

## GLORIOUS PAST - INSPIRING PRESENT - PROMISING FUTURE

The founder father of the Bajaj Group, Jamnalal Bajaj was a freedom fighter, industrialist and Renowned philanthropist. He was closely associated with Mahatma Gandhi, the father of our nation. Jamnalal was adopted as fifth son by Gandhiji. At the persistence of Jamnalal Bajaj, Gandhiji shifted his freedom movement base from Sabarmati Ashram, Gujarat and established Sewagram Ashram at Wardha which was the centre place from where freedom struggle was fought against the British rule. With a view to commemorate the memory of Kamalnayan and Jamnalal Bajaj, Bajaj Group has constituted KamalnayanJamnalal Bajaj Foundation and JamnalalKaniram Bajaj Trust for the great cause to serve the society at large.

### SELFLESS SERVICE TO THE SOCIETY

Our focus: Natural and Human Resources Development through participator Approaches

### PROGRAMME AREAS- KARMA KSHETRA

Wardha district in Maharashtra: Villages covered 463 and Sikar District (the birth place of Jamnalal Bajaj) in Rajasthan: Villages covered 125. Families benefited: 67503, Population covered: 322627, Agriculture land benefited (acres): 50040.

**पृथिव्यां त्रीणि रत्नानि जलमन्नं सुभाषितम्  
मुखैः पाषाणखण्डेषु रत्नसंज्ञा विधीयते**

There are three jewels (most precious things) on the Earth; Water, Food and Thoughts (Subhaashita). Fools are those who call pieces of stone as jewels.

### I) Transforming lives through Water Resources Development and Management- Nourishing nature with her own resources

- Rejuvenation of Rivers and Streams; Rivers and Streams are facing huge problem of siltation, which has resulted in waterlogging, flooding and damaging of agriculture crops.

Local solution to overcome the problem; rejuvenating/reviving of rivers/streams through desilting/deepening and widening of river/stream beds and shaping them into their original forms with following efforts;



**Reviving fortunes of distressed farmers through Revival of Rivers**

Total 27 Rivers and Streams rejuvenated /revived, total length of rejuvenated/revived

Rivers/Streams 60 km, in 48 villages. Floods and water logging problems resolved in the vicinity of the rivers and streams, water flow in the streams and rivers increased, ground water table increased and cropping intensity has also been increased.

- Construction of water harvesting structures; Over withdrawal of ground water and inadequate efforts for water harvesting has resulted into ground water depletion, no surface storage and no ground water recharge.



**Construction of Water temples in the form of Checkdams in streams and rivers to maximize groundwater recharge and surface storage thereby increasing area under irrigation**

Constructed 50 Checkdams on Rivers and Streams, 9 percolation tanks, 257 boribandhs, 1043 farm ponds, 2 artificial dykes have also been constructed. As a result, surface water storage increased, ground water table increased and cropping intensity is also increased.

- Recharging of wells and bore wells; recharging the ground water.

Wells/borewells are like bank account, continuous withdrawal and no saving /recharging makes bank a/c bankrupt and wells/bore wells parched.



**Quenching the thirst of Mother Earth through (well recharge) low cost interventions, wells and borewells recharging with rain water**

Wells and bore wells are the mouth of the Earth. Quenching the thirst of mother earth through diverting of rain water into existing wells and bore wells has been proved extremely useful to 879 farming families who have recharged their wells and bore wells

through rainwater.

- Construction of roof rain water harvesting structure; It is a one time investment to have pure, fresh and safe drinking water at door step; 15000 litre capacities underground rain water storage tank is sufficient to fulfill drinking and cooking water requirement of a family for the whole year. 164 families supported under this intervention and have fulfilled their life long drinking/cooking water requirement.

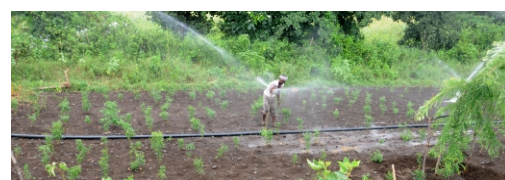
### II) Strengthening agro based livelihood: promoting sustainable agriculture practices.

- Converting rainfed land to irrigated farming; Promoted 31 group lift irrigation schemes, 126 group wells, 9 bore wells, 212 water lifting devices i.e. diesel engines for irrigation from near by rivers/streams. (all managed by the farmers in the groups)
- Before the project, the undulating/waste land was lying unutilised. After the land levelling intervention, 468 acres of land is become cultivable. As a result, livelihood of 349 families is strengthened.



**Wadi is one acre land agro-based livelihood intervention which focuses on the development of fruit crops for tribal families with intercropping**

Horticulture/cultivation of fruit orchards is one of most sustainable and profitable agriculture practices. 5070 acres of wadi horticulture development projects promoted with 5070 farming families.



Efficient and judicious use of water is prime responsibility of everyone. Drip and sprinkler irrigation is increasingly become popular

among the farmers

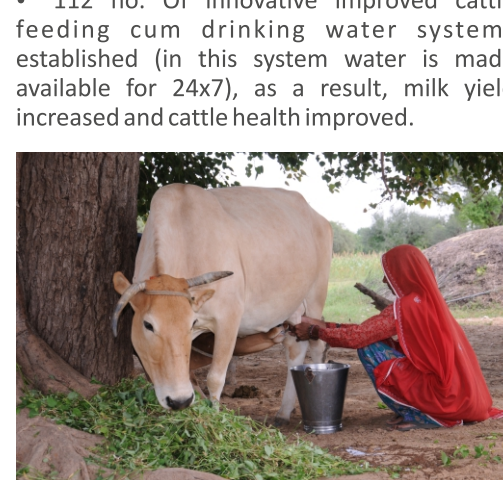
- Efficient and judicious use of water for irrigation through micro irrigation systems is the need of the hour.

A total 1799 farming families have installed drip and sprinkler irrigation systems in their farms. Promotion of natural farming; 3168 farmers adopted chemical free natural farming practices.

- Diversifying cropping pattern; shifting from traditional farming and mono cropping agriculture practices to promotion of demand driven, market oriented sustainable agriculture practices like horticulture crops, vegetable crops and dairy farming.
- 2500 farming families covered under better cotton initiatives intervention.
- 2113 families benefited under Conversion of Agriculture Intervention in Maharashtra CAIM-project.
- Promotion of onion storage units in 20 villages.
- As a result of water harvesting and promotion of sustainable agriculture interventions, 50,040 acres of agriculture land has been transformed with enhanced yield.

### III) Carrying forward a tradition: promotion of dairy farming and indigenous breed of Cows.

- 3239 indigenous breed of cows support to 3239 needy families, members of the self help groups. This intervention has not only fulfilled the milk requirement of families, but they have found a permanent source of income from selling of surplus milk and cow urine and dung is being used for promotion of natural farming and in biogas plants.
- 112 no. Of innovative improved cattle feeding cum drinking water systems established (in this system water is made available for 24x7), as a result, milk yield increased and cattle health improved.



**Fulfilling family's need of milk, strengthening livelihood through dairy farming**

- Promotion of milk collection centres, stall feeding practices, chaff cutter, mengers etc.

### IV) Putting efforts to instill hope: women's Empowerment

Women's empowerment through self help groups; an informal platform of rural women for regular saving, sharing their concerns and solve their socio-economic problems with dignity.

- 1226 No. of Self Help Groups promoted
- 16204 families benefitted with over saving remove over of Rs. 200 Lacs.

Strengthened the livelihood of needy families through need based income generation activities through interest free revolving fund support;

1245 needy families have been supported for local need based income generation

activities and they have become completely self-reliant.



**SHG members of village Rewasa (Sikar) have initiated soap & detergent making as income generation project, earned reputation as business women**

The women members (spouse of our employees) have also formed self-help groups and have initiated various income generation activities. They actively participate and spent maximum of their time for these activities apart from their daily household work.

### V) Promotion of Non Conventional Energy Sources- construction of Biogas plants:

Biogas is family and environment friendly intervention; just one time investment with no recurring expenses to get life time free fuel for cooking, biogas slurry is used as organic Manure in agriculture.



**Biogas, a most economical and environment Friendly fuel**

- 1186 biogas plants have been constructed and 1186 families got free cooking gas for life time.

### VI) Rural innovation; Grameen Fridge:



**Members of SHGs get acquainted with the use of Grameen Fridge**

No electricity required one time investment, no losses in Nutritional value means Grameen fridge. 62 families of women self help groups members have constructed/established

Grameen Fridge systems in their courtyard

### VII) Acknowledgements;

"National Award for Excellence in Water Management- Beyond the Fence- 2010- by Confederation of Indian Industry- CII ."  
"FICCI Water Award 2012 for Recognising Excellence in Water Management and Conservation in the Community Initiatives by Industry category."

"Award for outstanding contribution for Community Development Initiatives in Sikar District by the Government of Rajasthan- 2013."

"Award for significant contribution towards productivity enhancement in agricultural sector by National Bank for Agriculture and Rural Development (NABARD) 2013."

### VIII) Global relationship & academic Collaboration with Carnegie Mellon University (CMU), Pittsburgh, USA.

The Bajaj lab is a partnership between Carnegie Mellon University and the Kamalnayan Jamnalal Bajaj Foundation, a large rural development organization with strong ties to Mahatma Gandhi and his legacy. CMU bring students and researchers to India to contribute to the Bajaj Foundation's innovations in water Management, alternative energy, women's

Empowerment, sustainable agriculture, and village industries.

A bridge between CMU and rural India, the Bajaj lab works with the Bajaj Foundation to create a model of rural development for India and the World. Our work is community-driven and results-oriented. There are many ways you can get involved. CMU has launched website; "bajaj rural development lab- carnegiemellon university"-www.cmu.edu/bajaj/

"There is a tremendous potential to develop our natural and human resources through participatory approaches. Active involvement of the people during the planning, Implementation and management of all the need based development interventions creates sense of ownership among the community which is crucial to its success."

-KushagraNayan Bajaj- Trustee.

"This is an age of collaboration and networking to strengthen the livelihood and ecosystem. Integrated village development is our humble mission with active involvement of the community in partnership with all the development stakeholders. Working together, we could certainly create a just and balanced society"

-Shishir Bajaj- Chairman

**Our partners  
Local community  
Sir Ratan Tata Trust  
National Bank for Agriculture and Rural Development  
Govt. Of Maharashtra & Rajasthan  
Carnegie Mellon University- USA  
Self Employed Women's Association  
Maharana Pratap University of Agriculture & Technology**

**To reach us [www.bajajfoundation.org](http://www.bajajfoundation.org) ;  
[www.jamnalalbajajtrust.com](http://www.jamnalalbajajtrust.com)**