, Pune District, Maharashtra


A JOINT EFFORT OF DESILTING WATER BODIES BY THE VILLAGE COMMUNITY, THE GOVERNMENT, AND TVS SRINIVASAN SERVICES TRUST TO RESTORE WATER RESOURCES, IMPROVE GROUNDWATER RECHARGE, AND SUPPORT SUSTAINABLE AGRICULTURE – A CASE STUDY.
K.Y.Babu
Field Director - TVSST

Vision and Mission

To partner in the transformation of rural India by enabling people and communities to achieve sustainable development.



To take our model of empowerment and transformational change to as many villages in India, So they become sustainable and self - reliant. We will reach this goal by partnering with the government and other like – minded organizations working together to create a prosperous rural India.

The model

Integrated holistic development of villages



Societal Development through **empowerment of women.**



Built on **Total Community Involvement.**



Work amongst the community **embedded within the society**.



Proactively **partner with the government**, and be a **Force Multiplier**



Build capacity of the community so that they become **self–reliant**.

2500+ villages - largely in Tamil Nadu and Southern Karnataka

Tamil Nadu – 2094



Karnataka – 222



Maharashtra – 114; Andhra Pradesh – 108; Himachal Pradesh – 18

SST - Srinivasan Services Trust

OUR FOOT PRINT



FOCUS AREAS

Economic Development
Annual Income Generated
150cr+

Women Empowerment
Women in Self-Help Groups
60k+

Water Conservation
Increased water storage capacity
169Cr litres

Infrastructure
Health-care, education, other government structures renovated
2400+

Agriculture & Livestock
Veterinary Camps
2300+
Awareness Programmes
3300+
Last year

Environment
Trees Planted
10 L+
Barren Hillocks Afforested
14k+ acres

Human capital



5000+ SHGs | **60000+** Women

₹ **150 +** crores annual income generated through Income Generation Programs

Converting idle time of women into value through:

- Collectivising women in Self-Help Groups (SHGs)
- Skilling and empowering through entrepreneurship
- Developing Financial literacy for women

Economic Development

Women Empowerment



Infrastructure

- Renovating rural government infrastructure to realise the intended benefits
- Creating a safe environment for children in schools and anganwadis
- Creating access to functional and hygienic toilets in schools
- Creating accessible health care facilities in rural India

950+ Schools repaired

980+ Anganwadis repaired

130+ Health centres repaired

375+ Community buildings, road works and other supporting infrastructure

1400+ health camps conducted annually

2 lakh+ patients treated

1 lakh+ children benefitted



Agriculture & Livestock

- Reducing waste by optimal use of inputs and modern protocols and semi-mechanization
- Creating awareness on proper protocol of practises in Agri and dairy management
- Facilitating government schemes for farmers to reduce their input cost and increase the yield
- Renovating veterinary centres in rural areas

3000 + Agri and livestock awareness programs conducted annually

₹4 Cr worth of government schemes availed annually.

2300+ Veterinary camps facilitated annually

38 veterinary centres renovated

40000+ people benefitted from awareness camps annually

Environment



Over the last 10 years

10 lakh trees planted in villages

14000+ acres of barren hillocks afforested with

60 Lakh trees and crores of shrubs, herbs and climbers

- Creating awareness about the impact of individual actions on the environment
- Conducting campaigns and educational programmes on water and environmental conservation
- Supporting Tiger reserves in Tamilnadu and Karnataka
- Creating awareness and providing nesting boxes for sparrow conservation in villages

Water Conservation



- Encouraging water conservation and efficient use of water in agriculture
- Restoring capacity of tanks
- Working with organizations such as Indian Geoinformatics Centre and Anna University to determine suitable conservation strategies

330+ tanks desilted

21000+ farmers benefitted

160+ Irrigation channels

Enhanced water capacity of **169** cr litres

Measuring Impact : Padaiveedu, Tamil Nadu

SST

Institute of Rural Management Anand (IRMA) conducted an impact assessment study on SST's work in Padaiveedu, Tiruvannamalai dist., Tamil Nadu.

2017 - 2022	SST villages - Padaiveedu	Non - SST villages - Kalasapadi
 Household Income Growth	141%	38%
 Agriculture Income Growth	22%	9%
 Behavior change	Emphasizing savings Entrepreneurial mindset Placing value on money Prioritizing education	Low savings emphasis Do not emphasize savings Look for employment only

Measuring impact: Centre for Water Resources, Anna University

Center for Water Resources (CWR), Anna University conducted an impact assessment on SST's work in water conservation in Tirunelveli, Krishnagiri and Tiruvannamalai districts.

• The study revealed that partial desilting of water bodies has made the water available for more than one cropping season, **79% of farmers adopted changes in the cropping pattern** and cultivating more than one season leading to an increase in net income.

• Increase in the water availability has encouraged farmers to go for more high-income crops. **Paddy grew by 15% and vegetables by 33%**.

• The desilting has made a good impact in improving the **underground water storage** and an increase in water level in bore wells and open wells has been witnessed.

Water conservation : Desilting



Before



After

Kadambavanaperi kulam, MI Tank, Aniayabaranallure panchayat,
Thoothukudi district

OBJECTIVE OF PRESENT RESEARCH WORK:

- With the active participation of community especially through educated youths implement the water security for agriculture.
- Desilting the tank in scientific manner and creation of bund to connect two villages and ease the transportation of yields
- In partnership with rural development department and forest department for afforestation in the catchment area.

DETAILS OF WORK

S.No	Particulars	Details
1	Name of the village	Aniyaparanallur
2	Name of the panchayat	Aniyaparanallur
3	Name of the block	Srivaikundam
4	Estimate amount	Rs. 1935000
5	Work order value	Rs 1825283- incl GST
6	Final bill value	Rs 1774069/- incl GST
7	Date of quotation	28.08.2025
8	Date of work order	02.09.2025
9	Date of commencement	07.09.2025
10	Date of completion	10.12.2025

Process Adopted

- Requestion from Community or District Administration/ BDO requested TVSST to take up the work.
- Conduct Community meeting (Oor Kootam)
- Request for Government authorities for getting approval
- TVSST Water advisor's site visit and technical approval
- Approval letter forward to SST chairman for financial sanction and execution of work
- **Formation of water user association group and work monitoring committee .** To successfully implement the desilting work, farmers - many of whom are youth graduates passionate about agriculture - formed a farmers' club named "Thulir," which means tender leaf.
- Tender process as per TVSSST norms.
- Poomi pooja & work monitoring committee orientation meeting
- Execution the work
- Whats app group for daily work monitoring by block engineer, BDO & TVS SST officials.
- The maintenance aspects of the tank were also discussed, and the village community agreed to take responsibility for upkeep with the support of the district administration**. The community contributed ₹1,00,000**
- Documentation and process of bill after consulting work monitoring committee's
- Conducting handover function
- During Monsoon plantation of palm trees seeds.
- Monitoring the agriculture, well water level related activities.
- Leveraging other Government schemes from Rural Development and Forest department.

Bund and MI Tank Inside

Before



After;1



After;2



Bund and MI Tank Inside

Before



After;1



After;2



During last Monsoon the tank was filled with its full capacity



Bund strengthened 1900 metres connecting two villages









Project Outcomes

- A total of 10,227 cubic meter soil desilted and used in bund strengthening.
- Bund strengthening of 1900 meters connecting road between two villages revamped after 45 years. The road connectivity now easy for transporting agricultural produces from the fields.
- Around 2000 Palm seeds were sowed for protecting bund and future income for panchayat.
- 1277meter inlet and outlet channel desilted.
- The work monitoring committee consist of unemployed civil engineer supervise the quality execution of the project.
- In association with Rural Development and forest department more than 800 trees including horticulture trees are maintained in the other side of the tank by the local youths and panchayat to attract birds.
- 41 open wells in and around the tanks the water table increased up to 20 feet's and having enough water for the next crop.
- Wild animals like Deer's from Vallanadu sanctuary are coming here to drink water.
- This collaborative effort between the community, SST, and Government Departments not only restored the water body but also strengthened local institutions and community stewardship of natural resources.
- In future, the youths in the village wish to convert this tank as birds friendly tank since the name Kadambavanam reflect as a bird's name.

Plam seed planting









Afforestation









Re- Charging sharft & Raise of water level in well





Water level increased irrigation well 600 meter away from the tank which leads to additional crop like panner rose cultivation





Learnings

- Community **Participation** ensured about decisions and results regarding Government initiatives like afforestation project success.
- People **contribution** through resources by means of cash, resources like tractor for better implementation of project if they united for water security in the village.
- **Functional** Participation in involving work monitoring committee and supervision by un employed civil engineering graduate in the village.
- **Interactive participation** through take part in problem solving when false complaint against soil transported for commercial purpose.
- The farmer collective called Thulir farmed for tank renovation now act as a volunteer body for protecting environment in the village.





Awards

2011 – Times of India Social Impact Awards for “Advocacy and Empowerment”

2016 – Economic Times Award for Corporate Excellence

2021 - C.K. Prahalad award "Outstanding Social Innovation" in empowering women

2022 - FICCI CSR AWARDS 2022 for “Fight against COVID - 19"

2024 – Gold award at Economic Times Human Capital Awards, India & Dubai

2025 – Winner award for L&D best practices at 13th NHRD HR Showcase, Bangalore

2025 – Manimegalai Award for 9 of our Self-Help Groups across Tamil Nadu. It is the highest recognition for SHGs given by the Govt. of Tamil Nadu

2026 – 20th CII-ITC Sustainability Awards – Domain Excellence in Corporate Social Responsibility



The biggest award is the smile and satisfaction we see in the face of the people we serve

Thank you

ஊருணி நீர்நிறைந் தற்றே உலகவாம்
பேரறி வாளன் திரு
- Thirukural 215

पानी भरा तड़ाग ज्यों, आवे जग का काम ।
महा सुधी की संपदा, है जन-मन-सुख धाम ॥ (२१५)

The wealth of men who love the 'fitting way,' the truly wise,
Is as when water fills the lake that village needs supplies.