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# CSR Impact Assessment Report

## Water Augmentation for Livelihood Enhancement and Women Empowerment in Udaipur, Rajasthan

Prepared For



Prepared By



**SOULACE CONSULTING PVT LTD**

**ISO 27001:2013 Certified**

DELHI NCR | MUMBAI | KOLKATA

Website: [www.soulace.in](http://www.soulace.in); Email: [enquiry@soulace.in](mailto:enquiry@soulace.in)

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# EXECUTIVE SUMMARY

In May 2023, a comprehensive study was conducted to evaluate the impact of Colgate Palmolive's Water Augmentation for Livelihoods and Women Empowerment Program implemented in Girwa tehsil of Udaipur District, Rajasthan. This district, situated in South Rajasthan, experiences semi-arid conditions and is characterized by hilly terrain. The region faces significant water scarcity during the summer months due to poor water storage capacity in the stony and undulating landscape, hindering progress and development.

Improving water accessibility and availability is crucial for addressing the challenges faced by the local community. Any initiatives aimed at enhancing livelihoods and empowering women must first tackle the water problem. Recognizing this, Colgate has made "water" a fundamental pillar of their sustainability efforts. In Udaipur, they have implemented water-related infrastructure projects such as the construction and repair of anicuts, well restoration, and water tanks in the project area. The program specifically targets 15 tribal villages from Girwa and Gogunda blocks. For the purpose of this study, a sample size of 25 respondents was taken from 15 villages: Kanpur, Chandani, Nala Badavat, Karnali, Dodavali, Peepliya, Naal, Popalti, Aad, Ghata, Patiya, Modwa, Mundawali, Dhdhawali and Chechlaya.



Anicut Modwa

**The Water Augmentation program commenced in 2021 and has positively impacted over 2975 impoverished and vulnerable tribal families in Girwa and Gogunda tehsil.** Seva Mandir, a trusted NGO with over fifty years of experience working in the Udaipur district, ensures the effective implementation of the program. Their dedicated team, comprising qualified and experienced professionals, actively engages with the local community, gradually bringing about positive changes.

The primary objective of the study was to identify and evaluate the effects of the Water Augmentation projects, as well as the livelihood interventions in floriculture, vegetable farming, backyard poultry, and goat rearing carried out from 2018 to 2020. A combination of quantitative and qualitative research methods, including interviews and focus group discussions with beneficiaries, self-help group (SHG) members, and community leaders, were employed for this assessment. Through these means, the study aimed to comprehensively analyze the impact of the program.

## Overview of the Project

- As part of the efforts to enhance water availability, **a total of 20 water harvesting structures, known as Anicuts**, have been either constructed or repaired in the designated project area. These interventions have effectively raised the water table in the region, resulting in the replenishment of downstream wells. Consequently, farmers now enjoy improved access to irrigation water, alleviating the previously experienced water scarcity challenges. Notably, the cultivation of wheat has particularly benefited from the increased water levels, leading to enhanced yields. **It is worth mentioning that the implementation of Anicut's work has resulted in the successful recharging of 230 wells.**
- **As part of the Colgate program, a total of 17 water tanks have been built and 17 open wells have been restored.** These essential water structures have significantly improved access to clean and safe drinking water for the impoverished tribal community. One of the notable impacts of these water initiatives is the considerable reduction in the burden faced by women, who previously had to expend considerable time and energy fetching water from distant sources. With the availability of these water facilities, women are now able to allocate their time towards other productive endeavors, contributing to the enhancement of their income-generating activities.



- In addition to prioritizing water augmentation endeavors, the project area also witnessed the successful implementation of livelihood initiatives, including floriculture, backyard poultry, goat rearing, vegetable farming, and horticulture. These interventions have been effectively carried out, bringing positive outcomes to the local community.
- The program operated under a community-driven and women empowerment approach. The activities were carried out in collaboration with village-level committees and Women Self-Help Group (SHG) organizations. Women from the community actively participated in decision-making, implementation, and monitoring processes. Notably, several enterprising women emerged as leaders in various livelihood programs, thereby fostering robust female leadership within the community. These influential leaders will serve as catalysts for empowering other women, driving the entire community toward progress and a brighter future.



Anicut Dhadhawali Panchayat

# CHAPTER 1: INTRODUCTION

Southern Rajasthan, with its semi-arid landscape and hilly terrain, faces significant challenges related to water scarcity and gender inequality. The availability of water resources has been declining over time, and the region is grappling with the consequences of a severe water crisis, recognized as one of the top risks to society. In response to this pressing reality, both public and private entities, including Colgate Palmolive, have begun incorporating water conservation and resource development into their sustainability agendas.

Additionally, Rajasthan exhibits a substantial gender divide, particularly concerning literacy rates, making it one of the most gender unequal states in India. Various indicators of women's well-being, such as education, employment and health, are alarmingly low in the region. Recognizing the need to address these disparities, numerous NGOs and corporates have directed their efforts towards livelihood enhancement activities, aiming to uplift women financially and empower them to become active and confident contributors to society. It is worth noting that these initiatives can be most effective when coupled with water development projects, as water scarcity remains a primary obstacle to the region's development.

As both corporates and governments strive to improve water availability and accessibility, an integrated program approach emerges as the most effective means to address the intertwined social objectives of poverty reduction and empowerment. By combining water resource management with livelihood interventions, a comprehensive and sustainable solution can be fostered to uplift the communities of Southern Rajasthan.

## Colgate Palmolive - Seva Mandir Partnership Program

Water, the essence of life itself, remains the foremost challenge in the pursuit of sustainable development. The global crises of water scarcity and inadequate access to clean drinking water demand immediate attention and concerted efforts. Colgate Palmolive (India), recognizing the gravity of the situation, has taken up the mantle of Corporate Social Responsibility (CSR) by implementing water augmentation projects in the Udaipur District of Rajasthan. These initiatives aim to uplift livelihoods and empower women while addressing the pressing issue of water scarcity.



Nestled in the scenic landscape of South Rajasthan, Udaipur district is characterized by its undulating terrain, with the majestic Aravalli range forming its watershed. The region receives an average annual rainfall of 637mm. However, due to its topographical intricacies, surface runoff is high, and water retention is poor, making agriculture a challenging endeavor.

Understanding that the key to successful CSR interventions in Udaipur lies in addressing the water crisis, a holistic CSR program was meticulously designed in collaboration with the esteemed NGO, Seva Mandir. The program's overarching objective is to enhance the availability and accessibility of water, thereby enabling livelihood improvements and empowering women. **Launched in 2018, the program has been actively implemented for the past four years in nine villages situated in the Girwa tehsil of Udaipur, including Pai, Pipalwas, Keli, Alsigarh, Kaliwas, Patiya, Padoona, Nala and Jhabla.**

Seva Mandir, the implementing partner, has been a pillar of change in the Udaipur district for over half a century. Their extensive experience includes establishing inclusive democratic forums that transcend gender, socioeconomic divides and castes, fostering self-governance among the communities they serve. With expertise spanning areas such as education, healthcare and natural resource management, the dedicated team from Seva Mandir entrusted with the implementation of the Colgate program is driven by a deep commitment to building better lives and stronger communities.

As the water crisis intensifies, it is imperative to note that the availability and accessibility of water not only impact livelihoods but also contribute to the achievement of numerous Sustainable Development Goals (SDGs). Furthermore, Rajasthan, particularly the Udaipur district, faces significant gender disparities, as highlighted by the alarming gender divide in literacy rates. By integrating water conservation and development with livelihood enhancement initiatives, the program aims to address multiple challenges simultaneously, fostering inclusive growth and empowering women to become confident and productive members of society.

Through the joint efforts of Colgate Palmolive, Seva Mandir and the communities of Udaipur, this integrated approach promises to create a sustainable impact, transcending boundaries and propelling the region towards a prosperous and equitable future.

## Project Area - Girwa Tehsil

Girwa Tehsil, nestled in the picturesque landscapes of Udaipur District in Southern Rajasthan, encompasses a vibrant and diverse community. This tehsil, with its hilly terrain and semi-arid climate, presents both opportunities and challenges for its inhabitants.

Girwa tehsil is characterized by its undulating topography, with the Aravalli range meandering through the region. This unique geographical setting gives rise to a complex watershed system, impacting the availability and distribution of water resources. The average annual rainfall of 637mm provides a lifeline for agriculture and sustains the livelihoods of the local population. However, the hilly terrain poses difficulties for farmers, as high surface runoff limits water retention and affects the productivity of the land. The scarcity of water during the summer months further compounds the challenges faced by the community, exacerbating issues related to livelihoods and overall development.

In terms of literacy rates, Girwa tehsil, like many other regions in Rajasthan, faces certain disparities. The literacy rate, especially among women, is an area that requires attention and concerted efforts. While the region boasts numerous educational institutions and initiatives, there is still a need for greater focus on improving access to quality education and promoting literacy among all sections of the community. Agriculture in Girwa Tehsil predominantly relies on rainfall for irrigation. As stated on the Udaipur district website, around 60% of the cultivated land in the region is used for single-cropping during the monsoon season, known as Kharif. The majority of the area practices mono cropping, with key crops including Maize, Wheat, and Gram. It is noteworthy that nearly 50% of the farming families in the district cultivate small landholdings of less than 1 hectare. Among these farmers, the majority are tribal communities facing significant limitations in terms of farming resources.

Farmers in Girwa tehsil regularly encounter challenges related to drought, leading to food and income shortages. To supplement their agricultural activities, animal rearing serves as a primary subsidiary occupation for the tribal population. However, it is important to highlight that the region's groundwater resources face significant strain. Studies conducted in the Udaipur region have categorized the Girwa block as over-exploited, indicating a high demand for groundwater that exceeds its natural replenishment rate. The water table elevation demonstrates substantial variation in the district, with significant fluctuations between pre and post-monsoon months.



Girwa tehsil is home to several Scheduled Tribes, primarily the Bhil and Meena communities. These communities have a long-standing presence in southern Udaipur and continue to face socio-economic disadvantages. Additionally, the Garasia tribe resides in scattered hamlets known as "Phalas." To facilitate project implementation and administration, the area is divided into two clusters: Alsigarh and Patiya.

It is crucial to consider these contextual factors in the design and execution of initiatives such as the Colgate Palmolive Water Augmentation for Livelihoods and Women Empowerment Program, to address the specific challenges faced by the tribal communities and small-scale farmers in Girwa tehsil. By focusing on sustainable water management, agricultural diversification and empowering marginalized communities, these efforts aim to improve the socio-economic conditions and overall well-being of the region.

## SDG Alignment

The project aligns with the following Sustainable Development Goals (SDGs):

**SDG 1: No Poverty** - By improving water availability and implementing livelihood interventions, the project aims to alleviate poverty and enhance the economic well-being of the tribal communities in Girwa tehsil.

**SDG 2: Zero Hunger** - Through sustainable agricultural practices and water augmentation, the project contributes to increasing agricultural productivity, ensuring food security, and reducing hunger in the region.

**SDG 5: Gender Equality** - The project focuses on women's empowerment, engaging women in decision-making processes, and providing opportunities for income generation, thus promoting gender equality and women's empowerment.

**SDG 6: Clean Water and Sanitation** - By implementing water augmentation projects, restoring water structures, and improving water accessibility, the project directly addresses the goal of ensuring clean water and sanitation for all.

**SDG 8: Decent Work and Economic Growth** - The livelihood interventions of the project, including floriculture, vegetable farming, poultry, and goat rearing, contribute to creating sustainable livelihoods and promoting economic growth in the community.

**SDG 13: Climate Action** - By focusing on water conservation, watershed management, and sustainable agriculture, the project contributes to climate action and building resilience in the face of climate change.

**SDG 15: Life on Land** - The project's emphasis on water augmentation and sustainable agriculture aligns with the goal of protecting, restoring, and promoting sustainable use of terrestrial ecosystems, ensuring the conservation of land resources.

By aligning with these SDGs, the project aims to create a positive and lasting impact on the social, economic, and environmental dimensions of sustainable development in Girwa tehsil and the lives of the tribal communities residing there.



Colgate - Seva Mandir Community

# CHAPTER 2: RESEARCH METHODOLOGY

Research methodology refers to the systematic and structured approach employed to conduct research. It involves a series of steps, techniques and tools utilized to gather, analyze and interpret data, ensuring the reliability and validity of the findings. Research methodology encompasses various components, including research design, data collection methods, sampling techniques, data analysis, and result interpretation.

A well-designed research methodology is crucial to ensure the accuracy and credibility of the research outcomes. It provides a framework for researchers to gather relevant data, apply appropriate statistical or qualitative analysis techniques and draw meaningful conclusions. Research methodologies can vary depending on the nature of the study, the research objectives and the available resources. Common research methodologies include experimental research, survey research, case studies, qualitative research, quantitative research and mixed-method approaches.

## Application of Quantitative and Qualitative Techniques

Quantitative techniques involve the collection and analysis of numerical data. This approach aims to measure and quantify variables, relationships and patterns. It relies on statistical methods to analyze data and draw conclusions. Examples of quantitative techniques include surveys, experiments and statistical analyses. In the context of the Colgate project, quantitative techniques might have been used to collect data on specific measurable outcomes, such as the number of water structures constructed or the increase in crop yields.



Qualitative techniques, on the other hand, involve the collection and analysis of non-numerical data. This approach aims to understand and interpret the meanings, perspectives and experiences of individuals or groups. Qualitative techniques rely on methods such as interviews, observations and content analysis. They provide rich, detailed and descriptive insights into complex phenomena. In the Colgate project, qualitative techniques might have been used to gather information on the experiences and perceptions of beneficiaries, community leaders and SHG members through interviews or focus group discussions.

This mixed-methods approach allowed for a comprehensive understanding of the project's impact. Quantitative techniques might have been used to gather numerical data on various indicators, such as water availability, crop yield, or livelihood improvements. Statistical analyses could have been performed to assess the statistical significance of the findings. Qualitative techniques, on the other hand, would have been employed to capture the nuanced experiences, perspectives, and stories of the project beneficiaries. This could involve conducting interviews or focus group discussions to gather qualitative data, which would then be analyzed thematically to identify key themes and insights.

By using both quantitative and qualitative techniques, the research in the Colgate project was able to provide a more comprehensive and holistic understanding of the impact created. The quantitative data provided numerical evidence and measurable outcomes, while the qualitative data added depth, context and subjective insights. The combination of these approaches enhanced the overall rigor and validity of the research findings.

## Ensuring Triangulation

Triangulation was implemented in this research project to ensure a comprehensive and robust assessment of the impact of the Colgate project implemented by Seva Mandir in Udaipur, Rajasthan. Multiple research methods and data sources were utilized, allowing for cross-validation and convergence of findings. This approach involved the integration of different types of data, enhancing the credibility and reliability of the research outcomes. By triangulating the data collected through various methods, a more comprehensive understanding of the project's impact was obtained, strengthening the overall validity of the research findings.



## Objectives of the study

The primary objectives of this study are to comprehensively evaluate the impact of Colgate's CSR initiatives in water augmentation projects carried out between 2018 and 2020 in Girwa tehsil of Udaipur District. The study aims to assess the effectiveness of these initiatives in enabling livelihood enhancement and women empowerment. To achieve this, the following specific objectives have been outlined:

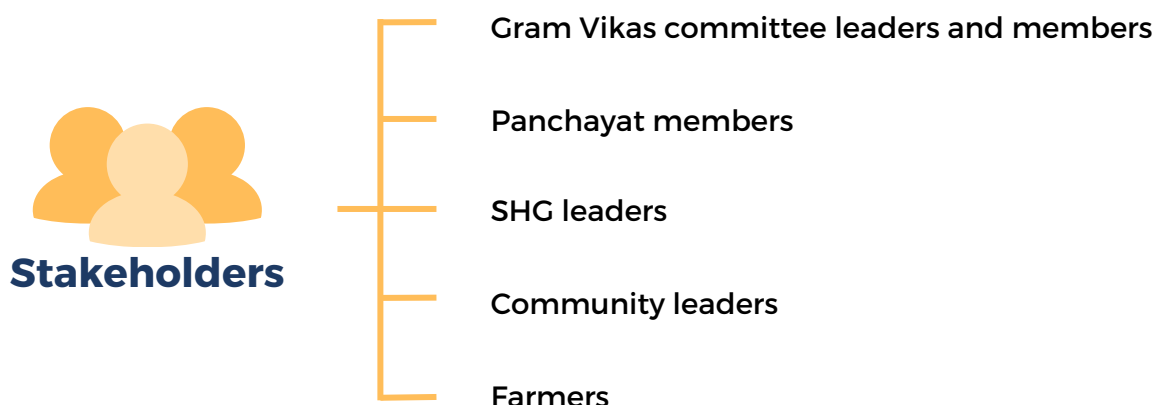
- To determine the overall benefits and outcomes achieved through the implementation of the program, considering both tangible and intangible impacts.
- To identify any gaps or challenges encountered during the implementation process, examining factors that may have hindered the program's effectiveness or limited its reach.
- To provide actionable recommendations and suggestions for improving the program, based on the findings and insights derived from the evaluation.

By addressing these objectives, the study aims to contribute valuable insights and recommendations that can inform future initiatives in water augmentation, livelihood enhancement and women empowerment, fostering positive changes in the Girwa tehsil and other regions.

## Research Design

- **Name of the project** : Water Augmentation for Livelihood Enhancement & Women Empowerment in Udaipur, Rajasthan
- **Location** : Girwa and Gogunda Tehsils of Udaipur district, Rajasthan
- **Project partner** : Seva Mandir
- **Research Design Used** : Descriptive Research Design
- **Sampling Technique** : Purposive Sampling
- **Sample Size** : 375
- **Qualitative Methods used** : Focus Group Discussions, Key Informant Interviews, Stakeholder Engagement and Case Studies.

## Key Stakeholders



## Ensuring Commitment to Research Ethics

### Informed consent

Prior to participating in the research, participants were provided with detailed information about the purpose, procedures, potential risks and benefits of the study. They were given the opportunity to ask questions and provide their voluntary consent to participate.

### Confidentiality and privacy

Measures were taken to ensure the confidentiality and privacy of the participants. Data collected during the study was kept strictly confidential and only accessed by authorized researchers. Personal identifiers were removed or anonymized to protect the identity of participants.

### Protection of participant welfare

The well-being of the participants was prioritized throughout the research process. Any potential risks or discomfort associated with participating in the study were minimized. Participants were provided with support and resources, and their physical and emotional well-being were closely monitored.

### Data integrity and accuracy

Steps were taken to ensure the integrity and accuracy of the data collected. Validated research instruments and rigorous data collection methods were employed. Data was recorded accurately, securely stored and analyzed using appropriate statistical techniques to maintain the reliability of the findings.

## Avoidance of bias

Efforts were made to minimize bias in the research process. Researchers maintained objectivity and impartiality when collecting and analyzing data. Multiple perspectives were sought, and diverse voices were included to provide a comprehensive understanding of the research topic.

These ethical considerations were followed in the research project to ensure the rights and well-being of the participants, maintain the integrity of the data and uphold the ethical standards of the research community.

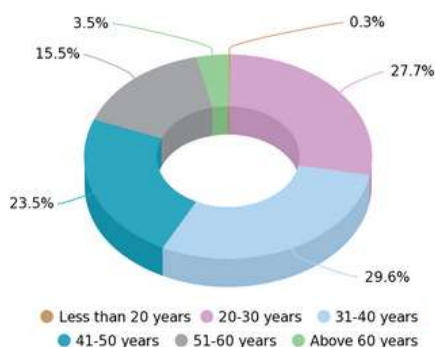
## OECD Framework for Evaluation

To ensure a systematic and rigorous evaluation of the research findings, the study employs a comprehensive OECD evaluation framework. After gathering relevant information and perceptions through interviews, the research applies a structured evaluation approach that includes six key criteria for assessment. These criteria are designed to assess the relevance, coherence, efficiency, effectiveness, impact and sustainability of the research findings. By utilizing this evaluation framework, the study aims to provide a comprehensive and robust analysis of the project's outcomes.

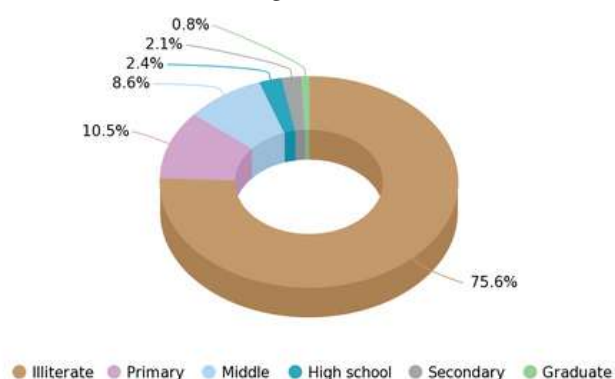
# CHAPTER 3: MAJOR FINDINGS OF THE STUDY

## General Information of the Participants

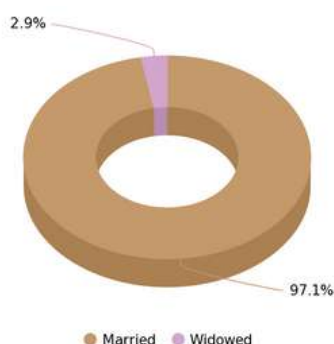
### Respondents by age group



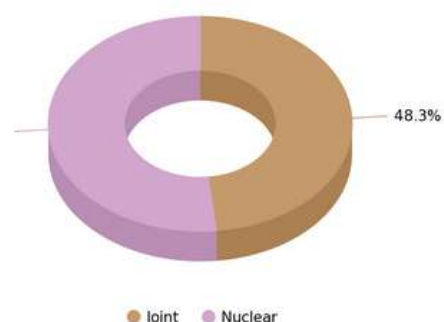
### Respondents by Educational Qualification



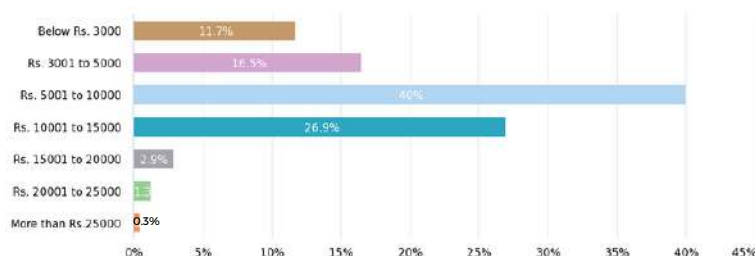
### Respondents by Marital Status



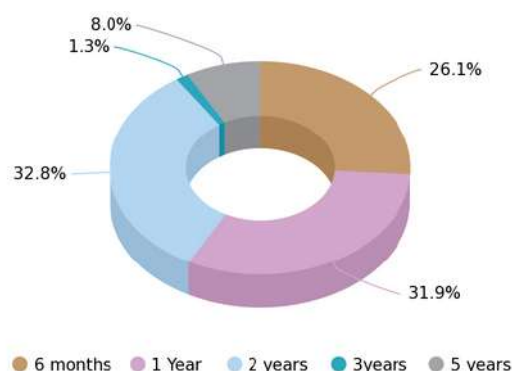
### Respondents by Family Type



### Respondents by Monthly Family Income (INR)



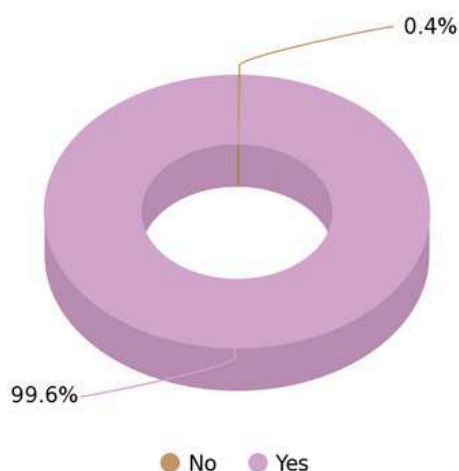
### Respondents by duration of membership of Seva Mandir SHG



The study findings indicated that a majority of respondents consistently attend SHG meetings, while a smaller percentage attend meetings sometimes. This suggests a varying level of regularity in attendance among the participants.



## Respondents reported whether being a part of the SHG has improved their life or not



The study findings indicated that a significant majority of respondents (99.6%) reported that being part of the SHG has improved their lives. This suggests that the SHG program has had a positive impact on the lives of the participants.

## Reported issues with SHGs that needs to be addressed or improved



The study findings indicated that a small proportion of respondents (1.7%) stated that there are issues with the SHG that require attention and improvement. They specified that financial records are not maintained properly, expressing a desire for greater transparency. However, the majority of respondents (97.5%) indicated that they have no issues with the SHG. This implies that the SHG generally meets the expectations and needs of its members, with only a minority expressing concerns.



भोजन एवं स्वास्थ्य (भारत) लिमिटेड के सहयोग से  
सकल स्तर पर ग्रामवासियों को द्वारा किया जाता है

### स्वच्छ पेयजल योजना

जिला - बरेilly

ग्राम - कागपुर

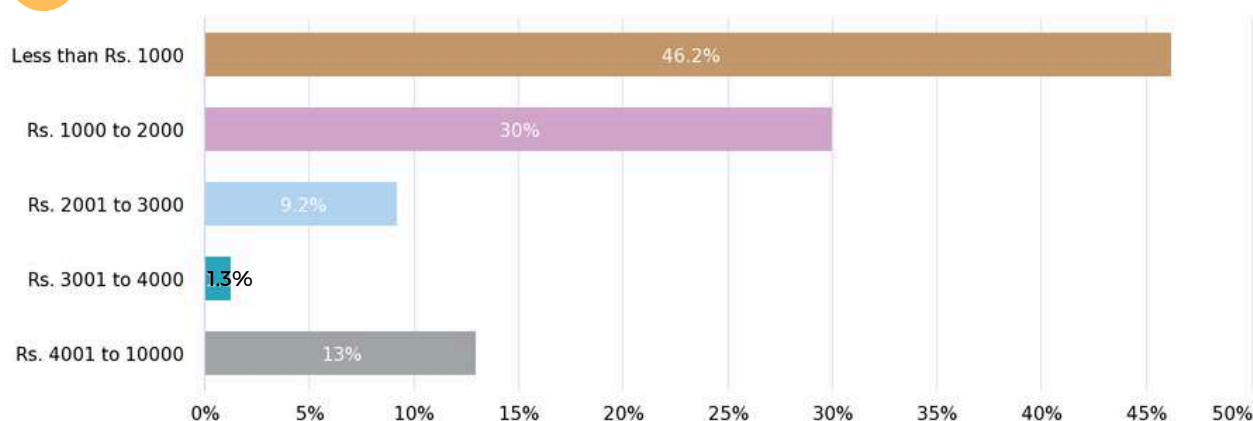
टंकी की क्षमता - 4000 लीटर

कं पानी का उपयोग करने-खाना बनाने में ही करें, टंकी में

अन्यथा न डालेंगी नहीं करें, धारा नाल खुला नहीं रखें।

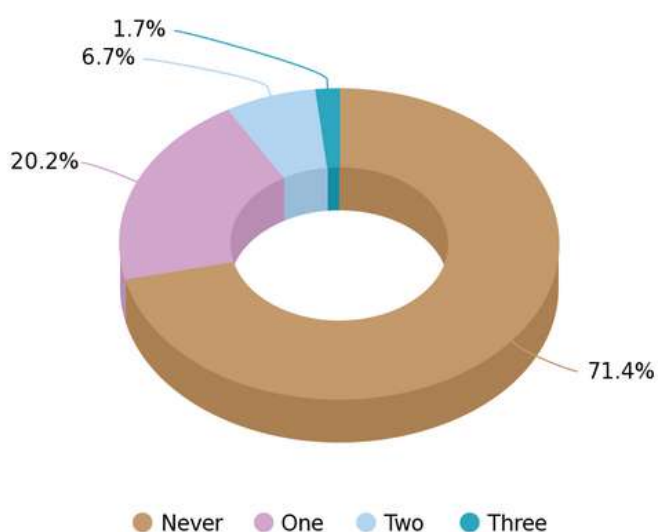
संकेत -

## Reported Saving Balance in SHGs



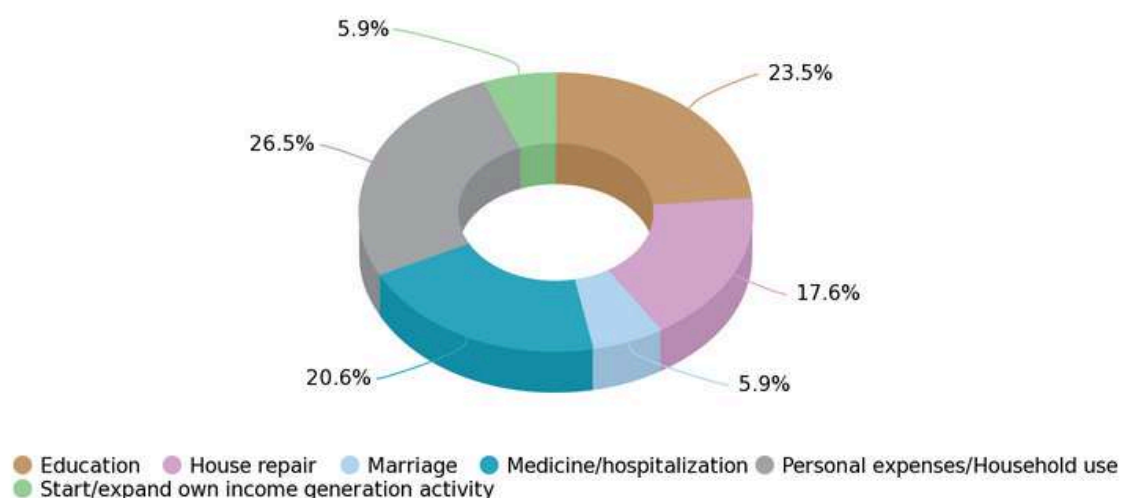
The study reveals/indicates that respondents have varying levels of savings balances in the SHG. The majority of respondents (46.2%) reported having a savings balance of less than Rs. 1000, while 30.3% stated having a balance between Rs. 1000 to 2000. A smaller proportion of respondents (9.2%) reported balances in the range of Rs. 2001 to 3000, and only a few respondents (1.3%) reported balances in the range of Rs. 3001 to 4000. Interestingly, 13.0% of respondents reported having savings balances between Rs. 4001 to 10000. These findings suggest that a significant number of respondents have relatively low saving balances, while a smaller proportion have higher balances within the mentioned ranges.

## Number of times loans taken by the Respondent Beneficiaries



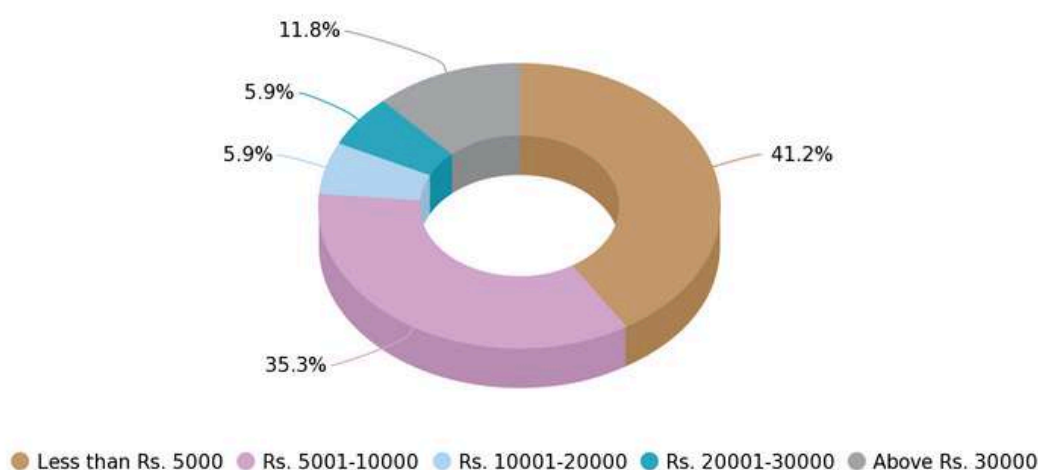
The survey results indicate that the majority of respondents (71.4%) had never taken a loan from the SHG. A notable portion (20.2%) reported having taken a loan once, while a smaller number of respondents stated taking loans multiple times. These findings highlight the diverse levels of reliance on the loan facility within the SHG. It should be noted that some SHGs were recently established, and as time progresses, members are expected to avail themselves of the loan facilities.

## Percentage distribution of respondents reported about reasons for taking loan



The study findings indicate that respondents had diverse reasons for taking loans from the SHG. The most common reasons reported include education expenses, house repair and medical needs. A significant portion of respondents also mentioned using the loans for personal expenses and starting or expanding their own income-generation activities. These findings indicate that the loans provided by the SHG support a range of financial needs and aspirations of the members.

## Percentage distribution of respondents by Amount of loan taken

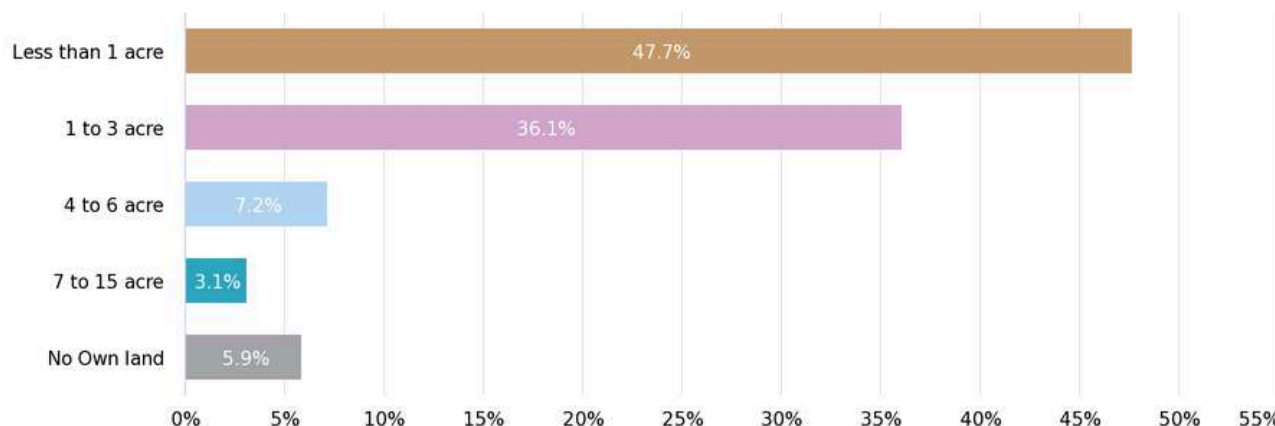


The study findings indicate that respondents obtained loans of varying amounts from the SHG. A majority of respondents (more than 75%) reported taking loans below Rs. 10,000, with a notable portion (41.2%) borrowing less than Rs. 5,000. A smaller percentage of respondents (11.8%) reported availing loans exceeding Rs. 30,000. These findings suggest that the SHG accommodates the diverse financial needs of its members by offering loans of different amounts tailored to individual requirements.



## Water Augmentation

### Respondents by ownership of land (in acres)

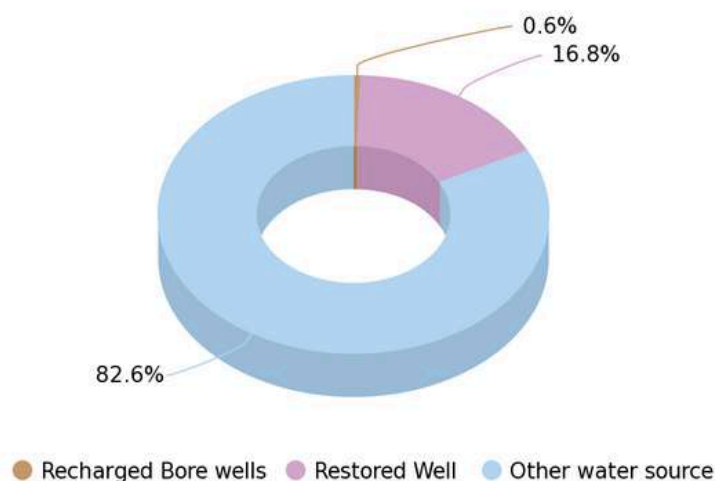


The study findings indicate that the respondents in the study have diverse land ownership patterns. The majority of respondents (47.7%) reported owning less than 1 acre of land, while a significant portion (36.1%) reported owning 1 to 3 acres. A smaller percentage of respondents (7.2%) reported owning 4 to 6 acres, and even fewer reported owning 7 to 15 acres (3.1%). Additionally, a small percentage of respondents (5.9%) reported not owning any land. These findings suggest a varied distribution of land ownership among the respondents, which may have implications for their agricultural practices and economic opportunities.

Through Project support, we have been able to engage in vegetable farming, which has become a sustainable source of income for our community. The increased water availability has enabled us to cultivate a variety of vegetables and meet the market demand. Our earnings have improved, and we have gained economic independence. We are truly thankful for the opportunities provided by Seva Mandir and Colgate.

**-Khamanaram, 38 years, Modwa village, Udaipur**

## Type of water source improved/ developed under project intervention

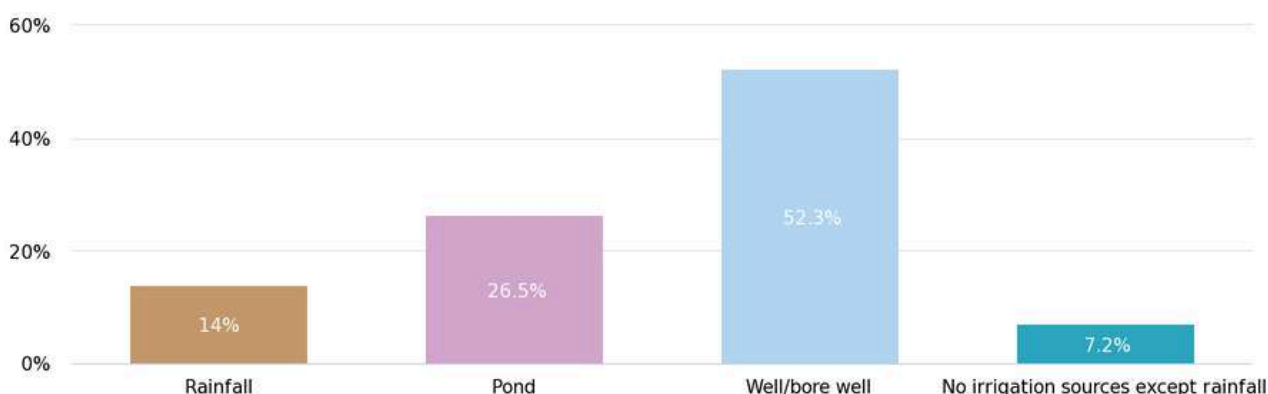


The study reveals that Seva Mandir has implemented various strategies to improve and develop different types of water sources. Respondents reported the improvement of recharged bore wells, restored wells, and what are other water sources; please specify. The majority of respondents stated that their water source fell under the category of "other sources." This suggests that Seva Mandir has taken a comprehensive approach to addressing water access and has utilized multiple methods to enhance the availability of clean water for the community.



Restored well in Dhadhawali Panchayat

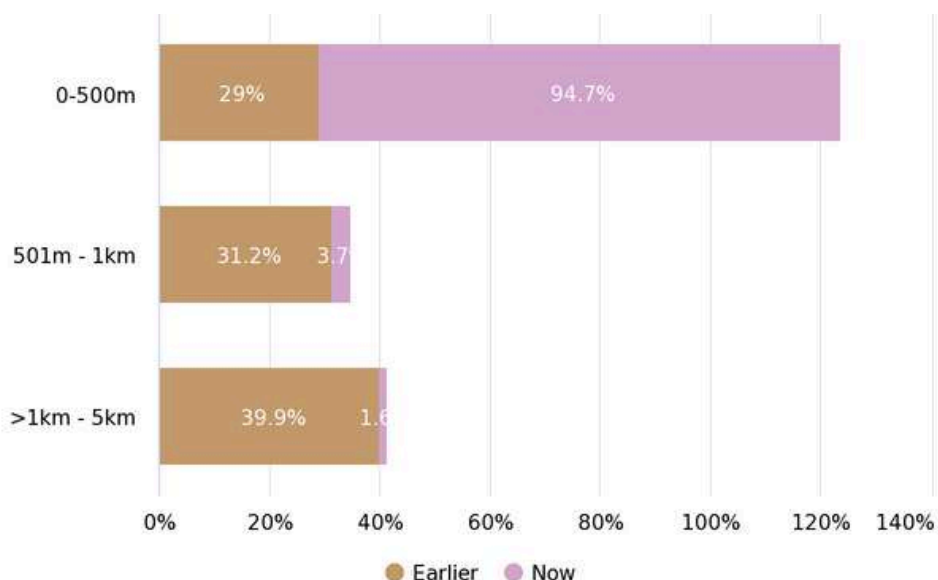
## Type of water source used for irrigation prior to water augmentation project



Before the water augmentation project, respondents reported using various water sources for irrigation. These included rainfall, ponds, wells/bore wells, and some respondents relied solely on rainfall for irrigation purposes. The majority of respondents stated that they used wells or bore wells as their primary water source for irrigation. This suggests that the water augmentation project aimed to address the limitations of existing irrigation sources and enhance the availability of water for agricultural purposes in the community.

**The comparison of data regarding the distance from the water source before and after the water augmentation project reveals the following:**

### Distance traveled to fetch water (Pre-Intervention)



#### Before the project:

- 29.0% of respondents had a distance of 0-500 meters to the water source.
- 31.2% of respondents had a distance of 501 meters to 1 kilometer to the water source.
- 39.9% of respondents had a distance of more than 1 kilometer to 5 kilometers to the water source.



### **After the project:**

- 94.7% of respondents reported a distance of 0-500 meters to the water source.
- 3.7% of respondents reported a distance of 501 meters to 1 kilometer to the water source.
- 1.6% of respondents reported a distance of more than 1 kilometer to 5 kilometers to the water source.

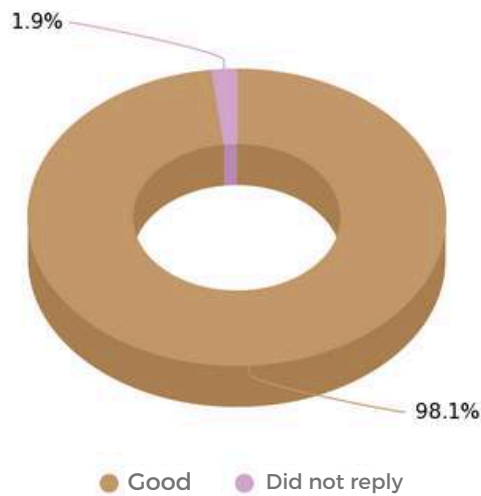
This indicates a significant improvement in access to water sources, with a higher percentage of respondents being located closer to the water source after the water augmentation project.



FGD in Dhadhawali Panchayat



## Quality of water



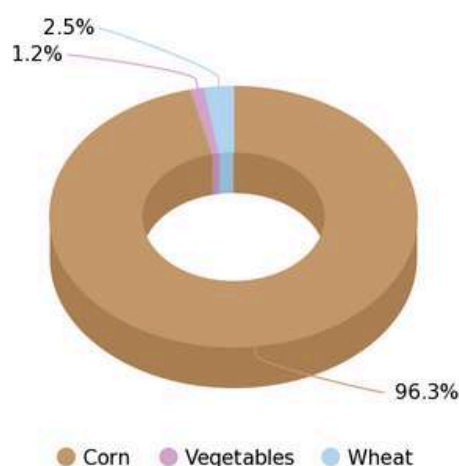
The study findings indicate that a significant majority of the respondents (98.1% of the total) reported experiencing good-quality water after the water augmentation project implemented by Seva Mandir. This indicates a successful positive impact of the project on the water quality in the area. However, a small proportion of respondents (1.9% of the total) did not provide feedback regarding the quality of water.



"The project intervention supported by Colgate has made a significant difference in our lives. We no longer have to struggle to access clean water from distant sources. The restored wells have ensured a consistent supply of safe drinking water for our families. This has alleviated the burden on women, who can now utilize their time for other productive activities. Our gratitude for this transformative intervention knows no bounds."

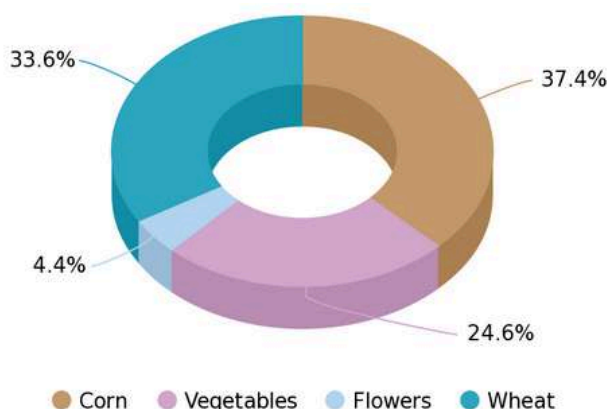
**-Hanju Bai, 47 years, Patiya, Cogunda Block, Udaipur**

### Types of Crops grown Prior to project intervention (water augmentation)



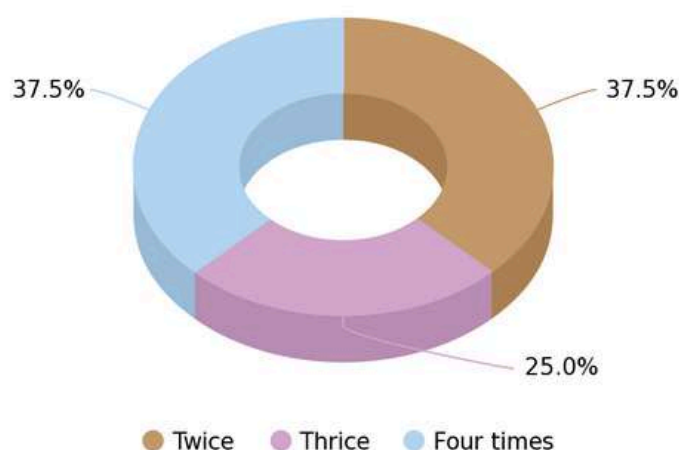
The data indicate that prior to the water augmentation project, the crops predominantly cultivated were corn (96.3% of respondents), followed by wheat (2.5%) and vegetables (1.2%). This suggests that corn was the primary crop cultivated in the area, indicating its significance in the local agricultural practices. The limited cultivation of wheat and vegetables highlights potential areas for diversification and expanding agricultural production. Diversifying the crop portfolio can enhance food security, income generation, and overall agricultural sustainability in the region.

### Types of Crops grown after project intervention (water augmentation)



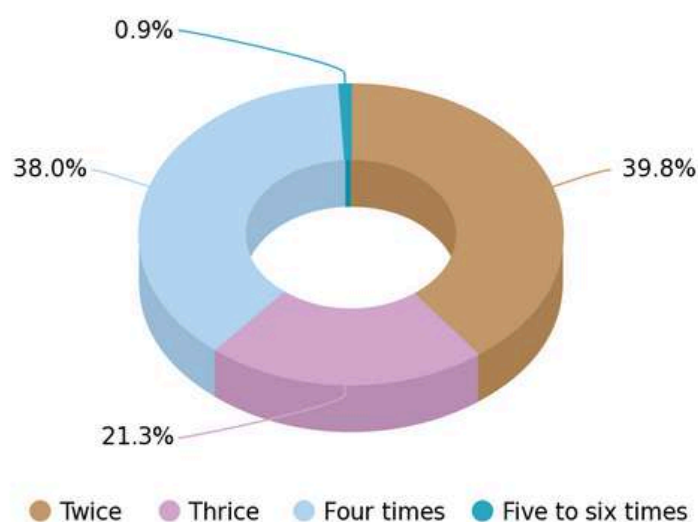
The implementation of water augmentation resulted in a noticeable shift in the crops grown. The respondents reported cultivating a variety of crops, with corn (37.4%) and wheat (33.6%) still being significant. However, there was an increased focus on vegetable cultivation (24.6%) and even the cultivation of flowers (4.4%). This suggests that the water augmentation project has allowed for diversification in crop production, enabling farmers to explore alternative crops beyond the traditional ones. The inclusion of vegetables and flowers indicates a potential shift towards cash crops or high-value crops, which can contribute to income generation and market opportunities for the farmers.

## Number of times Wheat crop was irrigated earlier



The respondents that engaged in wheat cultivation reported different numbers of irrigation cycles prior to the water augmentation. Around 37.5% of respondents said they irrigated their wheat crops twice, while another 37.5% said they irrigated them four times. Only 25.0% said they irrigated their wheat crops three times. This implies that respondents' irrigation practices for wheat farming varied, with the majority opting for two or four irrigation cycles.

## Number of times the Wheat crop is irrigated now



The respondents who currently cultivate wheat crops reported different frequencies of irrigation after the water augmentation project. Approximately 39.8% of the respondents said they irrigated their wheat crops twice, while 38.0% said they irrigated them four times. Another 21.3% said they irrigated their wheat harvests three times. A relatively small percentage, 0.9%, claimed that they irrigated their wheat fields five to six times per year. This shows that after the water augmentation project, irrigation practices for wheat production changed, with a considerable proportion of respondents opting for two or four irrigation cycles.

## Gram Vikas Committee President

"As the President of the Gram Vikas Committee, I am delighted to share the transformative impact that the construction of anicuts, water tanks and restored wells has brought to our community. These water structures have played a pivotal role in the overall development and well-being of our village. The collaborative efforts between Seva Mandir, Colgate and the community have been instrumental in ensuring the success of these projects.

The sense of ownership and community participation in the construction process has been remarkable. Our community members actively engaged in labor work, providing stones and offering their support throughout the construction phase. This collaborative approach has not only strengthened the bond within our community but has also instilled a sense of pride and ownership in these water structures.

The water tanks have become the lifeline of our village, providing us with a sustainable and reliable source of pure and fresh water. We no longer have to worry about water scarcity or travel long distances to fetch water. The tanks have significantly improved our access to clean drinking water, which is essential for our health and well-being.

Moreover, the responsibility for the maintenance and safety of these water structures lies with the community itself. We have established a system where the community members actively participate in the regular maintenance and upkeep of the tanks and wells. This sense of collective responsibility ensures the longevity and sustainability of these water resources.

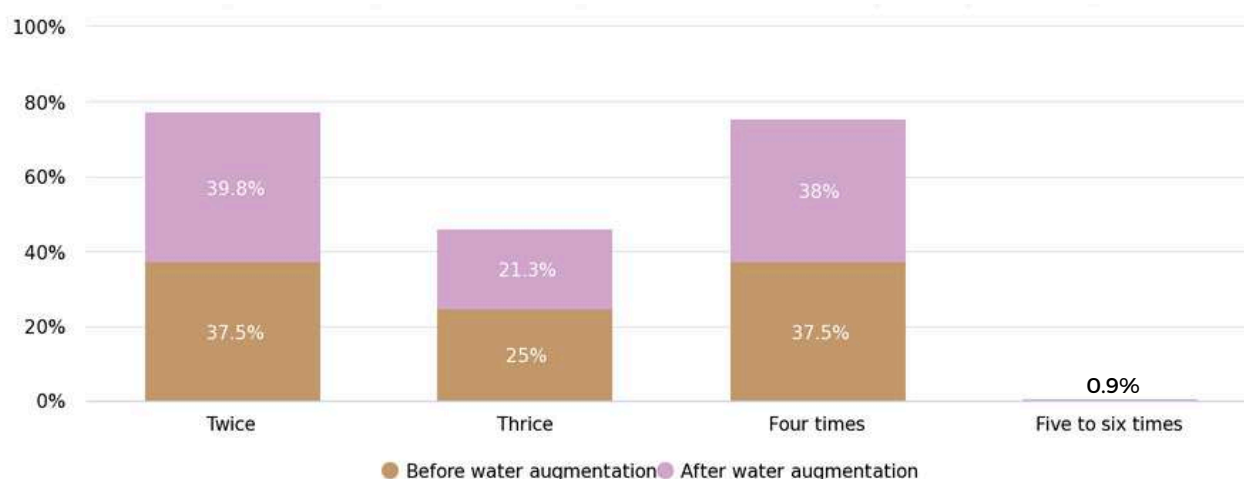
The impact of these water structures extends beyond just water availability. They have catalyzed community development in various ways. With improved access to irrigation water, our farmers have witnessed increased agricultural productivity and better crop yields. This, in turn, has enhanced their income and livelihoods, contributing to the overall economic growth of our village.

I express my heartfelt gratitude to Colgate for their unwavering support and belief in our community. Their continuous support has been instrumental in bringing about this positive change. With their assistance, we can continue to expand our efforts and reach more communities, ensuring access to safe and reliable water sources for all. The collaboration between Seva Mandir, Colgate and the community is a shining example of how together we can create a better future for ourselves and generations to come."

**-Gram Vikas Committee President, Seva Mandir, Udaipur**

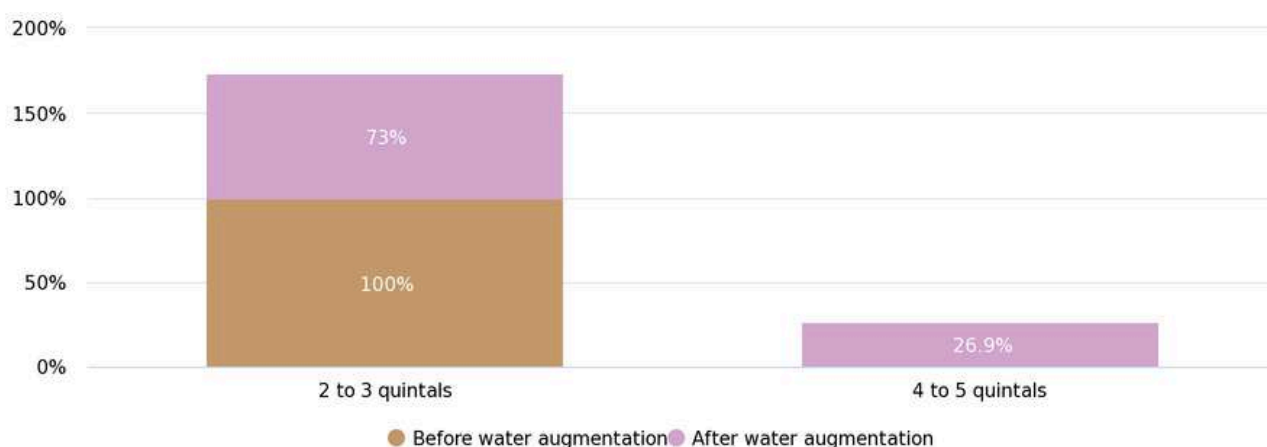


## Frequency of Irrigation (Pre & Post Intervention)



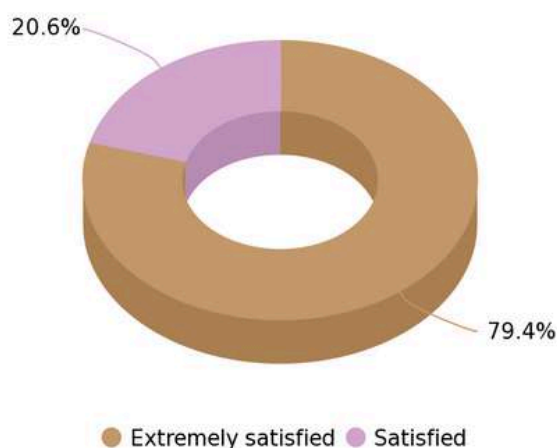
The study reveals that there has been only a slight shift in the frequency of irrigations for crop cultivation after the water augmentation project. Before the project, a significant proportion of respondents stated irrigating their crops twice, while others mentioned irrigating them thrice or four times. After the project too, the majority of respondents reported irrigating their crops with similar frequencies.

## Yield of wheat before and after water augmentation program



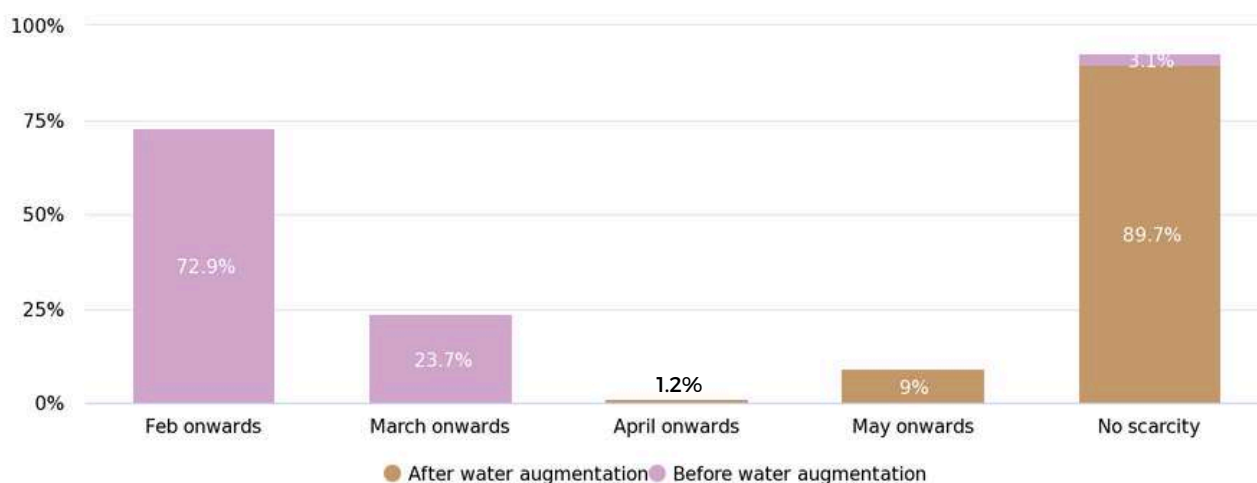
All respondents replied that they received wheat yields of 2 to 3 quintals prior to the water augmentation project. However, following the project, 73.1% of respondents reported yields of 2 to 3 quintals, while 26.9% said they received greater yields of 4 to 5 quintals. This shows that wheat yield has improved as a result of the water augmentation project.

## Satisfaction level with the Anicut repair/construction work



A great majority of respondents, 79.4%, were extremely satisfied with the anicut repair/construction work. Furthermore, 20.6% of respondents said they were satisfied. This shows that respondents were generally pleased with the anicut repair/construction work.

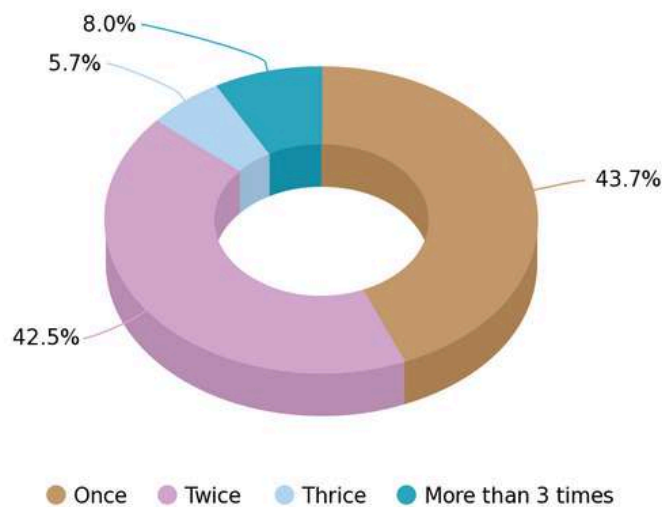
## Months of water scarcity (Pre & Post Intervention)



The study reveals/indicates that prior to the water augmentation project, a high percentage of respondents (72.9%) experienced water scarcity, from February onwards. However, after the project implementation, there was a notable improvement, with no reports of water scarcity from February onwards. Additionally, a small percentage of respondents (1.2%) mentioned water scarcity starting from April onwards after the project. It is worth noting that a significant proportion of respondents (89.7%) stated that they did not face any water scarcity after the implementation of the project. These findings indicate that the water augmentation efforts effectively addressed water scarcity concerns for the majority of respondents.

## Floriculture

### Frequency of floriculture practice



A significant majority of respondents (43.7%) reported engaging in floriculture once, while a considerable portion (42.5%) reported practicing it twice. A smaller proportion of respondents (5.7%) stated practicing floriculture three times, and 8.0% mentioned doing so more than three times. These data highlight that a substantial percentage of participants regularly participate in floriculture activities.

"I have seen a noticeable improvement in my agricultural practices as a result of the water augmentation project implemented by Seva Mandir." The project has supplied me with a consistent and adequate water supply for irrigation, allowing me to develop my crops more easily and efficiently. Consistent water availability has not only improved the quality of my yields but also decreased the time and effort required for irrigation. I am eternally grateful to Seva Mandir for providing me with this priceless gift."

**-Dhaaku Devi, 41 years, Karnali village, Udaipur**



"As a leader of the Self-Help Group (SHG), I am thrilled to share the immense impact that the water tank and restored wells have had on the safety and convenience of our community, particularly for women. In the past, traveling to fetch water at night was a daunting task for us, often accompanied by fear and insecurity. However, with the water tank located near our houses, we now have a safe and easily accessible water source, even during late hours or emergencies.

The proximity of the water tank has significantly reduced the time and effort required to fetch water. Previously, we had to walk long distances to find a water source, which was not only physically exhausting but also time-consuming. Now, with the water tank nearby, the process of obtaining water has become much faster and more efficient, allowing us to utilize our time for other productive activities.

To ensure the proper maintenance and sustainability of the water tank, our SHG has taken up the responsibility of contributing one rupee per day towards its upkeep. This contribution is collectively managed by the SHG, ensuring transparency and accountability. It has instilled a sense of ownership and responsibility among our SHG members, fostering a stronger sense of community and shared purpose.

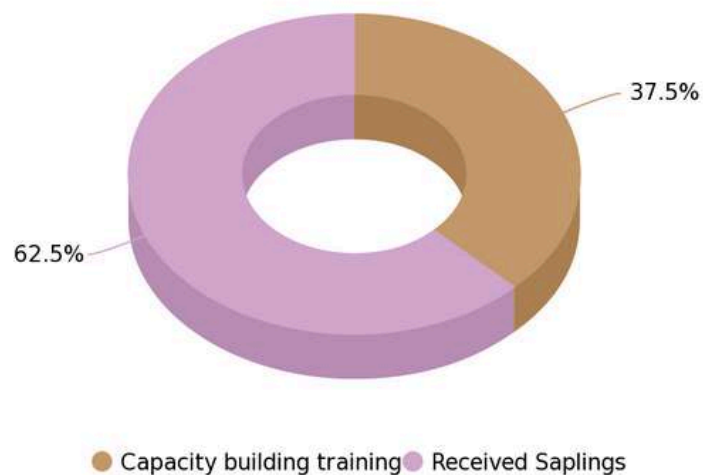
Additionally, the restored wells near our houses have been a great blessing. They provide us with easy access to water for daily household needs and have become a valuable resource for irrigation during the upcoming rainy season. We are excited about the prospects of growing vegetables on our lands, enhancing our nutrition, and potentially generating additional income for our families.

The collaborative efforts between Seva Mandir, Colgate and our SHG have made a significant difference in our lives. We are grateful for their support and commitment to our community's well-being. Through their continuous assistance, we are empowered to take charge of our own development and create a brighter future for ourselves and generations to come."

**-Manju, Ddhavali village, SHG Treasurer, Udaipur**



## Support received from Seva Mandir

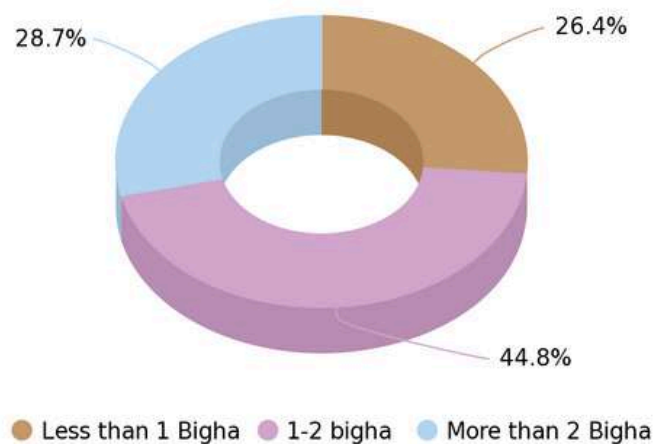


The study reveals/indicates that 37.5% of the respondents reported receiving capacity-building training support from Seva Mandir, while 62.5% reported receiving saplings. This suggests that a significant portion of the participants received support from Seva Mandir in terms of capacity-building training and the provision of saplings.



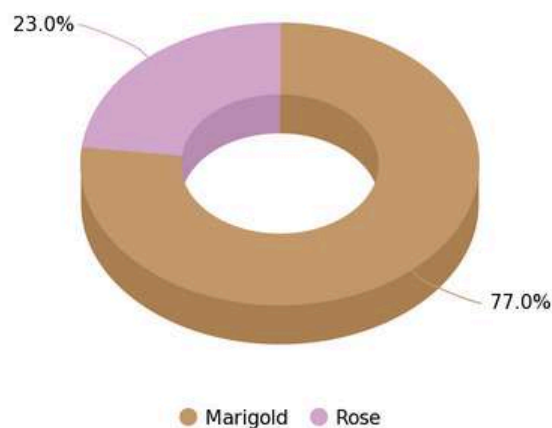
Anicut constructed in Modwa

## Area of land used for Floriculture



The study reveals that 26.4% of the respondents reported having less than 1 Bigha of land for floriculture, while 44.8% stated having 1-2 Bigha. 28.7% mentioned having more than 2 Bigha. This suggests that the majority of participants have relatively larger land areas for engaging in floriculture activities.

## Types of flower grown



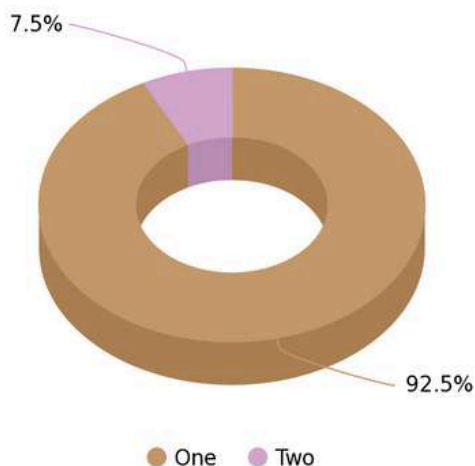
According to the research, 77.0% of respondents reported planting Marigold flowers, while 23.0% reported growing Roses. This indicates that Marigold is the most common kind of flower grown by the participants.

I am extremely grateful to Seva Mandir for implementing the water augmentation project in our community. Since its inception, the project has brought a remarkable improvement in the quality of water we receive. The availability of clean and safe water has had a profound impact on our lives, ensuring better health and well-being for me and my family. I cannot thank Seva Mandir enough for their relentless efforts in making this positive change a reality.

**-Ganesh, 41 years, Nala Badavat village, Udaipur**

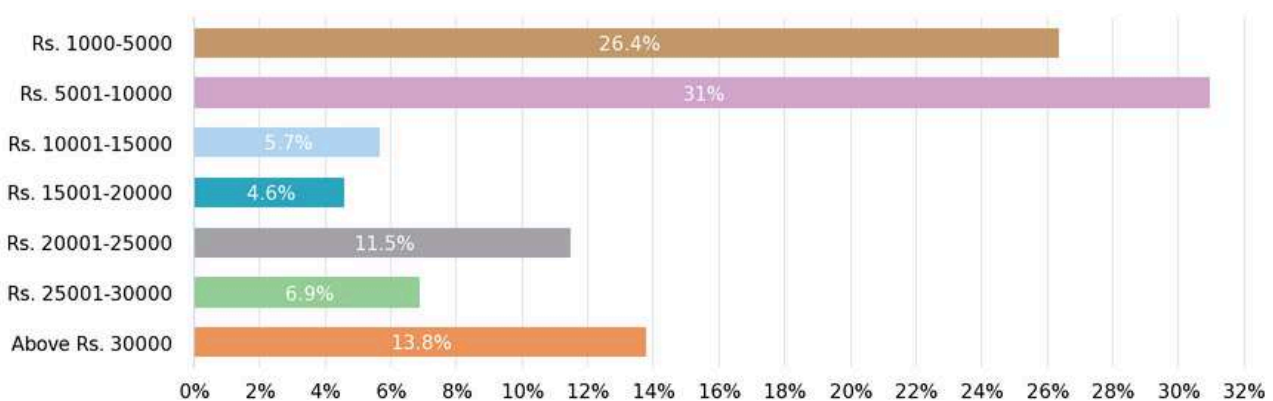


## Number of times Marigold has grown in a year



The data shows that 92.5% of the respondents reported growing one crop of Marigolds in a year, while 7.5% stated growing two crops. This suggests that the majority of participants cultivate Marigold once a year.

## Income earned from floriculture minus expenditure in the last harvest



According to the statistics, respondents reported varying levels of income earned through floriculture minus expenditure in the most recent harvest. The bulk of respondents (26.4%) reported earning between Rs. 1000-5000, with 31.0% earning between Rs. 5001-10000. Higher-income levels were reported by a lesser percentage of respondents, with 13.8% earning more than Rs. 30000. This shows that floriculture can give a variety of revenue options, with some individuals profiting more from their efforts.



"It has been a life-changing experience for me to participate in the floriculture project supported by Colgate and facilitated by Seva Mandir." It not only allowed me to pursue my passion for flowers, but it also provided a substantial source of cash. My profits increased rapidly as a result of my hard work and the project's guidance, providing me with financial stability. This change has enabled me to investigate the varied revenue potential of floriculture, allowing me to dream greater and achieve economic prosperity."

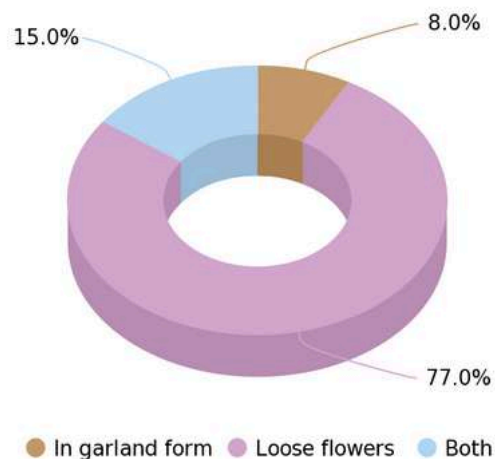
-Dharmachand, Karnali Village, Udaipur

## Approach for Market Linkage



The findings of the study indicate that the vast majority of respondents (95.4%) reported engaging in direct marketing of their products on the local market. A smaller proportion (4.6%) mentioned using middlemen as intermediaries for selling their items. This suggests that most participants preferred direct marketing methods, enabling them to maintain greater control over their sales and establish direct connections with local consumers.

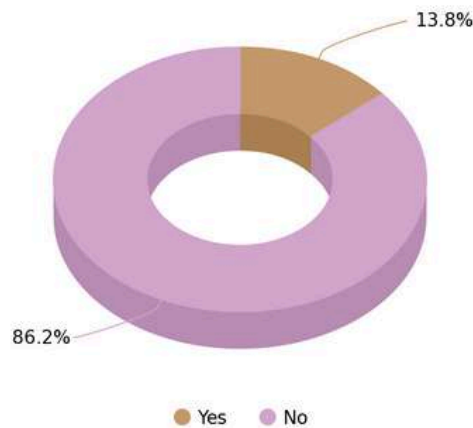
## About ways to sell the flowers



The data shows that a majority of respondents (77.0%) reported selling flowers in the form of loose flowers. A smaller percentage (8.0%) reported selling flowers in garland form. Some participants (14.9%) stated that they sold flowers in both garland form and as loose flowers. This suggests that selling flowers as loose flowers is the most common method among the respondents, followed by garland form and a combination of both.

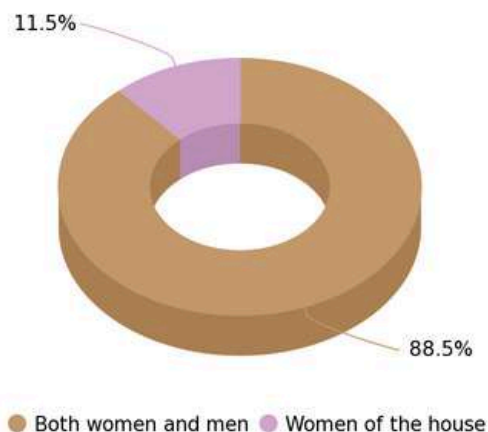


## Setting of flower stalls



The study reveals that a small percentage of respondents (13.8%) stated that they have set up a flower stall. The majority of participants (86.2%), however, reported not having a flower stall.

## Working in the field by Gender



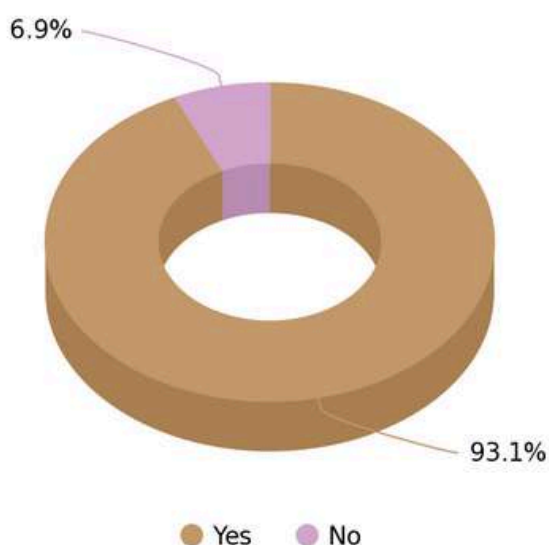
The majority of the respondents (88.5%) informed that both men and women work in the field. Women of the house are mostly involved in fieldwork, according to a lesser number (11.5%). The data clearly reveals that both men and women participate significantly in agricultural activities in the surveyed community.



"Participating in the floriculture project has not only allowed me to cultivate beautiful flowers but has also given me a platform to explore various avenues for selling them. I have found success in selling flowers in both garland form and as loose flowers, catering to a diverse range of customers. This project has empowered me to tap into different markets, expand my customer base, and maximize my income potential. I am grateful to Seva Mandir for equipping me with the skills and knowledge to flourish in the floriculture industry."

**-Hemraj, 39 years, Patiya village, Udaipur**

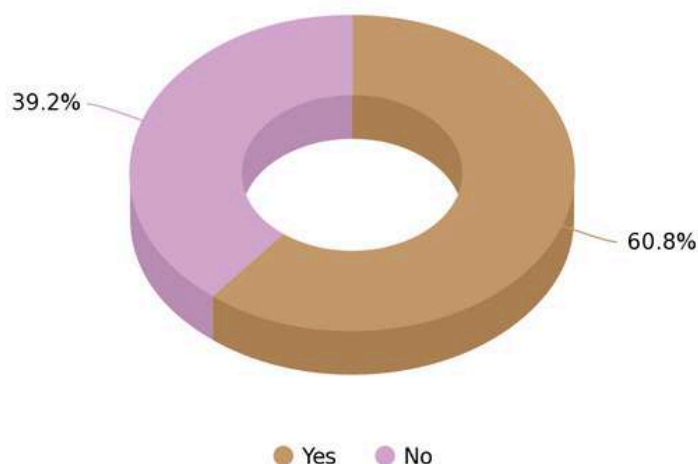
## Whether water augmentation on work helpful in farming



The majority of respondents (93.1%) reported that the water augmentation work has helped in their farming. This shows that the implemented water augmentation measures have had a positive impact on agricultural activities. The improved access to water resources may have resulted in enhanced irrigation capabilities, increased crop yields, and improved overall farming conditions for the respondents.

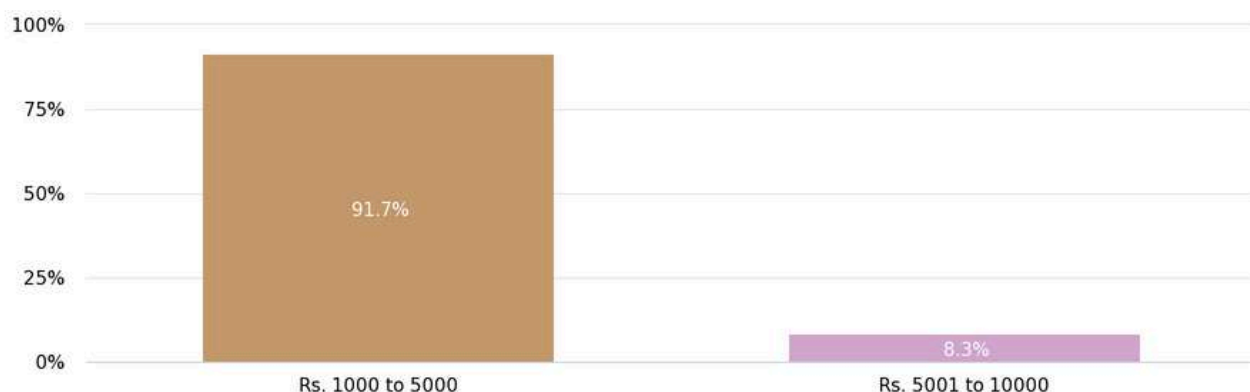
## Vegetable Farming

### Selling vegetables in market



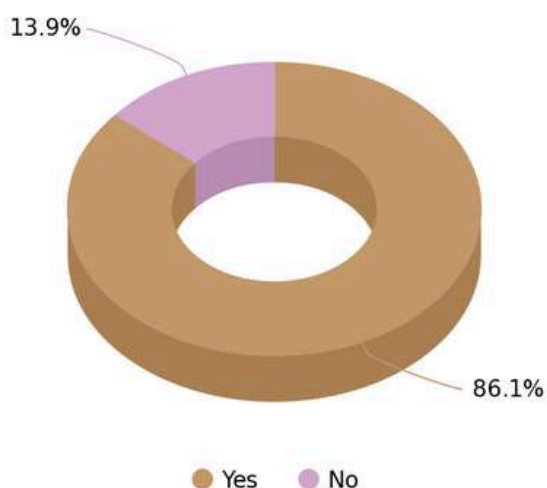
The majority of the respondents (60.8%) reported selling vegetables in the market, while 39.2% did not engage in this activity. This suggests that a majority of the respondents are involved in selling vegetables as a means of generating income. Selling vegetables in the market is a good opportunity for economic sustainability and contributes to the local food supply.

## Amount earned from sales of vegetables



The study reveals that 91.7% of the respondents earned an amount ranging from Rs. 1000 to 5000 from the sales of vegetables, while 8.3% earned between Rs. 5001 to 10000. This indicates that a majority of the respondents reported moderate earnings from their vegetable sales, with a smaller percentage achieving higher income levels. These earnings contribute to their overall financial well-being and highlight the economic significance of vegetable farming as a source of income.

## Whether water augmentation on work has helped in the farming



The data shows that 86.1% of the respondents reported that the water augmentation work has helped in their farming, while 13.9% indicated that it has not been beneficial. This indicates a majority of the respondents recognized the positive impact of water augmentation on their farming practices. The mentioned improvements include increased water availability, improved crop yield and better farming conditions.



"I cannot describe how grateful I am for Colgate and Seva Mandir's water augmentation work. It has had a genuinely astounding impact on my farming efforts. My irrigation skills have improved as a result of improved access to water resources, resulting in higher crop yields and better farming conditions. The initiative has changed my life by helping me to farm my land more productively and provide a brighter future for my family.

**-Chunky Meena, 29 years, Ghata village, Udaipur**

## Success Story



Dharamchand, a 42-year-old resident of Karnali village in the Girwa tehsil of Udaipur District, Southern Rajasthan, is a true inspiration for everyone around him. Having been associated with Seva Mandir, a trusted NGO working towards community empowerment, for many years, Dharamchand's involvement in the Colgate project implemented by Seva Mandir has been transformative. Through his unwavering dedication and participation in the project's training and workshops, he has not only learned valuable skills but also discovered the power of agriculture and entrepreneurship.

With his 1-bigha plot of land, Dharamchand eagerly embraced the opportunity to learn about vegetable farming and the cultivation of marigolds and rose flowers. Seva Mandir's comprehensive training sessions equipped him with the knowledge and techniques necessary to succeed in these endeavors. Dharamchand diligently applied what he learned, nurturing his farm with care and precision.

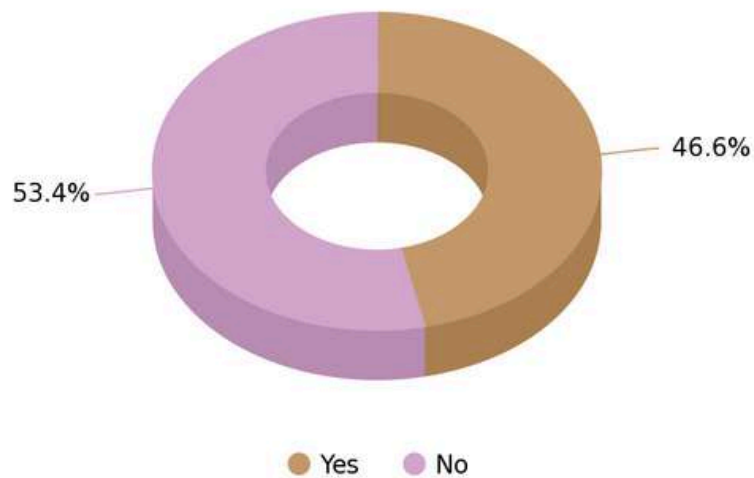
As the seasons passed, Dharamchand's farm began to flourish. His dedication and hard work paid off, as he witnessed his crops thrive and his flower beds blossom with vibrant colors. With a keen understanding of market dynamics, he devised effective marketing strategies to sell his produce. By reaching out to nearby markets and local buyers, Dharamchand ensured that his vegetables and flowers found eager customers. The success Dharamchand achieved in his agricultural ventures went beyond financial gains. His unwavering spirit and determination became a beacon of hope and inspiration for others in his community. As fellow villagers observed his progress and witnessed the positive changes in his life, they too became motivated to explore their own potential in the field of sustainable agriculture. Dharamchand's journey serves as a shining example of what can be achieved through hard work, knowledge and perseverance. His success not only elevated his own standard of living but also had a ripple effect on the entire community. He became a role model, inspiring others to actively engage with Seva Mandir and other similar initiatives. His story showcased the transformative power of sustainable livelihoods and the impact that individuals can have when they embrace opportunities for growth and development.

Dharamchand acknowledges the invaluable support of Seva Mandir and their collaboration with Colgate in implementing water augmentation projects. The provision of water tanks by Seva Mandir significantly improved the lives of Dharamchand's family and the entire community. The availability of water for irrigation and domestic use brought convenience and relief, allowing families to focus on their livelihoods and overall well-being.

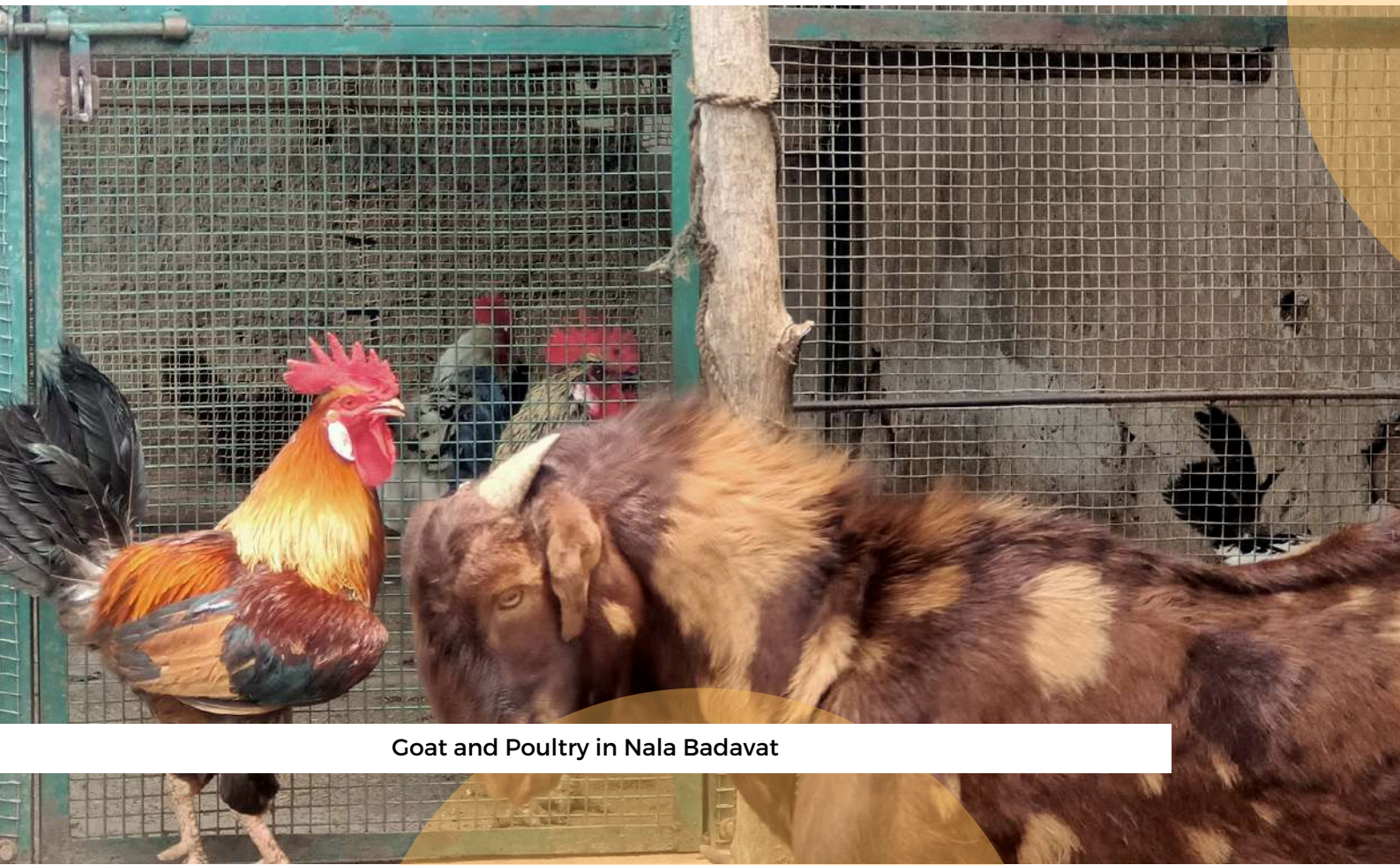


## Goat Rearing

### Respondents started Goat rearing through Project support

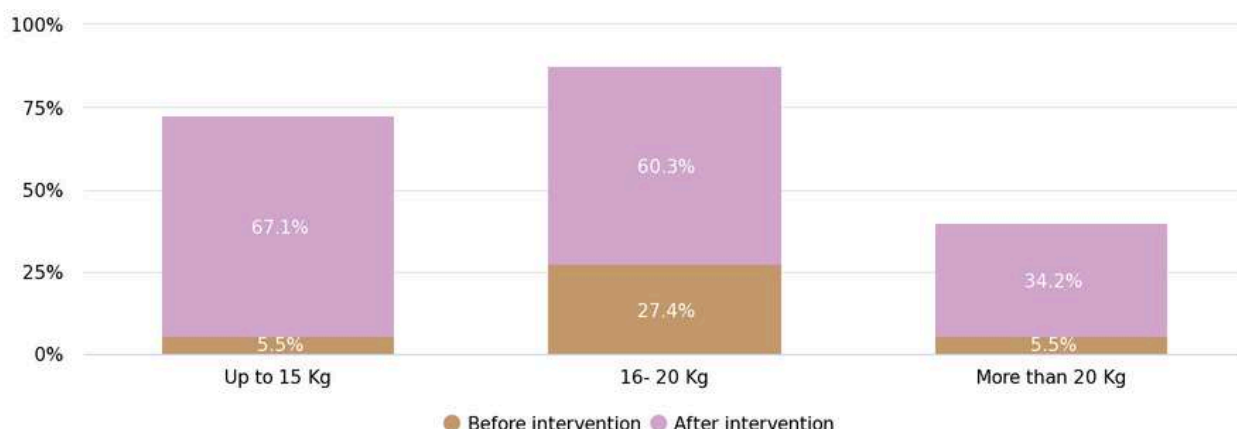


The study indicates that 46.6% of the respondents have initiated goat rearing with the support of Seva Mandir NGO, while 53.4% have not been involved in goat rearing.



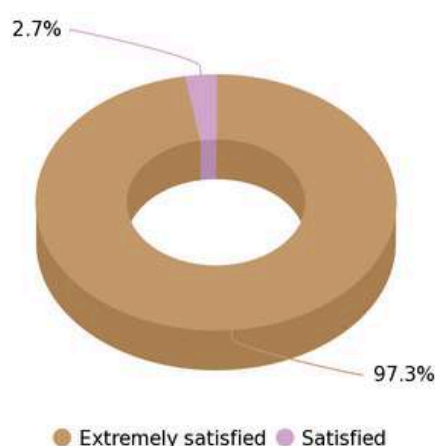
Goat and Poultry in Nala Badavat

## The size of the goats sold before and after the intervention



The study reveals that prior to the intervention, a majority of respondents (67.1%) sold goats weighing up to 15 kilograms. However, following the intervention, there was a significant shift in the size of goats sold. The percentage of respondents selling goats weighing up to 15 kilograms decreased to 5.5%, while the percentage of respondents selling goats in the 16-20 kilogram range increased to 60.3%. Additionally, the percentage of respondents selling goats weighing more than 20 kilograms also increased to 34.2%. These findings strongly suggest that the intervention by Seva Mandir has contributed to an increase in the size and value of the goats sold by farmers, potentially leading to higher income and profitability in goat rearing.

## Satisfaction level for the support received from Seva Mandir



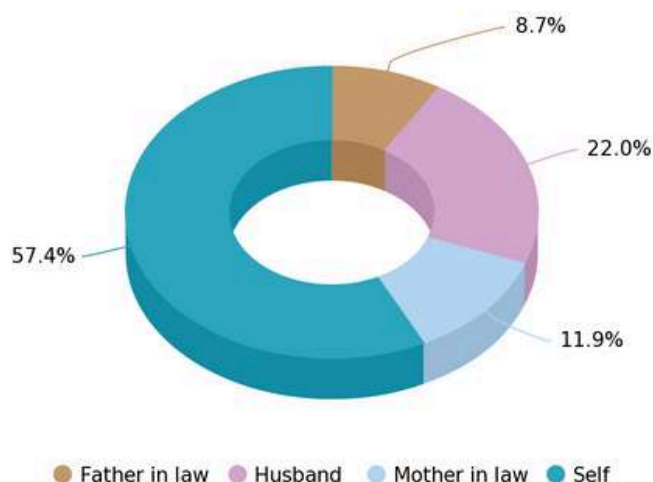
The support provided by Seva Mandir has been highly effective and well-received by the farmers, resulting in a high level of satisfaction.

"Being a part of the Colgate and Seva Mandir vegetable farming project was a watershed moment in my life. I was able to develop a profitable vegetable farming business because of my hard work and the project's support. The proceeds from the sale of my products have not only provided financial stability but have also improved the entire well-being of my family."

-Nakka Lal, Gram Mukhiya, Chechlaya village, Udaipur

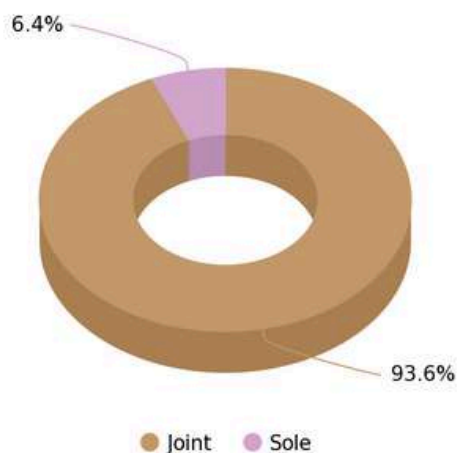
## Women Empowerment

### Respondents reported about the Head of the Household



The distribution for the head of the household, as reported by the respondents, is as follows: 8.7% mentioned their father-in-law, 22.0% reported their husband, 11.9% stated their mother-in-law, and the majority, 57.3%, identified themselves as the head of the household. This distribution suggests that a significant proportion of the respondents hold the position of head within their respective households.

### Participation in decision-making about Children's education



The study reveals that the majority of respondents, accounting for 93.6%, reported participating in joint decision-making with other family members regarding their children's education. On the other hand, a smaller percentage, 6.4%, stated that they take sole decisions in this matter. These findings indicate a prevalent trend of collaborative decision-making among the respondents when it comes to their children's education.

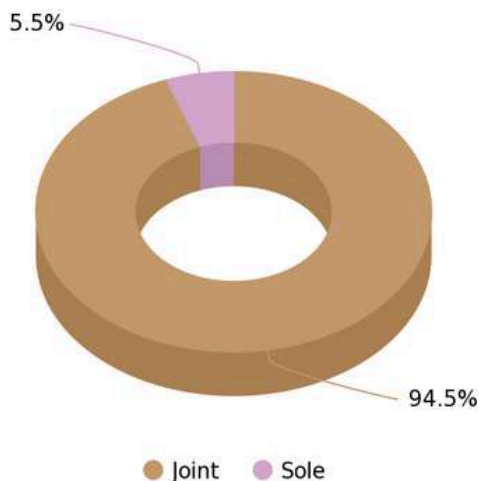


"Since the project provided us with male goats through their program, my family's livelihood has been transformed. Through goat husbandry, we now have a sustainable source of income, which has substantially improved our standard of living. With more money, we can provide a better education and healthcare for our children. Seva Mandir and Colgate have truly transformed our lives."

-Ramesh, 31 years, Nala Badavat, Udaipur

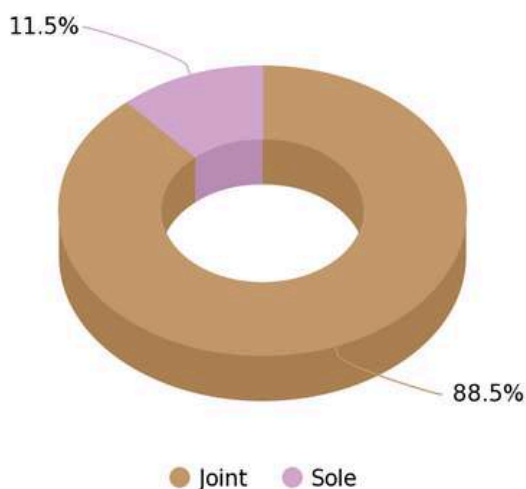


## Participation in decision-making about Children's health



The study reveals/indicates that a significant proportion of respondents, representing 94.5%, reported engaging in joint decision-making with other family members concerning their children's health. In contrast, a smaller percentage, 5.5%, stated that they take sole decisions in this domain. These findings indicate a prevailing pattern of collaborative decision-making among the respondents regarding their children's health, highlighting the importance of shared responsibility and involvement in healthcare-related choices.

## Participation in decision-making about Own health



The majority of respondents, or 88.5% of those surveyed, stated that they participate in shared decision-making when it comes to their own health. Only 11.5% of respondents claimed to be the primary decision-maker in terms of their health. These results show that it is more common for people to consult other members of their family or friends when making decisions about their own health. This emphasizes the value of group participation and shared decision-making in topics pertaining to individual well-being.

"We now have safe and secure night shelters for our poultry thanks to the support of Seva Mandir and Colgate. This has kept our prized animals safe from predators and bad weather. Our poultry business has grown, and our revenue has increased significantly. We appreciate the opportunity to change our lives and give a brighter future for our family."

-Prabhulal, Nala Fala village, Udaipur



## Success Story

“ Suresh, a 32-year-old resident of Girwa tehsil in Udaipur District, Southern Rajasthan, has a remarkable success story that revolves around goat rearing and poultry farming. His journey showcases the transformative power of these livelihood initiatives, which was made possible through the support of Seva Mandir and the collaborative efforts of Colgate.

Suresh's interest in goat rearing led him to actively engage with Seva Mandir's comprehensive program. With their guidance and support, Suresh embarked on his goat-rearing venture. Through cross-breeding techniques and careful selection, Suresh expanded his goat population, gradually increasing their number. This strategic approach allowed him to improve the quality and productivity of his goat herd. As Suresh's goat population grew, so did his source of income. He found a thriving market for goat meat and other goat-related products, which provided a steady stream of revenue for his family. Suresh's determination, coupled with the skills acquired through Seva Mandir's training, allowed him to maximize the potential of goat rearing as a sustainable livelihood.

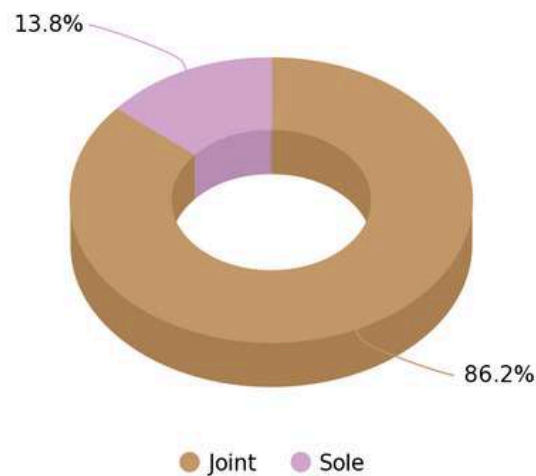
In addition to goat rearing, Suresh also ventured into poultry farming, adding another dimension to his income generation activities. With the support and guidance of Seva Mandir, he established a poultry unit and received a night shelter for his birds. This enabled him to ensure the safety and well-being of his poultry, which in turn increased their productivity. Suresh diligently cared for his poultry, maintaining hygiene and providing proper nutrition to optimize their growth.

The combined success of goat rearing and poultry farming significantly improved Suresh's financial situation. The diversified income streams from both ventures allowed him to meet the needs of his family and invest in their future. Suresh's story became an inspiration for others in the community, motivating them to explore the possibilities offered by livestock rearing and poultry farming.

Suresh also emphasized the importance of water availability for his livestock and poultry. Thanks to the water tank built by Seva Mandir, supported by Colgate, Suresh had easy access to a reliable water source. This ensured the well-being and health of his animals, ultimately leading to increased productivity. Suresh expressed his gratitude for the provision of the water tank, recognizing its significant impact on his livelihood. Furthermore, Suresh recognized the need for additional support to expand the benefits of goat rearing to other families in the community. He suggested that more male goats should be provided to families, enabling them to engage in cross-breeding and enhance their sources of income. Suresh firmly believed that empowering more households through similar initiatives would uplift the entire community, improving their standard of living and creating a sustainable economic ecosystem.

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## Participation in decision-making about Own work

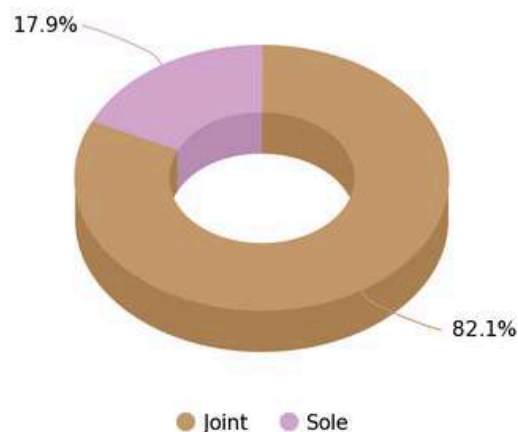


The study reveals that a sizable number of respondents (86.2%) reported taking part in joint decision-making related to their respective jobs. 13.8% of respondents, on the other hand, claimed to be the only ones who make decisions regarding their jobs. These results point to a propensity for group decision-making, a collaborative strategy, and the value of group feedback when making decisions about one's own work.



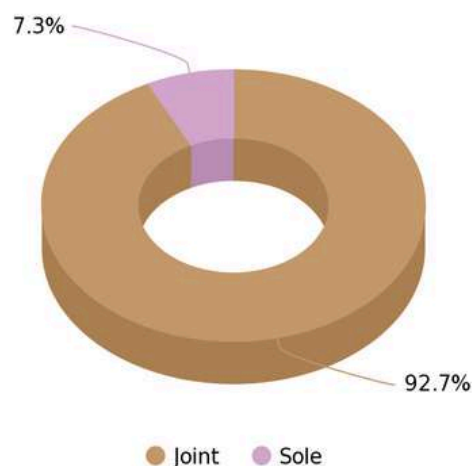
FGD in Nala Badavat

## Participation in decision-making about Own Income



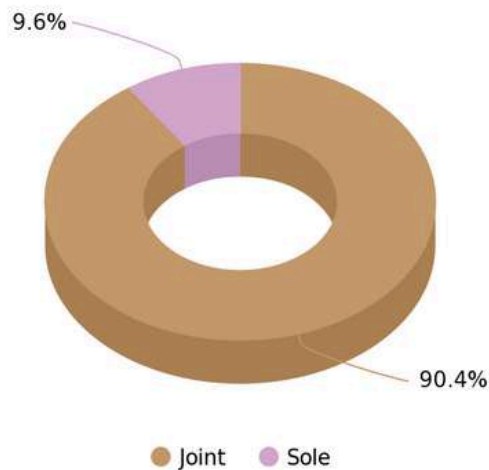
The majority (82.1%) of the respondents reported taking part in collaborative decision-making on their own income management. However, a sizable portion of 17.9% claimed that they are the only ones who decide how to manage their income. These results show that when it comes to issues of income management, there should be a balance between group decision-making and individual autonomy. It emphasizes how crucial it is to take into account various viewpoints and consult others when making decisions regarding one's personal finances.

## Participation in decision-making about Family Income Management



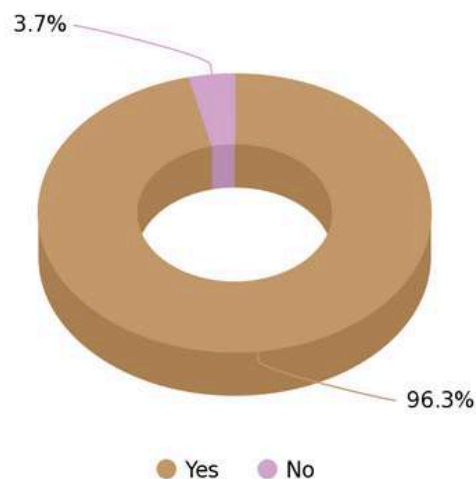
The vast majority of respondents (92.7%) reported their active participation in shared decision-making regarding family money management. In contrast, a smaller percentage (7.3%) claimed to be the sole decision-maker in their family when it comes to financial matters.

## Participation in decision-making about Daily household Expenses



The study reveals that a sizable majority of respondents (90.4%), participated in shared decision-making for everyday household costs. In contrast, a lower percentage, 9.6%, claimed that they are the only ones who decide how to handle daily expenses. This suggests a sense of joint accountability and understanding for handling home spending, which supports efficient money management and general family well-being.

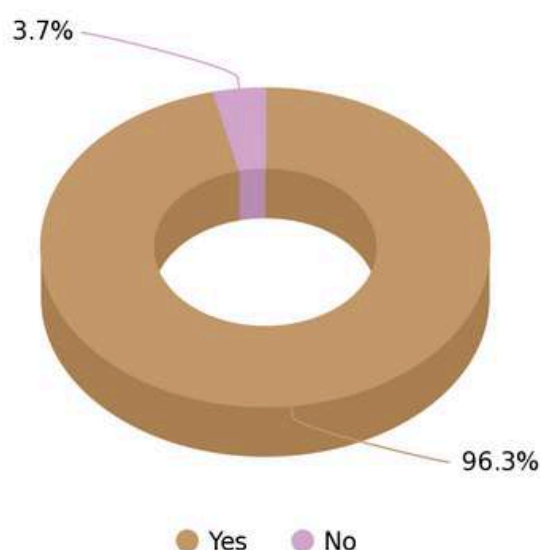
## Participation in decision-making about purchase of large assets



The study reveals that 94.5% of respondents have been involved in shared decision-making for the purchase of big assets. In comparison, a lower percentage, 5.5%, claimed that they are the sole decision-makers when it comes to purchasing important products. This collaborative decision-making process results in increased agreement, shared accountability, and efficient resource use when purchasing substantial assets for the household.



## Participation in decision-making about SHG or any other Group



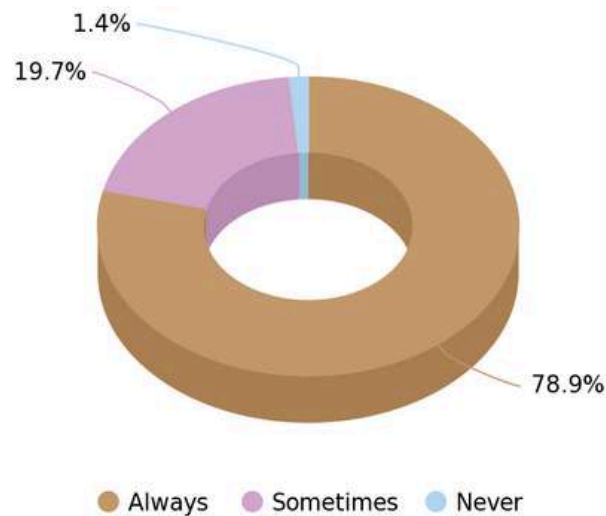
A significant majority of respondents (96.3%) reported their active participation in decision-making processes related to Self-Help Groups (SHGs) or other groups. While a few of them (3.7%) claimed that they did not take part in these decision-making activities. The high participation rate demonstrates a willingness to cooperate, exchange ideas, and make collective choices regarding group activities. Through this approach to collaborative decision-making, members of these groups experience increased empowerment, social cohesion, and mutual support.



"Taking part in our Self-Help Group's (SHG) decision-making processes has been an empowering experience for me. The ability to speak up and participate in group activities has not only deepened our friendships but also increased our sense of solidarity and support for one another. We have collaboratively influenced the course of our group by actively participating in decision-making, resulting in better social cohesion and a higher sense of empowerment. I am grateful to the project for giving us this opportunity to work and make a difference in our lives."

**-Rekha, Khedfala village, Udaipur**

## Speaking/ giving opinions/ raising issues in any Group Village Meetings

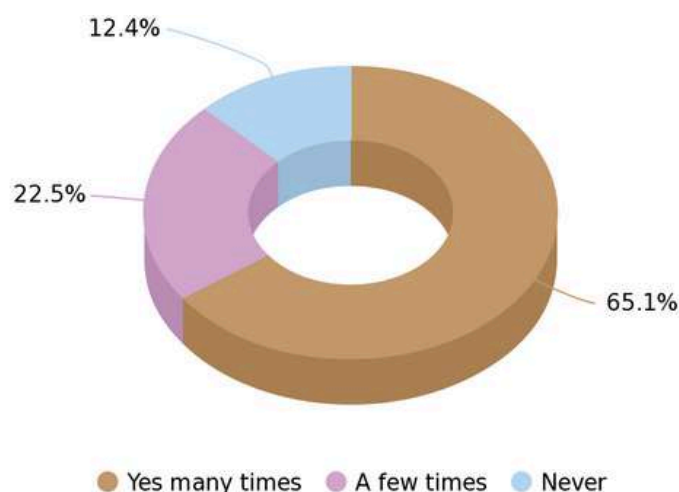


The study reveals that the respondents actively participated and actively voiced their opinions during meetings and group discussions. A more inclusive and democratic group dynamic, where different viewpoints are appreciated and collaborative actions are made is enhanced by the willingness to exchange thoughts, raise issues, and actively participate in the decision-making process.



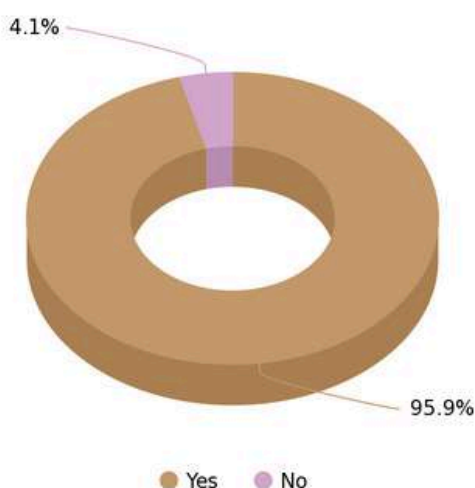
Poultry night shelter in Nala Badavat

## Visiting their children's school without being called for



The study indicates a high level of parental involvement and engagement in their children's education. Regular visits to the school demonstrate a proactive approach by the respondents in monitoring their children's progress, interacting with teachers, and staying informed about their education. Such involvement contributes to better communication between parents and educators, fostering a supportive educational environment for the children.

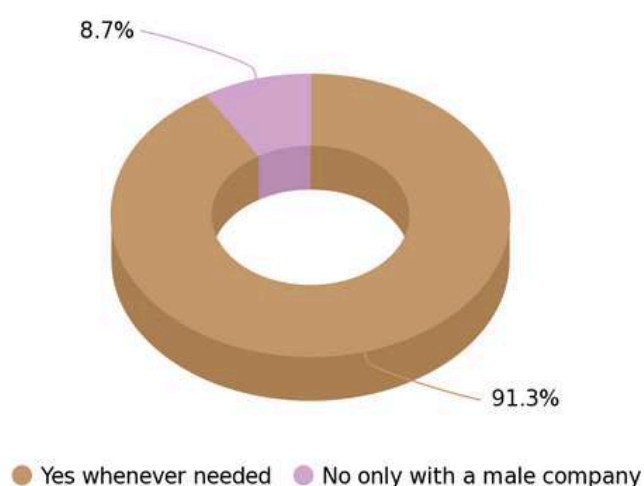
## Visiting health centre alone



According to the aforementioned data, a sizable majority of respondents prefer to go to the health centre alone. A sense of independence and self-reliance in getting medical care is demonstrated by going to the health centre alone.

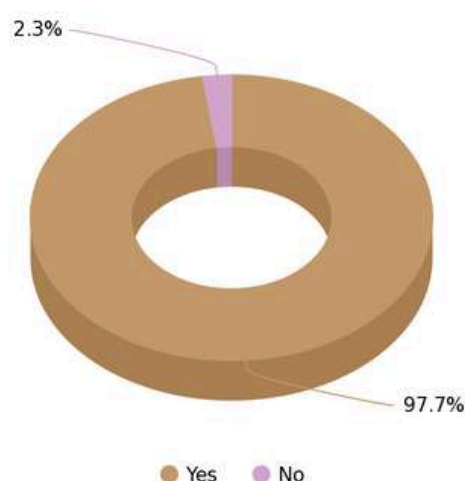


## Travelling alone to another village/town



The study reveals that 65.6% of the respondents have gone to Udaipur alone when necessary, while 34.4% said they had not done so. This suggests that a sizeable percentage of respondents are confident in their ability and comfort level with independent travel to Udaipur.

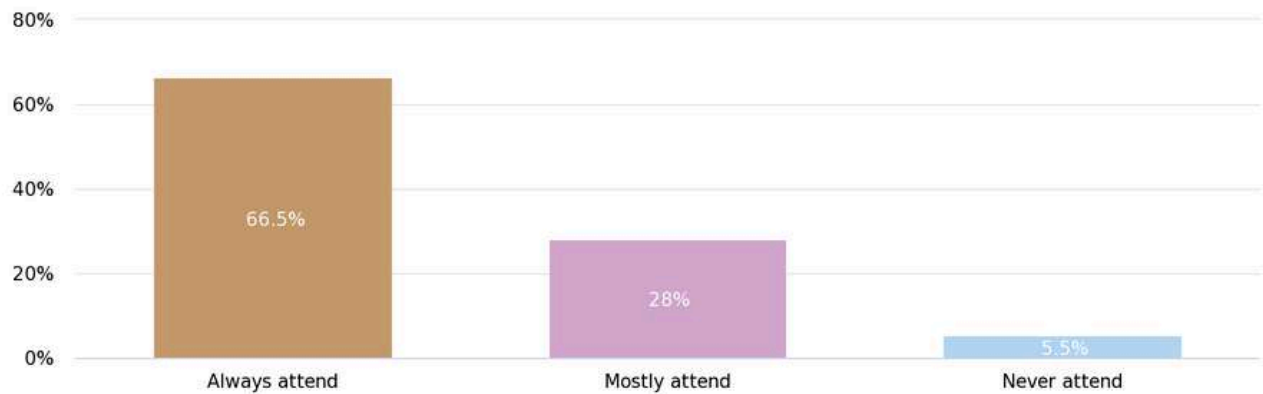
## Having a Bank account



The study reveals that 97.7% of the respondents had a bank account, while only 2.3% said they didn't. Given that the majority of the respondents have access to banking services, this suggests that a high level of financial inclusion exists among the respondents. Beneficiaries who have bank accounts have a variety of financial advantages, including the safekeeping of monies, access to financial services, and the capacity to manage and save money well.



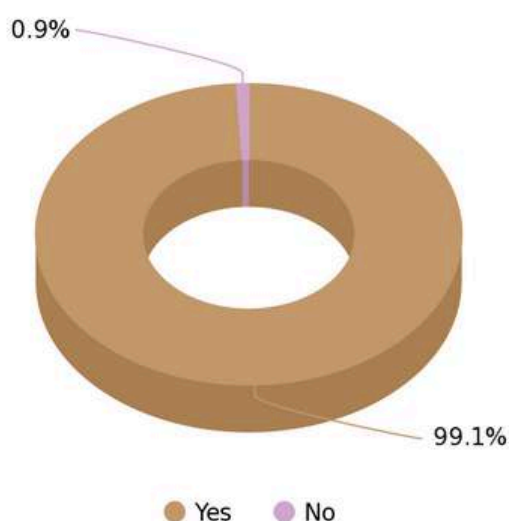
## Participation in training and activities organized by NGOs/ Govt.



The study reveals that 28.0% of respondents frequently attend training and activities organised by NGOs and the government, while 66.5% of respondents said they always attend. Only 5.5% of those surveyed said they had never participated in these trainings or activities. This shows that a significant portion of the respondents actively participated in the different projects and programs run by NGOs and the government.



## Views on girls getting good education and taking up a job



The study reveals a high level of knowledge and interest among respondents in the empowerment and education of females. The vast majority of respondents who support girls' education and employment demonstrate the importance of gender equality and the acknowledgment of the good impact it may have on individuals and society as a whole.

The study reveals/indicates that presented above, a sizable majority of respondents have stated their thoughts on this customary practice. The respondents' differing points of view reflect the community's diversity of perspectives on gender roles and mealtime traditions.

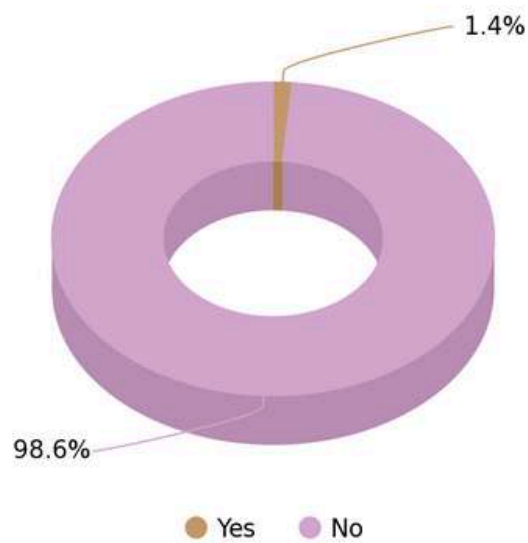


"Taking part in the various pieces of training and activities organized by non-governmental organizations and the government has truly transformed my life." The chances provided by these programs have provided me with valuable skills, information, and resources that have enabled me to prosper in various facets of my life. Consistent attendance and active engagement have not only broadened my horizons but also given me the ability to effect positive change in my community. I am grateful to the non-governmental organizations and the government for their unwavering support and belief in my abilities."

-Lacchu Devi, Upla fala, Dodavali village, Udaipur



## Views on doing their routine activities during menstruation



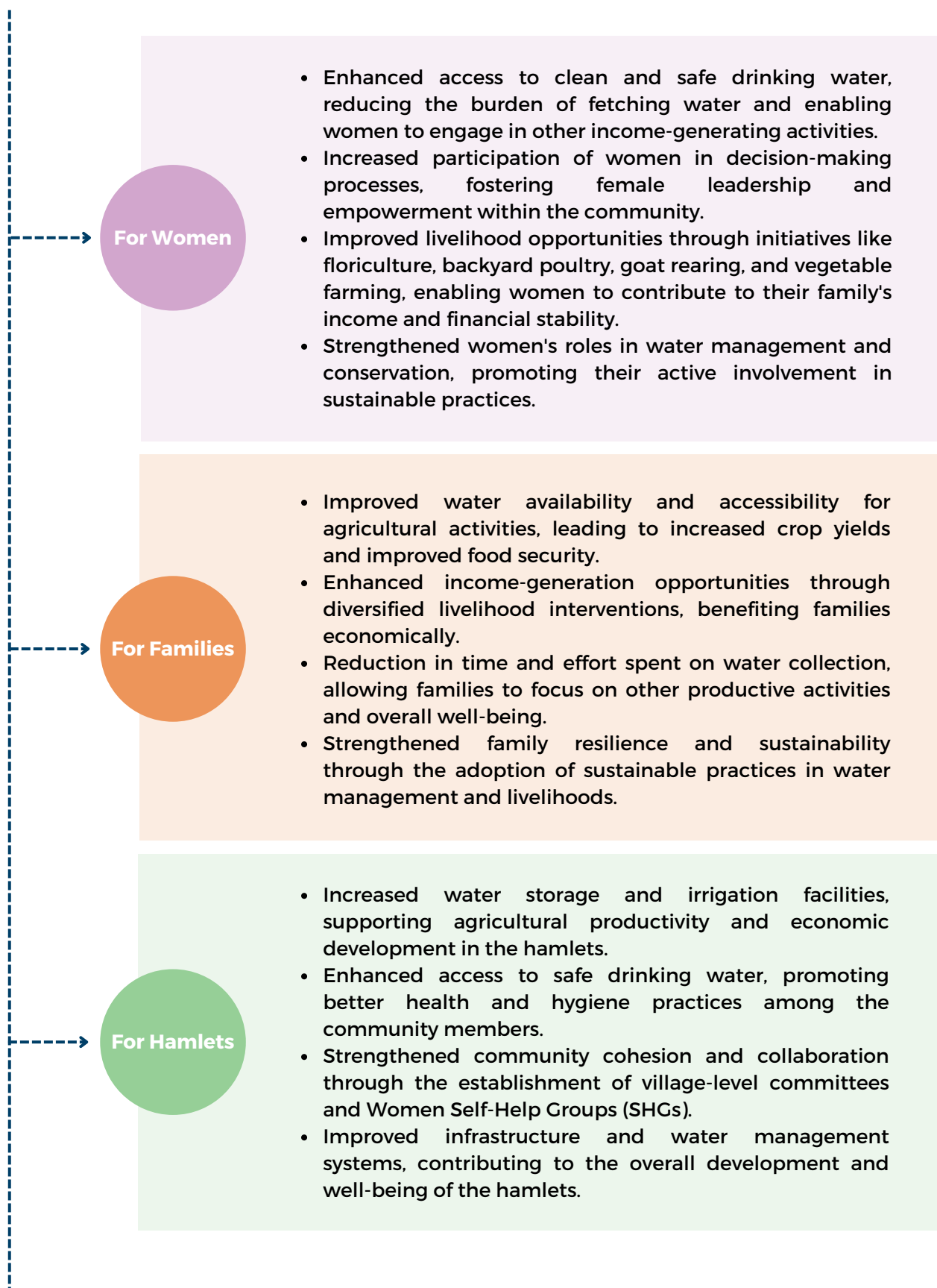
The high number of respondents who did not respond could imply that it is a sensitive or personal matter that people prefer not to openly discuss.



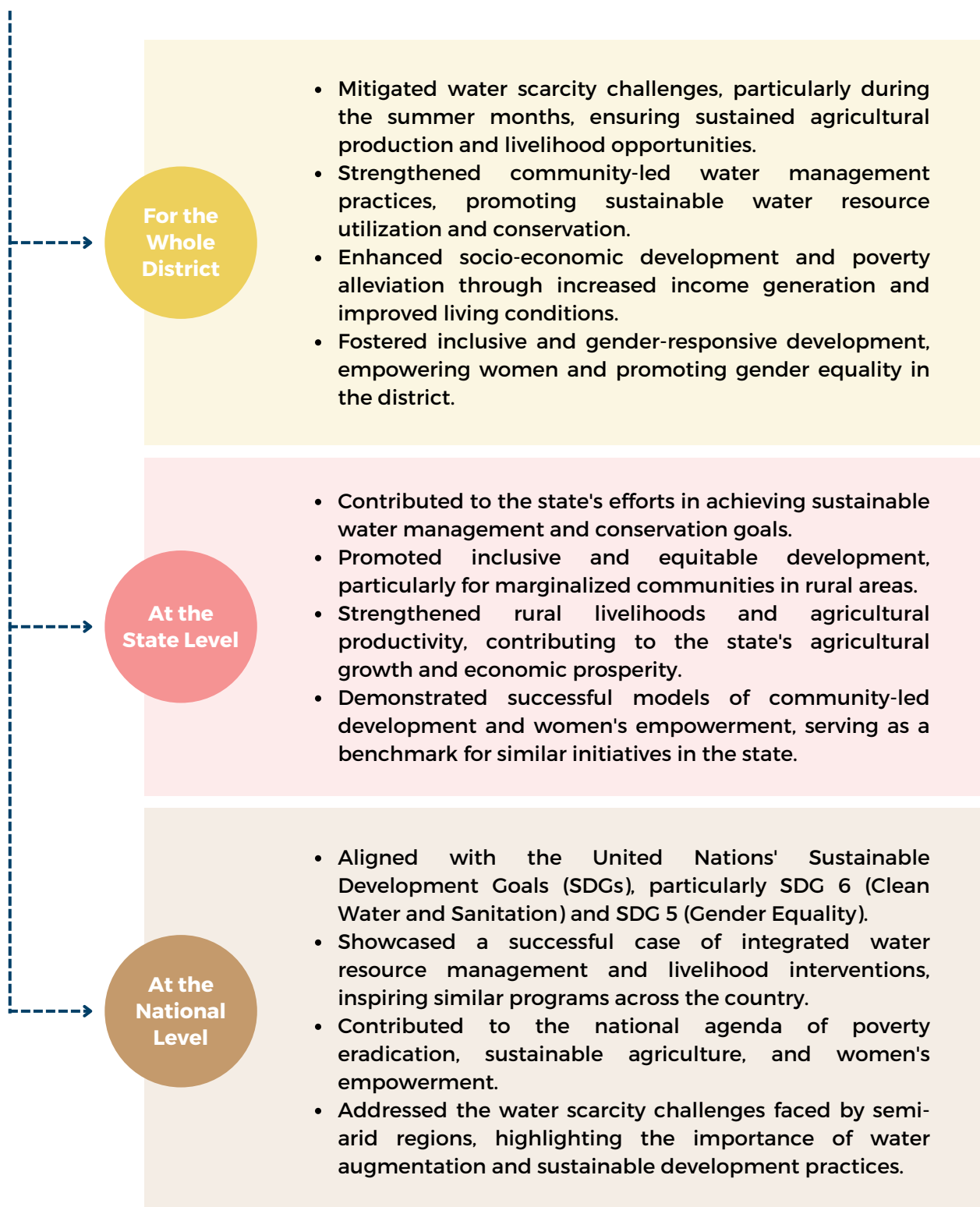
Well\_Chechlaya Village

## Impact of Colgate Water Program in Udaipur











Impact of the Water Augmentation for Livelihoods and Women Empowerment Program:







## Colgate's Water augmentation and livelihood enhancement Program - Before and After implementation

	PARAMETERS	BEFORE	AFTER
	<b>Water quality</b>	Unclean and unreliable water sources	Access to cleaner and safer drinking water, leading to improved health and well-being
	<b>Water availability for domestic use</b>	Insufficient for daily household needs	Increased availability for household chores, ensuring better hygiene and convenience
	<b>Water availability for irrigation</b>	Inadequate water for crop irrigation	Improved water availability for irrigation, supporting increased crop production and diversification
	<b>Recharge of wells</b>	Decreased recharge due to water scarcity	Enhanced recharge leading to higher water table, ensuring sustained water availability
	<b>Crop yield</b>	Limited productivity due to water scarcity	Improved crop yields and increased production, contributing to food security and income generation
	<b>Cropping pattern</b>	Limited choice of crops due to water availability constraints	Diversified cropping patterns with better water access, enabling higher agricultural productivity
	<b>Livestock</b>	Insufficient water supply for livestock	Improved water availability for livestock care, promoting healthier livestock and higher productivity
	<b>Poultry</b>	Challenging conditions for poultry farming	Enhanced conditions leading to better poultry health, resulting in increased egg/meat production
	<b>Goat rearing</b>	Limited access to water for goat care	Improved water availability for goat rearing, leading to healthier goats and increased income
	<b>Income levels</b>	Low-income generation opportunities	Increased income due to improved productivity, contributing to poverty alleviation and economic empowerment

## RELEVANCE

**RATING** ● ● ● ● ●

The CSR project is highly relevant as it addresses the critical issue of water scarcity, which significantly impacts the livelihoods of women in the Udaipur district. By focusing on improving water accessibility and availability, the project directly meets the essential needs of the beneficiaries, empowering them to overcome daily challenges and enhance their economic prospects.

## COHERENCE

**RATING** ● ● ● ● ●

The CSR intervention exhibits strong coherence with similar interventions by the State, Central Government, and Colgate's other community projects. The project aligns seamlessly with government policies and initiatives on water conservation, rural development, and women empowerment. This alignment ensures effective collaboration, resource optimization, and the integration of efforts, resulting in a synergistic approach towards sustainable development.



## EFFECTIVENESS

**RATING** ● ● ● ● ●

The program has proven highly effective in achieving its objectives. Through the implementation of water-related infrastructure projects and livelihood interventions, it has successfully improved water accessibility, alleviated the burden on women, and enhanced their income-generating activities. Positive outcomes, such as increased crop yields, improved livestock management, and empowerment of women as leaders, demonstrate the program's tangible impact on improving the lives of the beneficiaries.

## EFFICIENCY

**RATING** ● ● ● ● ●

The program demonstrates remarkable efficiency in resource utilization. By leveraging partnerships with Seva Mandir and other stakeholders, it maximizes the impact of available resources. Continuous monitoring and evaluation processes enable the identification of areas for improvement, leading to streamlined project implementation and enhanced cost-effectiveness. The program's efficient practices contribute to its ability to create meaningful change within limited resources.

## IMPACT

### RATING



The program has a significant and far-reaching impact on the lives of beneficiaries and the overall community. Improved water accessibility has not only relieved women from the daily drudgery of fetching water but has also led to increased agricultural productivity, diversified livelihood options, and improved income levels. Empowering women and promoting their active participation in decision-making processes has resulted in positive social changes, driving inclusive and sustainable development in the project area.

## SUSTAINABILITY

### RATING



The program demonstrates a strong commitment to sustainability. Through capacity-building initiatives, local ownership, and strategic partnerships, it ensures the longevity and replicability of its achievements. The emphasis on training and skill development equips community members with the knowledge and tools to sustain and build upon the program's successes. Financial sustainability is also addressed through income-generating models and leveraging existing government schemes, ensuring the program's continuation beyond its initial implementation phase.



# RECOMMENDATIONS

- **Anicut Structures:** To maximize the impact of the project's water augmentation efforts, it is recommended to continue the construction and repair of anicut structures in other areas of the project. These structures have proven effective in raising the water table, improving irrigation access, and recharging wells. Regular maintenance and repair of existing anicut structures should also be prioritized to ensure their long-term functionality and sustainability.
- **Goat Rearing:** While the project has made significant progress in promoting goat rearing as a livelihood activity, there is still a need to address the shortage of male goats in some villages. Providing support and resources to address this issue will enable community members to expand their goat-rearing activities and increase their income. Training programs on goat breeding and management should be conducted to enhance productivity and profitability, ensuring the sustainability of goat-rearing enterprises.
- **Poultry:** To further improve the poultry sector, it is recommended to establish night shelters for more households. These shelters will provide better living conditions and enhanced safety for poultry, leading to increased production and better-quality products. Additionally, providing training and guidance to women on poultry management techniques, including disease prevention, feed management, and marketing strategies, will empower them to make the most of their poultry enterprises.
- **Floriculture:** To capitalize on the potential of floriculture as a viable livelihood option, it is recommended to encourage and support women to start their own stalls and businesses for selling flowers and floral products in local markets. This will not only enhance their income but also promote entrepreneurship and economic independence. Providing training on value addition, flower arrangement, and marketing will equip women with the necessary skills to establish and manage successful floriculture enterprises.
- **Collaboration with Government:** To ensure the project's alignment with government initiatives and enhance its impact, it is crucial to work closely with relevant government departments and align project activities with the government's vision and priorities. Strengthening collaboration will not only help in leveraging additional resources and expertise but also ensure the sustainability and scalability of the project. Regular coordination meetings and knowledge-sharing sessions with government stakeholders can foster greater synergy and maximize the project's outcomes.