Jal-Sanskriti & HARIT Pathways:
Community-Led Water Security Through a People's Movement

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The Water Challenge in Maharshtra

- **Water: The Foundation of Rural Prosperity**

- Water scarcity drives agricultural distress.
- Crop failures lead to economic vulnerability.
- Groundwater depletion threatens rural sustainability.

- **Key Insight**
- **"The real challenge was not farming. It was water."**





Naam Foundation's Journey: The Beginnings

- **Learning from Farmers**
- While supporting families affected
- by farmer suicides, Naam Foundation
- identified one common issue:
- **Lack of Water Security**
- This realization became the
- starting point of a state-wide water
- conservation movement.







Naam Foundation Model

- **Restore Before Creating New**
- **Expert-Guided Strategy**
  - Rejuvenate existing water resources
  - Increase storage capacity
  - Improve groundwater recharge
  - Ensure community ownership
- **Three Principles**
- **RESTORE | RECHARGE | REVIVE**







Water Conservation in Action

- **Rejuvenating Existing Water Bodies**
- **Key Interventions**
  - River Deepening
  - Stream Rejuvenation
  - Desilting Percolation Tanks
  - Reservoir Restoration
  - Groundwater Recharge Enhancement

Result

- More rainwater captured and stored locally





Communities at the Centre







The Real Force Behind Success

People's Contributions

- Women's groups raised funds
- Youth supervised projects
- Villagers contributed labour
- Senior citizens coordinated locally

Outcome

- Water conservation became people's movement.

From Movement to Statewide Impact

Scaling Through Partnership

- Successful village models inspired larger programs
- Government collaborated to expand initiatives.
- Large rivers, reservoirs, and water bodies restored

Policy Support

- Fertile desilted soil transportation made easier for farmers.





NAAM's PATHWAY: Beyond Conservation

Water Budgeting & Water Governance

- Village Water Committees
- Led by trained youth
- Water availability assessment
- Crop planning support
- Responsible water use

NAAM's Motto (SMS)

"Store, Manage, Secure"





Impact at Scale

NAAM's Achievements

- 3,000+ Water Bodies Rejuvenated
- 10 Million+ of Farming Families Benefited

Improved

- Groundwater Recharge

Enhanced

- Agricultural Productivity

Stronger

- Community Ownership

Jal-Sanskriti & HARIT Pathways

- **The Road Ahead: What India Needs**

✓ Restored Water Resources

✓ Community Participation

✓ Scientific Water Management

✓ Groundwater Recharge

✓ Water Budgeting

✓ Sustainable Agriculture

Jal-Sanskriti & HARIT Pathways









Jal-Sanskriti & HARIT Pathways









Every drop of water conserved today is an investment in the generations of tomorrow



SMS (STORE, MANAGE, SECURE)