



CORPORATE SOCIAL RESPONSIBILITY

Annual Report 2013-14

Transmitting Smiles





CMD's *Message*

It is a sense of great accomplishment to present the Annual Corporate Social Responsibility report of POWERGRID for the year 2013-14. POWERGRID is committed to its stakeholders to conduct business in an economically, socially, transparently, ethically and environmentally sustainable manner. Over the years, POWERGRID has evolved its CSR policy and aligned it inline to the corporate business policy to cater to the greater benefit of the society at large and has made CSR integral part of its operations.

Realizing its pivotal role in the community development and environment sustainability, POWERGRID has been focusing on the community generally around its area of operations with financial commitment for the CSR projects till their completion. This report aims to offer a brief on the various CSR activities undertaken during the financial year 2013-14. During 2013-14, work on 272 projects/activities were carried out in the areas of inter alia including Rural Development, Livelihood, Education, Health, Environment etc. with an expenditure of ₹27.05 Crore. A major portion of our CSR initiatives have been focused on the socio-economic developments around POWERGRID's areas of operations. POWERGRID is leveraging its pan India presence and is working closely with various government entities at village, district and state levels on strategic CSR initiatives to deliver benefits for the society at large. Few of the major projects taken up during the year are Distribution of Ambulances to Govt Hospitals / PHC / Medical Colleges, Improving Rural Livelihood through Farmer-centric Integrated Watershed Management, Reclamation of reserve forest in BTAD, Assam and Livelihood oriented skill development programme at Eastern and North Eastern Regions.

In line with the CSR goals as entrusted in the Companies Act, 2013, POWERGRID has a number of projects in pipeline that are aimed at development of the communities and sustainability of the environment. At POWERGRID, we are committed towards achieving equitable socio-economic societies by ensuring that the benefits of economic progress reach at the bottom of the pyramid of the society.

R. N. Nayak
Chairman & Managing Director

(As on 31st May 2015)

Transmission

1,16,625 ckm
transmission lines

195 substation

>99% system availability

2,34,709 MVA
transformation capacity

~46,450 MW
inter-regional capacity

Consultancy

Transmission related
consultancy to more than
150 domestic clients

Global foot print in
18 countries catering to
more than 20 clients

Telecom

Own and operates
approx. 33,241 kms of
Telecom network

Points of Presence in
approx. 352 locations

Has intra city network in
105 cities across India

“World Class, Integrated, Global Transmission Company
With Dominant Leadership in Emerging Power Markets
Ensuring Reliability, Safety and Economy”

Central Transmission Utility

- Undertakes transmission of electricity through Inter-State Transmission System (ISTS).
- Discharge all functions of planning and co-ordination relating to ISTS with all concerned authorities.
- Ensure development of an efficient, co-ordinated and economic system of inter-state transmission lines for smooth flow of electricity from generating station to the load centres.
- Provides non-discriminatory open access to its transmission system for use by any licensee or generating company.

Listed Company

- 57.90% Holding by Government of India, 42.10% by Public
- Dividend paying since 1993

National Transmission Dominance

- Operates ~90% of inter-state/inter-regional networks
- Wheels ~50% of India's power generated
- Transmission networks availability >99%
- National Grid Management through its wholly owned subsidiary POSOCO

Diversification

- In-house expertise in transmission sector consultancy (both domestic and international)
- Telecommunication business on its existing transmission assests

Transmission**EHV /HV Networks**

- Transmission System for CGS, IPPs & UMPPs
 - Grid strengthening schemes
 - Inter-state, Inter-regional links
 - High Capacity Transmission Corridors for IPP projects
 - Developing /strengthening International links with neighbouring countries like Nepal, Bhutan, Bangladesh and Sri Lanka

APDRP/RGGVY works assigned by Govt. of India

Grid Management by POSOCO (Wholly owned subsidiary)

- Real time Grid Operation
- Optimum scheduling and dispatch
- Energy accounting and settlement
- Administering REC mechanism.

Consultancy

- Provides in-house expertise in the Transmission, Distribution and telecom sectors, including project planning, Design, Engineering, Load Dispatch, Procurement Management, Operation & Management, Financing and Project management.
- Provides services both domestically and internationally.
- Has undertaken Capacity Building Assignments for International clients.

Telecom

- Telecom business leverages POWERGRID's nationwide transmission infrastructure
- Implementing GOI's strategic initiatives such as "National Knowledge Network" (NKN) and "National Optical Fibre Network" (NOFN)
- Availability of telecom network over transmission system-higher than 99.9%
- Leasing of space on its transmission towers mounting telecom antennae.

Exploring New Business Opportunities

- Smart Grid / SmartCity Projects
- Green Energy Corridors
- Energy Efficiency
- Dedicated Transmission system for Railways and other bulk users
- Strengthening of Intra-state Transmission
- Desert Power India
- Electrical Vehicle
- Distribution (Wire Business)

CSR at a Glance

POWERGRID has been at the forefront of CSR activities spreading across the country. 272 number of projects were under progress during 2013-14; out of which 97 projects were completed during the year. The quantum of work undertaken by POWERGRID in the FY 2013-14 is as below:

Thrust Area	Project Sanctioned	Expenditure (Rs./lakhs)	No. of Projects under Progress
Village Development	5636.73	1610.67	188
Education	275.9	71.79	21
Health	349.7	175.81	12
Livelihood/ Income Generation	3475.85	313.86	18
Environment	374.92	277.81	35
Others	205.53	254.90	18
Total	10318.63	2705.37	272

■ CSR & Our Business

- Power Grid Corporation of India Ltd. (POWERGRID), a Navratna company, is one of the largest electrical power transmission utilities in the world. Being the Central Transmission Utility (CTU) of India, enshrined with the responsibility of Inter-state transmission of electricity, POWERGRID's vision is to be a "World Class, Integrated, global Transmission Company with Dominant Leadership in Emerging Power Markets Ensuring Reliability, Safety & Economy"
- POWERGRID is committed to the goal of sustainable development and conservation of nature and natural resources. While continually improving its management systems, accessing specialist knowledge and introducing state of art and internationally proven technologies, POWERGRID strictly follows the basic principles of Avoidance, Minimization and Mitigation in dealing with Environmental and Social issues. Wherever necessary, Restoration and Enhancement is also undertaken.
- With the inspired vision to serve a larger national purpose, POWERGRID has been a forerunner among the PSEs in taking responsibility for their impact on society by articulating a social policy in line with its corporate business policy.
- Corporate Social Responsibility (CSR) at POWERGRID is its commitment to its stakeholders to conduct business in an economically, socially and environmentally sustainable manner that is transparent and ethical. Stakeholders include persons directly impacted by the activities of POWERGRID, local communities, environment and society at large.





■ Policy on CSR

In POWERGRID, CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line- Approach”), and while at the same time addressing the needs of stakeholders.

This intent of the enterprise to make a positive difference to society has resulted in framing of an Environmental and Social Policy and Procedures (ESPP) document in 1998 to address the environment and socio-economic issues arising from its business operations. The ESPP outlines POWERGRID's approach and commitment to deal with environmental and social issues relating to its transmission projects, lays down the management procedures and protocols for the purpose that includes the framework for identification, assessment, and management of environmental and social concerns at both organizational and project levels.

Extending it further, POWERGRID came out with its policy on CSR in 2009 even before the issue of guidelines by Department of Public Enterprises (DPE) in 2010. Subsequently POWERGRID had designed its CSR & S policy in accordance with DPE guidelines.

In its pursuance to bring about a positive change, priority is accorded by POWERGRID for undertaking projects for the socio-economic benefit of the communities residing around the areas of operation of POWERGRID. Adhering to DPE guidelines and taking clues from United Nations Global Compact and UN Millennium Development Goals following have been rounded upon as the thrust areas of CSR & Sustainability activities of POWERGRID:

- Inclusive social-economic growth and Empowerment of Communities
- Capacity building of community
- Environment protection and upgradation;
- Upliftment of marginalized and under-privileged sections of the society

Redeeming adverse Environmental impact also form an important thrust area for CSR & Sustainability activities. However, the stakeholders directly impacted by the operation of the company are given priority while determining CSR & Sustainability activities. Such stakeholders are generally located in the periphery of the commercial operations of the company. For this reason, POWERGRID accords priority for CSR and Sustainability activities in the neighbourhood around its area of operation and new projects.

The focus is on long gestation, high impact projects with commitment being made for the entire expenditure till the completion of the project. CSR & Sustainability activities focus on social, economic and environmental impact rather than mere output and outcome. Activities which are ad hoc and philanthropic in nature are avoided.

Various activities under the Thrust Area of “Education”, “Health Care & Hygiene”, “Infrastructural Development”, “Capacity Building”, “Ecological and Environmental Sustainability”, “Relief/ Rehabilitation /Restoration work at the times of National Calamities/ Disasters” etc. are undertaken under CSR & Sustainability.

A Board level Committee (BLC), headed by the Chairman & Managing Director with three Functional Directors, a Govt. nominee and four Independent Directors as its members, has been constituted by the Board of Directors, to oversee the implementation of CSR & Sustainability policy and to assist the Board of Directors to formulate suitable policies and strategies to take the CSR & Sustainability agenda of the Corporation forward in the desired direction.

A senior officer of one rank lower to the Board level has been appointed as the Nodal Officer who is responsible for coordinating overall CSR & Sustainability activities in POWERGRID.

The decision regarding selection of activity, site, budget and other resources is the sole discretion of the Board of Directors.

Subsequent to notification of 'Companies Act 2013', CSR policy has been revised to include the provisions of the Act w.e.f 1st April, 2014

■ Stakeholder Engagement

Companies are part of an ecosystem that are interdependent with other species of this ecosystem; and cooperate with them. In a social and environmental context it is even more complex corporations, and human organizations more generally speaking are needed to further open up, in order to solve the new problems they are confronted with.

Through stakeholder engagement, company has understood and responded to the opportunities and risks posed by its stakeholders. Interaction and dialogue with stakeholders is being done by company through diverse processes inbuilt in the Company's structure. What is new is the focus and strategic importance now being given to stakeholder engagement, in the context of corporate sustainability, since it is an established fact that engaging more effectively with stakeholders pays off in knowledge, innovations, processes and strategy, reputation, relationships and 'license to operate'. Furthermore, as social and environmental issues traditionally seen as outside of the business remit are becoming critical factors to long-term business success, companies are seeking new ways of engaging with stakeholders to respond to these challenges.

Historical means of formal engagement such as investor road-shows, site-specific consultations and employee dialogue and negotiation have long been institutionalized through policies, agreements and regulation. As new groups of stakeholders demand to have their say, and as more familiar stakeholders seek to influence decisions not previously considered material to them, various formal and informal approaches to stakeholder engagement are emerging, to complement the existing institutionalized mechanisms, to respond to evolving challenges.

The current landscape of stakeholder engagement in POWERGRID is a wide display of diversity. Engagement ranges from surveys, discussions, interactive forums, on-going partnerships, covering particular issues and sites, regarding the future direction of overall CSR strategy.

POWERGRID's stakeholder's engagement operates on different rungs of the 'ladder of participation' ranging from gathering information, to consulting, to involving stakeholders directly in decision-making. Different approaches to engagement have been developed to meet different needs and constraints. There is an increasing thrust of inclusive approach to stakeholder's engagement, not just to credibly listen to their demands and understand the emerging social processes, but also to heed to the signals that the stakeholders are giving on issues which can materially affect the project. It is also a tool to drive learning, innovation and performance for delivery of CSR projects. POWERGRID candidly harnessing what they get back from their stakeholders to solve the enormous challenges ahead of them.



Training on System of Rice Intensification (SRI) Technique



Training on System of Rice Intensification (SRI) Technique

Education as Thrust Area

The education sector in India has developed substantially since Independence. With the advent of the Millennium Development Goals (MDGs), significant attention has been given to achieving the goal of Universal Primary Education. It has also been identified that education is the most important lever for social, economic and political transformation and thus act as a potent tool for socio-economic mobility thus enable in building an equitable and just society.

“Education is not a preparation for life; education is life itself”

- John Dewey

India has responded by legislating The Right of Children to Free and Compulsory Education Act or Right to Education Act (RTE) which describes the modalities and importance of free and compulsory education for children between 6 and 14 in India under Article 21a of the Indian Constitution. Education in India is provided by public as well as private sector. It being in the concurrent list of legislative and administrative powers of state and centre, attracts control and funds from centre, state and local levels.

While several interventions by centre, state and local governments have encouraged increased enrolment rates, considering the geographical spread of the country and diverse cultural and socio-economic conditions, pose serious consequences to the growth education in our country. The magnitude and scale of the challenges, therefore, require intensive efforts and funds from varied sources, other than the government of India.



Water tank at Girls Hostel, Rajur

■ POWERGRID's intervention in Education

Considering plethora of challenges in the way of achieving universal primary education, POWERGRID had aligned its CSR policy to supplement the activities of government of India, state and local governments in the area of education. Through its educational interventions POWERGRID aims at significantly improving the quality of education imparted and on ensuring that educational opportunities are available to all segments of the society.

Focus has been on taking up comprehensive educational initiatives in project mode rather than providing financial support. POWERGRID has been emphasising on developing the eco system for effective education particularly in remote and backward villages of the country. Moving forward with the above mindset, POWERGRID has taken up 360 degree developmental activities pertaining to schools which cater to the

health, hygiene, nutrition, infrastructure, sports, culture, technology, medical, teaching equipment and personnel. Selecting remote locations for the above mentioned projects makes them further more critical in achieving the goal of universal primary education.

POWERGRID's approach has been comprehensive towards implementing the educational initiatives that is evident in the process of need assessment carried out through communication with stakeholders and a checklist. This has enabled to prioritize the needs of the concerned government school for determining the areas of intervention and thus help develop the required eco system and enable an effective learning environment for the pupil.



School Building



Construction of Chatrabash (Hostel) and Library room at Ramakrishna Mission Hailong, Dima Hasao, Assam



Furniture at Govt School, Patna

■ Major Activities / Key Initiatives

- Tables with Benches Govt. Girls Sr.Secondary School at Village Shahjahanpur near 400/220 kV Neemrana S/S
- Construction of two class rooms in two schools near Bassi S/S, NRTS-I
- Sponsoring 15, under-privileged students of Kashmir, for free residential coaching at "Super 30" at Srinagar through M/S CSRL.
- Repairing of damaged school building and protection wall of Govt. Nondok Secondary School, East Sikkim
- Providing basic facilities (table, chair, desks & benches, ceiling fans and storewell etc.) to 06 Govt. Schools in Narendra village and 01 Govt school in Chikamalligewada Village, Karnataka
- Construction of play ground and installation of play equipments at Govt. Deaf and Dumb school, Kadamkua, Patna
- Construction of additional 02 classrooms in Govt. Blind School, Patna
- Providing 10 nos. toilets to Zillah Parishad High School, K Venkatapuram(v), Visakhapatnam



School Building

Health as Thrust Area

Health, around the globe, has been an issue of the government and providing universal health care leading towards improvements in public health has been amongst the primary duties of the government. Ministry of Health and family welfare oversees the health sector and the parliament of India had laid down National Health Policy. Health is placed in the state list of legislative and administrative powers. Over the years several governments have been laying increased emphasis on health care and as a result there has been increase in the total expenditure in the health sector aimed at developing infrastructure and manpower. Parallel to the public sector, private sector has also been growing over the years. With collaborative efforts India could eliminate several endemic diseases.

Having mentioned the increased emphasis on health care both at centre and state governments by both public and private players had still left some major deficiencies in the health sector unaddressed which are ultimately hindering the goal of universal health care of the citizens of India.

There has been a cascading effect of the deficiencies of public health care particularly on the poor in rural and urban parts of the country. The primary affect has been Out of Pocket expenditure which depletes them of their life time savings and pushes them into perpetual indebtedness and in turn into poverty. The increase in the private out of pocket expenditure can be attributed to lack of extensive and adequately funded public health services that had led to not enough hospitals, doctors, medical staff, emergency services like ambulances, medicines; geographical inaccessibility, poor quality of care in the public sector, distance of the public sector facility, long wait times, and inconvenient hours of operation etc. has led to relying on private rather than public sector health care units.



Eye checkup in Patna



Some of the beneficiaries of Cataract Surgery in Patna



One of the 28 Ambulances donated to government hospitals in various states being flagged off by CMD

The only solution to address this issue is to increasing public expenditure on health and set up public health service units, which the government has to take care and as responsible corporate citizens, it's the role of the corporates to supplement government and its activities

■ POWERGRID's intervention in Health

POWERGRID to full fill its aim of being a responsible corporate citizen has always focused on socio economic, health, education and environmental issues in and around its areas of operations. Health specifically has been an area of interest for the company over the years. The aim of POWERGRID's interventions in health sector include strengthen primary health care; which includes preventive, promotive and curative services ensuring that these services are accessible, physically, financially and are culturally sensitive, as well as ensuring availability of these services to the local community.

■ Major Activities / Key Initiatives

A plethora of interventions were taken up by POWERGRID over the years which include:

- Medical Camps
- Mobile Healthcare units
- Health Awareness programmes
- Distribution of Ambulances to Govt Hospitals / PHC / Medical Colleges
- Micro eye surgeries for cataract
- Medical Equipment to Govt hospitals / PHCs
- Developing Health Infrastructure including construction of hospital building, dormitories etc
- Blood donation camps and first aid camps



Livelihood/ Income Generation Thrust Area

The objective of Skill Development is to create a workforce empowered with the necessary and continuously upgraded skills & knowledge to gain access to decent employment and ensure India's competitiveness in the dynamic global market. It aims at increasing the productivity and employability of workforce (wage and self-employed) both in the organized and the unorganized sectors. It seeks increased participation of youth, women, disabled and other disadvantaged sections and to synergize efforts of various sectors and reform the present system with the enhanced capability to adapt to changing technologies and labour market demands.



Capacity Building on Transmission Line Tower Erection and Stringing



Capacity Building, Bongaigaon

According to the International Labour Organization (ILO) “Skill development is of key importance in stimulating a sustainable development process and can make a contribution in facilitating the transition from an informal to formal economy. It is also essential to address the opportunities and challenges to meet new demands of changing economies and new technologies in the context of globalization.”

Skills development can help build a “virtuous circle” in which the quality and relevance of education and training for women and men fuels the innovation, investment, technological change, enterprise development, economic diversification and competitiveness that economies need to accelerate the creation of more jobs.

■ POWERGRID's intervention in Livelihood / Income Generation

To solve the unemployment problem amongst the rural youth as well as to create a pool of skilled manpower and to integrate the business processes with social processes, capacity building programmes in the areas of transmission line stringing & tower erection are being conducted at various locations of the country. Till March, 2014 POWERGRID has taken up training for 1500 persons, out of which 764 persons completed their training and 208 persons are currently undergoing the training under “Transmission Line Tower Erection and Stringing” programme.

Besides this, vocational trainings for women & unemployed youth were conducted in the fields of tailoring, stitching, embroidery, automobile repairing & servicing, handloom weaving, food & fruit processing, and repairing of household electrical equipments & domestic wiring, etc. at various locations across the country.

Another major initiative is “Improving Rural Livelihoods through Farmer-centric Integrated Watershed Management” in villages at Kurnool (Andhra Pradesh) and Kudgi (Karnataka) through M/S ICRISAT with the objective to increase agricultural productivity and improve rural livelihoods sustainable in selected villages through watershed management and other interventions in approx 10,000 Ha of land.



Automobile Repairing in Eastern Region

■ Major Activities / Key Initiatives

- Capacity Building programme on Transmission Line Tower Erection & Stinging
- Improving Rural Livelihood through Farmer-centric Integrated Watershed Management in villages near POWERGRID's Kurnool S/S and Kudgi S/S through M/s ICRISAT
- Livelihood oriented skill development training programme at Eastern and North Eastern Regions



Skill Development in North Eastern Region

Village Development

POWERGRID has accorded due weightage in Infrastructure and initiatives are for building roads, Anganwadi building, community centres, classrooms, tube wells, bore wells, renovation of ponds, toilets, roads, submersible pumps, culverts, water facilities, sewage drains, etc., which are considered essential for fulfilling various needs of the local community.



Culvert at Simaluguri Village of Biswanath Chariali



Repair and Maintenance of link road at Pusauli

■ Major Activities / Key Initiatives

Some significant initiatives include

- Construction of 325 bedded 10 storied Dharamshala at Jai Prakash Narayan Apex Trauma Centre, AIIMS, New Delhi
- Construction of 15 nos. Community Centres at different villages in Thane District, Maharashtra
- Construction of working women hostel in Nuh, Mewat, Haryana
- Construction of 2 nos. of overhead water tank in Haridwar district, Uttarakandh
- Drainage system at Rajpura Gram Panchayat, Yamuna Nagar district, Haryana
- Construction of 2 NosRcc culvert in Sant Kabir Nagar district, Uttar Pradesh
- Construction of approach roads and internal road in Jatwal Village, Samba, J&K



Low Cost Toilets at Simaluguri Village of Biswanath Chariali

- Augmentation of water distribution system of village Dhana Narsan, adjoining Bhiwani, Haryana
- Community development works in Khar village
- Long Term projects of Village Development Programme of Simlaguri, Bishwanath Chariali, Assam
- Construction and renovation of 18 nos. of existing Shamshanghat/cremation sites in Guna region of Madhya Pradesh.



Overhead Water Tank



Water Storage



Renovation of drainage at Banka

Ecology & Environmental Sustainability

POWERGRID is committed to the goal of sustainable development and conservation of nature and natural resources. POWERGRID strictly follows the basic principles of Avoidance, Minimization and Mitigation in dealing with Environmental and Social issues. Restoration and Enhancement is also undertaken, wherever it is necessary. Some of the other the key areas include Restoration of water bodies, Installation of solar street lights and tree plantations.



System of Rice Intensification field at Balipara, Sonitpur

One of the mega projects for reclamation of Chirang Reserve Forest with plantation of 50,000 saplings was successfully undertaken by POWERGRID in association with Eco-Task Force of the Indian Army and the Bodoland Territorial Council.

A “Waste Paper Recycling” plant of daily recycling capacity of 40-60 kgs of paper is under operation in POWERGRID 400/220 kV GIS Substation, Gurgaon. The waste paper from POWERGRID Corporate Office is being used for re-cycling. The recycled paper produced is being used for in-house consumption such as making company's letterheads, visiting cards, envelopes, file/ folders etc.

■ Major Activities / Key Initiatives

- Restoration of water bodies
- Installation of solar street lights
- Reclamation of reserve forest in BTAD, Assam
- Plantation in Naya Raipur



Plantation in Naya Raipur

Impact Assessment

Towards an Independent and Sustainable Future : A Case on Women Empowerment

Smt. UttamSahu is the resident of Santarapur village, Angul, Odisha. She is the widow of Late SusilRath who used to work in Rajasthan as a mason. She has two children the elder one is a son who is 8 years old and the younger one is a daughter who is 6 years old. During March 2012 her husband expired due to heart attack. That time her family was staying in Rajasthan. After her husband's death she left her in-laws house along with her children and started living with her father. In that time she was worried about her livelihood, children's education & their future. In February 2014 she came to know about skill development training programmes to be organized at Angul under CSR initiative of Power Grid Corporation of India Ltd. that was offering post training employment opportunity. She grabbed the opportunity and applied for the training programme. Eventually she got selected for the skill development training on Readymade Garments which was a 3 months course. During the training she proved herself to be a serious and sincere learner. She quickly learned the art of cutting cloth, stitching & designing of readymade garments products.

The management session taken by the officials of POWERGRID, WEBCON, Industrial Promotion Officer at Angul and Bank Manager of Odisha Gramya Bank helped instil the required confidence & motivated her to start something of her own. After the training, she received guidance from POWERGRID and WEBCON and started her own home based enterprise and at present she is earning ₹ 3,500/- per month from manufacturing blouse, petticoat, salwar& school dresses for children. She intelligently utilized the stipend amount to purchase a sewing machine and used toolkits, given after the training, as startup assets.

At present, Smt. Uttam Sahu is happy since she is able to provide better education, better food and see smiling faces of her children. She is thankful to POWERGRID for helping her become independent and providing a roadmap for a secured future for her and her family.

Recognition

POWERGRID CMD was awarded Public Service Excellence Award 2014 by New Delhi Institute of Management for exemplary leadership qualities and contribution to the society and the country through CSR initiatives.



Reclamation of reserve forest in BTAD, Assam

Flagship CSR Project

“Improving Rural Livelihoods through Farmer-centric Integrated Watershed Management”



Dry well earlier: Now filled with water due to the watershed



Watershed is being developed by ICRISAT with help of villagers

POWERGRID, under its CSR initiative, has taken up “**Improving Rural Livelihoods through Farmer-centric Integrated Watershed Management**” in association with International Crops research Institute for the Semi-Arid Tropics (ICRISAT). The goal of the project is “*To increase agricultural productivity and improve sustainable rural livelihoods in selected villages.*” The project has been initiated in about 5000 hec of land each in Kurnool (Andhra Pradesh) and Kudgi (Karnataka) districts. Thus the timeline of this project is of duration of five years with a budget outlay of ₹ 18.02 Crs.

The project can be appreciated in the backdrop of the extent of dry land areas which constitutes 60% of arable land in the country which are also the hotspots of poverty and malnutrition as the productivity of agriculture is lower by 2 to 5 folds of the achievable potential. The declining or low agricultural productivity is also affecting, environmental sustainability as there is mismanagement of soil and water resources along with negligence of local strategies. Thus local strategies are needed to tackle the challenges which take care of locally available resources with people's participation. Integrated watershed management approach is proved to be the suitable strategy for achieving holistic development in these regions through collective action. Watershed Development programs will reduce water related risks in rain-fed agriculture by improving the local soil-water balance by implementing both in-situ and ex-situ interventions.

The project is expected to deliver the following outputs:

- Exemplar watershed in benchmark locations will be established as “Site of Learning” for integrated water resource development.
- Increase in productivity of agricultural crops at benchmark locations by 20% and family incomes by 50% in five years.
- Increase in cropping intensity by 20-30% depending on the rainfall situation
- Increased groundwater recharge and reduce runoff, solid loss would result in sustainable management of water and land resources
- Improvement of livelihoods of vulnerable groups like women and landless people with increase in incomes by 30-50% in five years.



पावरग्रिड

POWER GRID CORPORATION OF INDIA LTD.

(A Government of India Enterprise)

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