



**A STORY OF CHANGE THROUGH
UNITED STRUGGLES IN THE FACE OF
INSURMOUNTABLE CHALLENGES**



A PROCESS DOCUMENT ON RIGHT BASED MOVEMENT & ACHIEVEMENTS IN INDIA (PARTICULARLY LAND & WATER RIGHTS)



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List of Acronyms:

BDO – Block Development Officer

CBDT – Central Board of Direct Taxes

CSE – Centre for Science and Environment

CSO – Civil Society Organizations

JJJ – Jan JalJodo

MP – Madhya Pradesh

NGO – Non Government Organizations

PESA – Panchayats (Extension to Scheduled Areas) Act

RTI – Right to Information

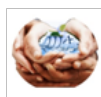
SRI – System of Rice Intensification

SRLM – State Rural Livelihoods Mission

SWI – System of Wheat Intensification

TOT – Training of Trainers

UP – Uttar Pradesh





Annexure I: The Preamble to the Water Security Act

An Act to provide for setting out the practical regime of the conservation of rivers and ensuring water security for all life forms to secure water security and for matters connected therewith or incidental thereto.

WHEREAS the Constitution of India has established democratic Republic;

AND WHEREAS democracy requires an citizenry to be able to perform their Constitutional duty to protect the environment which is vital to life;

AND WHEREAS the constitution requires the Local Bodies to protect the environment and rivers;

AND WHEREAS conservation of rivers is likely to conflict with other public interests including development projects of the Governments, optimum use of limited fiscal resources and the preservation of confidentiality of sensitive information;

AND WHEREAS it is necessary to harmonise these conflicting interests while preserving the paramountcy of the constitutional rights and democratic ideal;

NOW, THEREFORE, it is expedient to provide for empowering citizens and local bodies who desire to conserve their waterbodies and ensure water security.

BE it enacted by Parliament in the Sixty-sixth Year of the Republic of India as follows:





THIS INTERVENTION: A CONTEXT

Over the time span of four years from January 2016 to December 2019 (later extended to June 2020 as a no cost extension phase), conscious effort was made in different states of India through support of Welthungerhilfe Foundation and European Union to improve the quality of lives and access to natural resources of the rural masses and build as well as strengthen ground level CSOs.

The broader focus was towards inclusive and sustainable growth; more accountable local authorities; promotion of human rights, democratization and social inclusion particularly with regard to Adivasis and Dalits; increased diversity and social inclusion within a range of institution; social economic and environmental equity and more transparent and well managed CSOs.

The objectives of the intervention were defined as:

Overall Objective – To contribute to a strengthened, accountable and transparent civil society in India that is effective in protecting rights of the vulnerable sections of society.

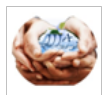
Specific Objective- Member organizations and individuals related to the people’s movements have increased institutional as well as sectorial capacities.

- settled and the rest of the claims were rejected without informing the claimant. On the other hand, industries and corporate houses were given 12,571 hectares of forest land for mining, irrigation projects, roads, etc.(CSE study)
- Welthungerhilfe’s baseline studies in some of the selected areas had revealed that loss of land and natural resources had pushed tribal and Dalits into appalling poverty. Also, welfare services and social safety net programmes of the government hardly reached there due to remoteness of location, widespread ignorance, high corruption and such factors.

THE BROAD CANVAS OF THE INTERVENTION

In this backdrop, Welthungerhilfe with EU support orchestrated an intervention in a massive canvas in partnership with two right based nonviolent organizations, Parmarth SamajSeviSansthan and PrayogSamajSeviSansthan.

Essentially the intervention took up the shape of a campaign, with two core campaign pillars – water rights’ and land rights’ campaigns. The former was taken up under the coordination of ParmarthSamajSeviSansthan through the Jal Jan Jodo campaign. The latter was taken up under the coordination of PrayogSamajSeviSansthan through the Ekta Parishad campaign. The broader objective of contributing to a strengthened, accountable and transparent civil society in India was intertwined with these campaigns through activities that strengthened ground level civil societies working towards rights based matters in general and water, forest and land rights in particular.





The intervention and campaigns were conceived to have intense presence in a large number of districts.

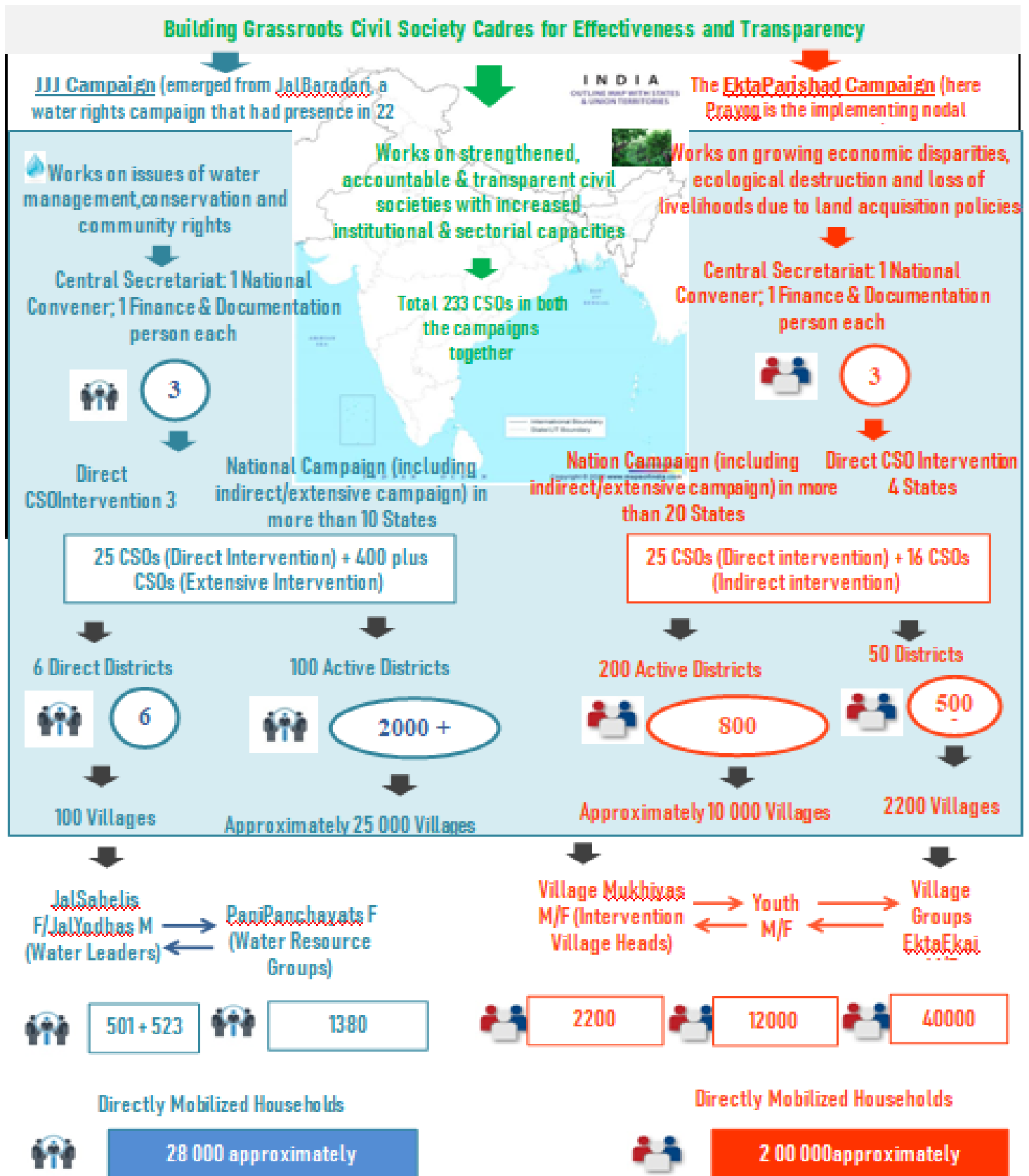
- Of these, the JJJ campaign directly intervened through this right based CSO intervention in 100 villages of 6 districts in the 3 states of Uttar Pradesh, Rajasthan and Madhya Pradesh. The campaign directly and indirectly covered 10 states, the indirect intervention being through its network.
- On the other hand, the EktaParishad campaign directly intervened in 2200 villages of 50 districts in the 4 states of Orissa, Jharkhand, Madhya Pradesh and Chattisgarh. Of these 2200 villages, Prayog planned for intensive intervention and support in approximately half of the villages whereas in the other half contact support was provided. However, both were part of the direct intervention. The campaign directly and indirectly covered more than 20 states of India.

Both the campaign structures included a central secretariat and also a state level structure, which were supported through this intervention. The vastness of the total intervention can be understood through an info-graphic (Info-graphic 1). Subsequently, each of the two campaigns, its processes and model practices are taken up separately.



THE OVERALL INTERVENTION FRAMEWORK AND SIZE CAN BE GAUGED FROM INFO GRAPHIC 1 BELOW:







THE JAL JAN JODO CAMPAIGN (JJJ)

About JJJ Campaign: its Aim and Objectives – JJJ is a national level multi stakeholder campaign initiated in 2013. Its overall aim is to provide drinking water security to all throughout the year; involve people in natural resource conservation; enhance their capacity to cope with impacts of climate change and starting a process of change that builds society based on principles of equity, justice and freedom from greed.

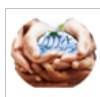
Its core objectives have been:

- Strengthening people’s capacities coping with livelihood pressures to regain rights and responsibilities over traditional water resources and to create interest for regenerating tanks and lakes.
- Building a model of local community based decentralized management process for community water sources in every state of India.
- Building a Water Resource Centre in every state, which takes forward the process for advocacy on water literacy, water governance and rights and community based water management.

Thus JJJ encompasses a wide range of issues even beyond water scarcity such as rejuvenation and management of rivers and ponds; preventing exploitation and pollution of water bodies by industrial activities, effluents and household use; preventing depletion of ground water; ecology of rivers; governance of water including community management of water resources etc.

JJJ: A Context – The Jal Jan Jodo Campaign was started in the year 2013 as a multi-stakeholder alliance of diverse individuals and civil society organizations including media, academia and research institutions working on water security. It takes off and starts afresh from the JalBiradari network and builds on it.

JalBiradari is a registered organisation and a network of organisations formed to work in 22 states of India where it had presence, working on water related issues. The JalBiradari had been formed in 2002 through a meeting by Tarun Bharat Sangh, an organization founded in 1972 by Shri Rajendra Singh (a Stockholm water award winner) and working on water conservation and water management. But communication and interaction among the JalBiradari organizations had reduced over time and JJJ helped to activate it to a good extent.





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JJJ Coverage – As already shown in info-graphic 1, JJJ as a national level campaign is present in more than 10 states of India and 2 additional states through JalBiradari.

State Level Coverage:

- The JJJ campaign has definite presence in the states of Maharashtra, Karnataka, Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Tamil Nadu, Uttarakhand, Bihar, Rajasthan, West Bengal and Kerala.
- Of these JJJ directly intervenes in a structured manner in the three states and six districts of Uttar Pradesh (districts: Jhansi & Lalitpur), Madhya Pradesh (districts: Tikamgarh & Chhatarpur) and Rajasthan (districts: Alwar & Karauli).

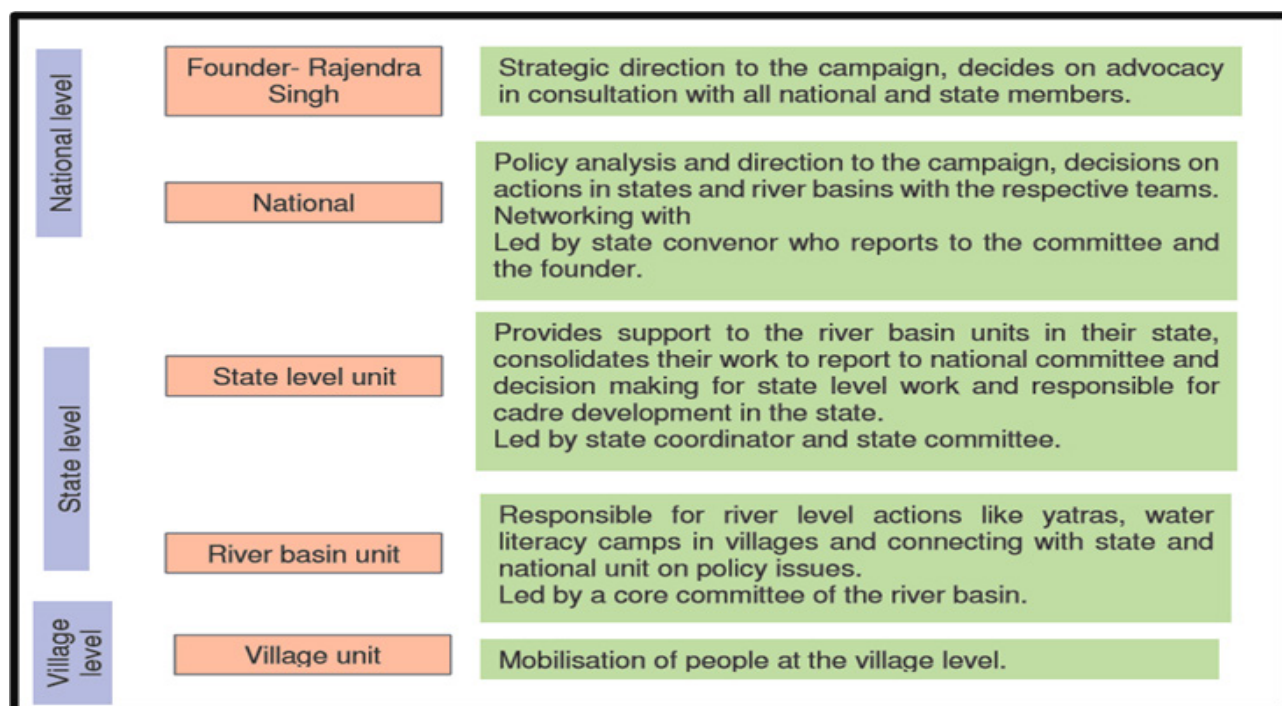
District Level Coverage:

- JJJ is active in as more than 100 districts in India
- There are also more than 30 river basin organizations/units
- Of these it has a structured and direct intervention in overall 6 districts of the three states of Uttar Pradesh, Madhya Pradesh and Rajasthan through the CSO intervention. In these districts Parmarth has also strengthened cadre building at grassroots level.

The CSO based intervention supported by Welthungerhilfe Foundation and European Union largely supported the direct intervention and strengthened the movement by establishing well defined structures and recruiting full time/part time dedicated personnel. The enormity of the challenge for the network is heightened by the fact that water is a state subject under the Constitution of India and each state has different structure on water issues.

BROAD FRAMEWORK

JJJ has a loose and flexible structure in that there is no written document that binds the structure of the campaign. However, it is guided by an amorphous tiered structure. This is shown in Diagram A1 below and explained subsequently:





A better understanding of the three tiers in terms of their constituents and role is essential to get a better understanding of the JJJ campaign. Each tier has played critical role in various campaigns carried out under the umbrella JJJ campaign. At the same time, various types of enabling activities are carried to capacitate each tier.

Particularly capacity building of the village level structure and masses were important since the campaign considers mass mobilization and advocacy as being vital tools both for protection of human rights and for influencing Government decision making processes. A synoptic understanding of each tier is built here.

1) At the national level JJJ has a national core committee consisting of several members. This committee is responsible for the overall functioning of this national campaign. Representatives of this committee are spread across the various states where JJJ is present. The leader of this core committee is Shri. Rajendra Singh and National Convener is Shri. Sanjay Singh.

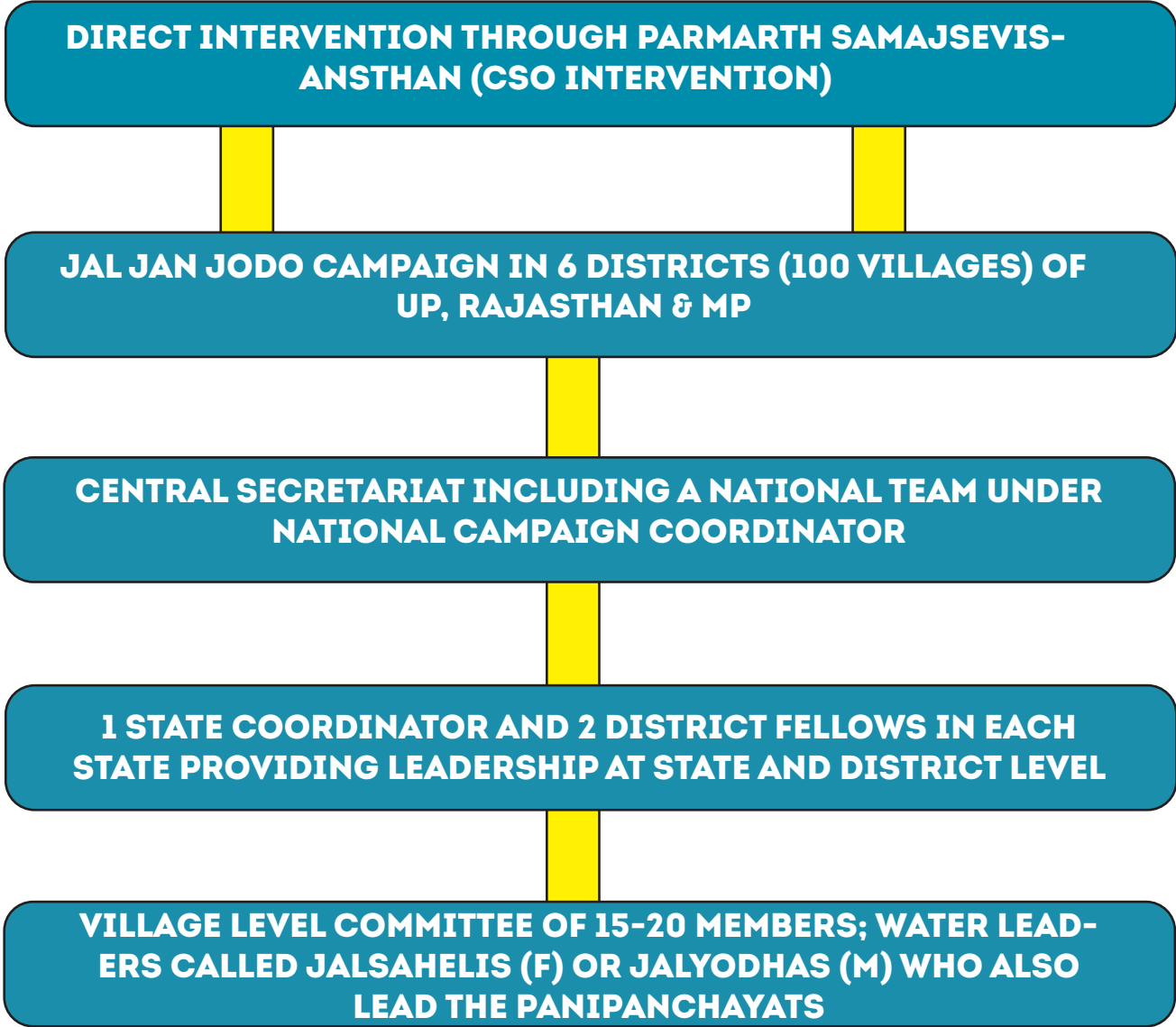
This core committee holds meeting from time to time to both give the campaign direction and to discuss and evaluate its progress. Thus the committee takes policy level decisions, formulates milestones and result oriented action plans and spearheads the campaign. Welthungerhilfe Foundation and European Union support the national structure by keeping provision for a campaign coordinator, finance coordinator and documentation coordinator through the funded CSO intervention. This helps to strengthen the campaign structure and the movement itself.

2) The state level supports the member organizations of the JJJ campaign by streamlining their governance systems, making them transparent, accountable, credible and socially diverse. The state level structure also provides consolidated information to the national level to ensure stronger national level campaigns. It simultaneously provides direction to the district team, where relevant. Like at the national level, the state level too has a state level committee. Overall there are 3 state coordinators, 1 for each of the states of Uttar Pradesh, Rajasthan and Madhya Pradesh that are supported by the CSO intervention directly to strengthen the campaign structure and the movement.

3) At the river basin level, it was a concerted movement to build community based river basin units (nadighatisanathan) and cadres across all states where JJJ is present. Though not under the structured CSO intervention it is benefitted through it as the intervention supports the campaign overall at the national level. A river parliament is formed for each river with representative of each village in the basin. It is an approach to mobilise and sensitize the community towards issues such as pollution and exploitation of rivers etc. The River Parliaments play a strong role in framing rules for the river basin conservation and management, such as: no encroachment on river land, no water intensive crops in the river basin, no illegal grazing, no bore wells encouraged in river catchment etc.

4) At the village level, aim was to mobilize the masses. Here the CSO intervention has played a key role in supporting the implementing partner (Parmarth) to build ground level cadres by sensitizing them and training them for local level leadership and mass mobilization. The inclination is towards non-violent activism. Here JalSahelis and JalPanchayats are important ground level cadres. The former provides leadership to the latter and together they are instruments of mass mobilization and micro level changes. Besides this, there are other ground level bodies such as farmers' groups, youth groups, activists, leaders in local self- government (Panchayati Raj Institutions), civil society groups, issues based networks/alliances etc. that complete the village level intervention landscape.





THE INTERVENTION PROCESS

The entire structure of the JJJ campaign has been organized to create water rights’ laws and develop water consciousness in India. Certain core processes were deployed to reach the JJJ objectives and broader vision and are given upon here whereas a few of the core campaigns and foot marches touched upon here are shared in the next section:

MASS MOBILIZATION: This is an extremely important part of the JJJ campaign since it is mass mobilization that gives the JJJ campaign its power and strength. Collective voices have given the campaign the vigour it required to gain visibility and act as a pressure group to push through various mandates and demands of the JJJ campaign at the state or national level. At the same time, various village level activities were initiated through mass mobilization that enabled construction or renovation of water bodies thus reducing water scarcity and improving water security.





It is the national level JJJ core committee that gets involved and often proposes and designs campaigns of national significance. In such cases, the core committee provides strategic inputs and guides the state teams as well as river basin units in a top down manner. This is firming up by bottom up inputs and based on the final strategic and planning framework mass mobilization activities are executed at national level. Right to water campaigns and river rejuvenation campaigns fall under this category. Examples of such events are the Ganga Sadbhavna Yatra for the rejuvenation of the Ganga.

The role of the state level and river basin level in mass mobilization is to provide bottom up inputs to ensure inclusion of state specific or river basin issues in mass mobilization activities. Such regional and state specific issues and involvement of river basin units have resulted in regional mass mobilization to create strong campaigns. Examples of such mass mobilization are the Jal Adhikar Samvad Yatra and various river rejuvenation efforts and foot marches such as Barua river rejuvenation yatra, Bachedi river rejuvenation yatra and Kujan Nadi yatra.

Village level mass mobilization initiatives include formation of ground level cadres and mass mobilization activities that affect water security at the village level. Such initiatives include development of village level water plans or construction and renovation of village level water bodies through shram daanshivir (labour donation camps). Through this type of mass mobilization, a large number of check dams, ponds etc. have been constructed or renovated in villages. In some cases ponds have been deepened or their boundaries renovated through mass mobilization of villagers.

ADVOCACY: While mass mobilization was expected to give the movement its initial momentum, advocacy was important to improve its visibility and channelize the mass movement towards certain well defined campaign outcomes. It was realized that advocacy needed to be done at various levels and with various types of decision making stakeholders such as the general administration, legislative, judiciary etc. Events such as National Level Water Conventions at Bhopal, Delhi and Ujjain, Ganga Chintan Shivir have been strong tools of advocacy. Judiciary activism and advocacy with legislatures were also important advocacy initiatives and the former resulted in definite PIL driven victories for JJJ.

To sharpen advocacy initiatives, yearly training on advocacy to various stakeholders was built into the intervention. These mostly took the shape of three days workshops where the participants were capacitated on a number of tools available which can help an organization/individual to conduct advocacy successfully. Facets of advocacy, including RTI (Right to Information), PIL (Public Interest Litigation), Public hearing or Social Audit, besides media advocacy were covered in these sessions. Generally CSOs, including members of ground level unregistered bodies were capacitated for such advocacy endeavours. Since media advocacy is an effective advocacy tool, the partners in arms, the media personnel, were duly recognized each year for their efforts towards the causes.

ENGAGING WITH THE GOVERNMENT: While in a broader sense, this process may be considered as a sub component of advocacy, engaging with the government was often a dialogue oriented rather than activism oriented process. It thus merits a separate mention.

The national core committee of JJJ had systematically created a communication channel with the government. They also enlisted the support and force of the state and district level bodies, village cadres and emerging CBOs to push the JJJ mission with the government. In this way, various information related to the campaign has been





systematically shared and discussions initiated with the highest and most decisive levels of governance. These include Prime Minister's Office, Office of Chief Secretaries and Ministry of Village Development. Likewise, sensitisation of Parliament members was also done through communication and dialogues.

BUILDING CAPACITY OF ORGANIZATIONS AND INDIVIDUALS: As already elaborated the JJJ campaign had both a broader, somewhat amorphous framework and also a structured operational framework. The intervention that encompassed the structured part of the JJJ initiative involved 6 districts and 3 states and aimed at increased institutional and sectorial capacities of organisations, CBOs and individuals associated with the JJJ movement. It also aimed to create strengthened, accountable and transparent civil society.

It was believed that institutional strengthening and improved resource mobilization capacity of these organizations would capacitate them, lend the movement sustainability and also add to its overall quality. At the same time capacity building of the ground cadres and masses were also of essence for the same reasons.

Various types of activities were conceived and executed to build institutional capacity of core implementing partner (Parmarth), other NGOs associated with the national campaign, ground level CBS and ground leaders.

The core implementing organization (Parmarth) was oriented on internal governance and financial management. Besides this, 35 CSOs from across the JJJ states but mostly from the 3 states of direct intervention were capacitated through CSO proposal development workshop. Being able to write coherent proposals was considered an important requirement for a CSO for being able to raise resources.

Besides these, there were workshops and TOTs that capacitated NGOs/CBOs on issues such as importance of networking and alliance building; understanding of governance and policy makers; gender issues and inclusion, participatory planning etc. Certain capacity building initiatives such as leadership training were largely held with ground level leaders, who could play a key role in mass mobilization and planning at village level and could even gravitate towards institutional capacities. These included ground cadre leaders such as JalSahelis and members of PaniPanchayat, some of whom were also sensitised on inclusion and gender issues.

Some of the capacity building initiatives were technical in nature and created a type of ground level informal engineers with certain knowledge on water body construction, mechanisms towards increasing ground water level etc. The technical aspects of effective water management thus percolated to the villagers. Such aspects were built into the process because for a movement of the size of JJJ to succeed, mechanisms for capacity enhancement at the ground level could impact water security through KABP changes of village leaders and villagers. Ground level CSOs were capacitated to be able to demarcate water bodies so that they may independently do such exercises in future. Farmers and villagers were also capacitated on improved agricultural practices using less water and drought & flood management. Awareness driven such as the Bundelkhand JalSamvad Yatra were also capacity-enhancing for the villagers and masses. A synoptic view is provided in Table A.1 below:





MASS MOBILIZATION	ADVOCACY (BASED ON NON-VIOLENT ACTIVISM)	ENGAGEMENT WITH GOVERNMENT (DIALOGUE BASED ADVOCACY)	INSTITUTIONAL & INDIVIDUAL CAPACITY BUILDING
Nature Cornerstone of the JJJ campaign that is the body of the campaign; tool towards pressure building & visibility	Nature Spearheads the JJJ campaign by pushing its goal and objectives among a large number of decision and policy makers to get veritable outcomes	Nature Supports the activism based advocacy initiatives by creating sensitivity & building pressure among top policy makers with maximum decision making accountability;	Nature Empowers the entire movement to be efficacious and sustainable
Nature Empowers the entire movement to be efficacious and sustainable	Time sequencing & Inter-linkage Inter linked and partially dependent on mass mobilization; intensified as campaign progressed	Time sequencing & Inter-linkage Worked in tandem with mass mobilization and advocacy; intermittent but planned	Time sequencing & Inter-linkage It is a pillar for all the other processes to be done effectively;
Some of the core activities/campaigns Sensitization on water rights & water literacy Ganga Sadbhavna Yatra JalAdhikarSamvad Yatra & river rejuvenation campaigns labour donation camps	Some of the core activities/campaigns Sensitization on water rights & water literacy Ganga Sadbhavna Yatra JalAdhikarSamvad Yatra & river rejuvenation campaigns labour donation camps	Some of the core activities/campaigns Communication and discussion with Prime Minister's Office, Office of Chief Secretaries and Ministry of Village Development and parliamentarians	Some of the core activities/campaigns Training on internal governance, financial management, leadership training, proposal development etc. Technical training Awareness drives like BundelkhandJalSamvad Yatra

VARIOUS TYPES OF EVENTS THAT PROPELLED JJJ TOWARDS OUTCOMES

JJJ organized a series of national and state level conventions, programs and activities. The core intention of these events was to create consensus and build environment towards pushing the water security bill. Besides the national convention, media advocacy and dialogue with members of parliament were important tools in this direction.

Three national level Water Conventions, at Bhopal, Delhi and Ujjain were organized in 2019. Massive media advocacy and coverage, participation by large number of organizations working on water rights and presence of eminent government personnel successfully highlighted the issues of river rejuvenation and Water Security in these conventions. These advocacy efforts furthered the cause of adoption of Right to Water Act. It was a significant achievement of these conventions that the Madhya Pradesh government was the first government to push “Right to Water” in this country.





Likewise DushkalMuktJalYatra in Khajuraho (Madhya Pradesh) and National Water convention for Drought free India in Vijayapura (Karnataka) was held with more than 1600 participants. 101 yatras were organised on water and land conservation as part of it. Everyday a water literacy campaign was initiated in a village where rally was organized and the pledge 'My village My Pond' was taken.

River rejuvenation was also a vital part of JJJ objectives. Towards this direction, various types of river rejuvenation campaigns, events and foot-walks were organized. The purpose was to draw attention of the authorities and also sensitize the masses towards river rejuvenation.

Ganga ChintanShivir was organized on 16th Jan 2018 at New Delhi where social activists, environmentalists, representatives from civil society and media participated. On the occasion, prominent social activist and Gandhian ideologist Anna Hazare mentioned that it is necessary to organize the youth to stop exploiting nature and the river Ganga. Mr. Sanjay Singh, National Convenor of JJJ Campaign, said that a 21-member task force from the 11 Ganga River Basin states has been constituted to bring the Ganga in its former form. A Ganga SadbhavnaYatra was also held for 111 days in 2019. It started from the origin of Ganga and ended at Ganga Sagar near Kolkata. More than 100,000 people participated in this yatra. Prof. G.D Agrawal, a prominent activist, went on a fast for 100 days and sacrificed his life towards revival of the Ganga. This created a greater stir against government's inaction. Besides the Ganga, other rivers and river yatras, such as Barua river rejuvenation yatra, Bachedi river rejuvenation yatra and KujanNadiyatrawere also part of the campaign. Hundreds of people residing in the villages at the banks of these three rivers participated and were sensitised to the importance of river rejuvenation. They submitted joint petitions to the district officials to take necessary action for river rejuvenation. A water literacy campaign around 101 river basins in the country was also organized on a massive scale.





The river basin units play a vital role in river rejuvenation through various efforts such as promoting water harvesting with the purpose of rejuvenating river. Such community driven activities have also been useful for example with the Shairiniriverthat ends into Aangai Dam in Karauli District.

Another vital JJJ tool was mass mobilization. This sensitized the masses towards water rights and responsibilities, created ownership towards water conservation and provided visibility as well as force to the campaign. Foot walks & rallies were part of the mass mobilization activities as were cadre development, water group & water leader grooming at village levels.

Parmarth facilitated a 6 day awareness drive called ‘BundelkhandJalSamvadYatra’ in 50 villages in the Bundelkhand region. This aimed to sensitise the villagers on measures related to drought resilience, techniques to improve agriculture farming, water-use efficiency and soil and water conservation and Shrimdaan (labour contribution) events. More than 6000 community members actively participated in it. A JJJ rally was held at Chhatarpur where more than 700 fishermen from Badamalhera Block participated in order to sensitize the administration regarding encroachment, violation of their rights and towards conservation of water bodies. JalAdhikarSamvadYatra was organized in Alwar and Karauli district of Rajasthan to spread water literacy among village level community, civil society, students and PIR bodies. An 11 days’ campaign, it passed through 30 villages and involved 3000 members of community.



Best Practice 1: The Pani Panchayats - The Water Security ambassadorsensitizing villagers to water rights & water security

Manpur is a medium-sized village in Jhansi district in Uttar Pradesh. In 2016, the village faced a huge water crisis in the form of water scarcity. The agriculture income and livestock based income was at high risk. Here the farmers were able to get only one crop per year.

Parmarth team had come across this village and seeing the direness of its condition, decided to intervene. Soon the organization supported the villagers to organise a Water User Association (WUA). Later in 2017, as the effort gained momentum, Parmarth facilitated formation of a PaniPanchayat consisting of 20 women and 5 men.

A teething challenge at this stage was gaining the support and the trust of the other villagers. Another challenge was the objection of the GP and block level officials. However, emerging outcomes of the intervention gradually spread awareness on water conservation among the villagers and convinced even the early sceptics. The emerging unity among villagers, their pressure tactics and advocacy as well as their efforts to involve government officials in the intervention, gradually sensitized the officials to a more proactive role too.





At this stage the PaniPanchayat, supported by the team of Parmarth and under the leadership of the JalSahelis drew up a water security plan for Manpur. This, with the community drive spearheaded by the PaniPanchayat and JalSahelis, resulted in construction of several check dams, constructions of spillways and outlets and farm bunding. The farm bunding increased the fertility of their soils 1.5 times and resulted in increased yield. The Manpur pond was cleaned, deepened and sealed with stones and now provides water all the year round. The water, which is distributed by the JalSahelis and the PaniPanchayat, can be used for irrigation purposes for around 400 hectares of land. The rejuvenation of the pond caused a strong increase of the groundwater level and thus the dried out hand pumps in the village started giving water again.

The PaniPanchayats were also trained to develop kitchen gardens in their small pieces of land and gradually they motivated and skilled a lot of villagers to try the same. This enabled their subsistence vegetables and nutrition and sometimes even ensured a small source of revenue through sales. The kitchen gardens grew vegetables and fruits and are irrigated from waste water of hand pumps diverted by means of small channels. In 2019, with the facilitation of Parmarth and motivation of the PaniPanchayats, Manpur planted around 400 Sagwan trees (*Tectonagrandis*) for reforestation purposes as well as for the timber production. Manpur today is indeed a changed village from what it used to be only 4 years ago and is recognized by government officials as a model village.





THE PANIPANCHAYATS CONSIST OF 15 TO 20 MEMBERS AT VILLAGE LEVEL FORMED THROUGH PARMARTH FACILITATION. THEIR CORE FOCUS IS TO STRENGTHEN WATER LITERACY, WATER CONSERVATION, WATER RIGHTS & WATER SECURITY AT VILLAGE LEVEL THROUGH MASS MOBILIZATION AND ACTIVATING LOCAL SELF-GOVERNANCE. THEY HAVE ALSO NETWORKED WITH 150 BLOCK LEVEL OFFICIALS.

PARMARTH STRIVES TO CAPACITATE THIS GROUP TO PROMOTE AND MOBILIZE THE VILLAGE COMMUNITY FOR THE PHYSICAL WORKS TOWARDS RENOVATION, CONSTRUCTION AND MAINTENANCE OF DIFFERENT TYPES OF WATER STRUCTURES. SO PANIPANCHAYATS PLAY A KEY ROLE IN PARMARTH'S COMMUNITY BASED APPROACH TO PROMOTE MEASURES FOR THE CONSERVATION AND MANAGEMENT OF NATURAL RESOURCES, ESPECIALLY OF WATER AND LAND AS ALSO CREATION OF NEW WATER RESOURCES. 20 PERCENT OF THE MEMBERS OF PANIPANCHAYATS ARE DALITS AND 33 PERCENT ARE WOMEN FARMERS.

DURING THIS INTERVENTION AS MANY AS 1380 INDIVIDUALS (MOSTLY WOMEN INTERSPERSED WITH MEN) HAVE BEEN PART OF 69 PANIPANCHAYATS FORMED IN THE DIRECT INTERVENTION AREAS. TOGETHER THEY HAVE MOBILIZED VILLAGERS AND FACILITATED CONSTRUCTION, RESTORATION OR MAINTENANCE OF A LARGE NUMBER OF WATER BODIES; FACILITATED DEVELOPMENT OF 100 WATER USER MASTER PLANS IN AS MANY VILLAGES. THEY HAVE ALSO INCREASED ACCESS TO NUTRITIOUS FOOD AND FOOD SECURITY BY SENSITIZING AND CAPACITATING VILLAGERS TO TAKE UP KITCHEN GARDENING WITH MORE THAN 500 KITCHEN GARDENS SUCCESSFULLY RUNNING.

2

Best Practise 2: The JalSaahelis – The Water Engineers

NO DISCUSSION ON THE JAL JAN JODO MOVEMENT CAN BE COMPLETE WITHOUT MENTIONING THE JALSAHELIS. THE JALSAHELIS ARE BASICALLY PROACTIVE, LITERATE WOMEN, OPEN TO STEPPING OUT OF HOME AND IN THE 30-35 YEARS AGE GROUP. THEY ARE CHOSEN BY THE PANIPANCHAYATS TO WORK AT VILLAGE LEVEL AS WATER RESOURCE PERSONS AND MOBILIZERS. LARGE PARTS OF UTTAR PRADESH, MADHYA PRADESH AND RAJASTHAN ARE DROUGHT PRONE. HENCE THE CONTRIBUTION OF JALSAHELIS IS IMMENSELY USEFUL AND RELEVANT.

THEY LEAD THE PANIPANCHAYATS IN SPREADING AWARENESS ON WATER RIGHTS IN THE COMMUNITY IN GENERAL AND IN THE PERIPHERAL HOUSES IN PARTICULAR, FACILITATE COMMUNITY ACTION & INITIATE IMPLEMENTATION OF GOVERNMENT SCHEMES RELATED TO RIGHT-BASED ISSUES, PARTICULARLY WATER RIGHTS. ALSO THROUGH SUITABLE AND RECURRENT TECHNICAL TRAINING, THEY BASICALLY ACT LIKE WATER ENGINEERS WHO UNDERSTAND, MAINTAIN, AND PROMOTE PHYSICAL WORK TOWARDS CONSTRUCTION, RESTORATION AND MAINTENANCE OF WATER BODIES.





The transformation from a village woman to an articulate, semi-skilled and empowered JalSheli does not happen overnight. JalSahelis are oriented, capacitated and trained by Parmarth rigorously.

- They attend leadership camps of Parmarth
- At the village level PaniPanchayat meetings, technical knowledge on water conservation techniques are shared. Also, the JalSahelis were capacitated through technical workshops.
- They are also hand held during JalSaheliSammelans that are monthly meetings at block level, where all JalSahelis in that block participate. In these sammelans (meetings) discussions focus around the needs and problems of villages particularly in context to water, the solutions for the same and whom to approach for it. Government officials such as BDO, SRLM and media persons are often present during the Sammelans as these meetings have started gaining attention and are proving effective.

<p>PROACTIVE, LITERATE WOMAN, OPEN TO STEPPING OUT OF HOME & IN THE 30-35 YEARS AGE GROUP CHOSEN BY PARMARTH AS JALSAHELIS (APPROXIMATELY 2 TO 5 SUCH WOMEN CHOSEN IN A VILLAGE)</p>	<p>THEY ARE PROVIDED ORIENTATION & TRAINING ON LEADERSHIP SKILLS, WATER CONSERVATION & TECHNICAL SKILLS, ADVOCACY & ASPECTS SUCH AS APPLICATION WRITING ETC.</p>	<p>PROVIDED HAND HOLDING & MENTORING SUPPORT BY PARMARTH ON REGULAR BASIS AT MONTHLY BLOCK MEETINGS & VILLAGE PANIPANCHAYAT MEETINGS</p>	<p>SEMI-SKILLED WATER WARRIORS WHO BECOME AGENTS OF CHANGE & FACILITATE WATER RIGHTS & WATER AVAILABILITY</p>
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THE JALSHELISHAVE PREPARED SEVERAL WATER MANIFESTOS, WHICH IS BASICALLY A CHARTER OF DEMANDS.THEY HAVE ALSO PROVIDED LEADERSHIP IN DEVELOPING VILLAGE WATER PLANS IN MORE THAN 100 VILLAGES. IN THIS WAY, THE JALSAHELIS ARE USHERING A DEFINITE WATER REVOLUTION IN THEIR VILLAGES.

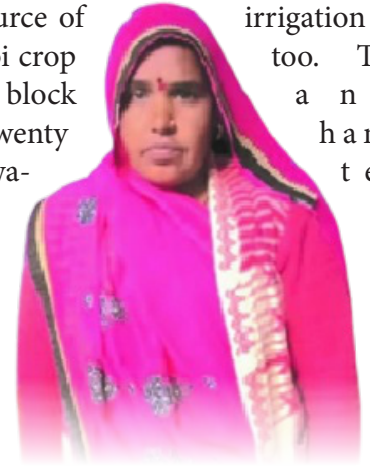
In the drought prone region of Bundelkhand in Uttar Pradesh, nestles a village called Chandrapur. This otherwise non-descript village is however special. Despite its drought prone geographical location, this village has more or less got rid of all water problems and is a lush village today. However, Chandrapur is not alone. Scores of drought prone villages in UP and MP where Parmarth works through the JJJ campaign are witness to the same story...a story of success! The characters who scripted these success stories are the JalSahelis, vibrant women squads, consisting of 2 to 5 JalSahelis, in a village.





In the village of Chandrapur mentioned above, JalSaheli Pushpa Devi and other JalSahelis have played a pivotal role in solving drinking water and irrigation problems. She, together with the community, repaired a dysfunctional village well, which is now fulfilling the water demand of the people.

With support of the villagers, they have constructed a check dam, which is the source of more than two hectares of land for 250 farmers. These farmers can now cultivate Rabi crop increased income has reduced out-migration from the village. Pushpa Devi also visited block district officials numerous times for installation of hand pumps. Due to her efforts, twenty pumps have now been installed in the village. This has solved the problem of drinking water in the village.



irrigation of too. The a n d h a n d t e r

Likewise, in Moto village Imarati Bai and others from marginalized communities were forced to drink muddy and contaminated water from an old well as the upper castes would not let them have water from hand pumps. Imarati Bai motivated a few women and together they started digging up the well. Initially they were jeered upon but as work progressed more and more people joined them. Today they all have clean water from a functional well. Imarati Bai is also a JalSaheli

3 Best Practise 3: Labour Contribution to make a Change

'SHRAMDAAN' OR LABOUR CONTRIBUTION HAS SYSTEMATICALLY PLAYED A KEY ROLE IN BOTH THE CAMPAIGNS (JJJ & EKTAPARISHAD) BUT IS BEING COVERED IN THIS SECTION. WATER CRISIS OFTEN TAKES THE SHAPE OF DEFUNCT AND DRIED UP WATER BODIES IN STATES LIKE UP, MP AND RAJASTHAN. HERE ALTERNATIVE SOLUTIONS SUCH AS REJUVENATING THE EXISTING STRUCTURES BY REPAIRING THEM TO MAKE THEM USABLE THROUGH LABOUR CONTRIBUTION HAVE PLAYED A KEY ROLE IN BOTH THE CAMPAIGNS.

ALTHOUGH THE MODUS OPERENDI IS SLIGHTLY DIFFERENT WITH EKTAPARISHAD CAMPAIGN LARGELY CLUBBING LABOUR CONTRIBUTION WITH LEADERSHIP DEVELOPMENT CAMPS AND JJJ USING IT GENERALLY AS A TOOL OF NEED BASED MASS MOBILIZATION, IT HAS RESULTED IN BETTER WATER SECURITY, GREATER CROPS ACROSS SEASONS AND LESS OUT MIGRATION. STORED RAINWATER IN WATER BODIES SUCH AS PONDS DUG UP OR REJUVENATED BY THE COMMUNITY HAVE BEEN A GOOD SOURCE OF WATER AND HAVE BEEN FOUND TO HAVE A HAPPY EFFECT OF WATER LEVEL IN GENERAL. THIS IN TURN MAKES TUBE WELLS AROUND THEM USABLE.

AS MANY AS 113621 MAN DAYS OF LABOUR (SHRAMDAAN) CONTRIBUTED THROUGH THE JJJ CAMPAIGN. THUS TOTAL MONETARY CONTRIBUTION OF LABOUR WAS WHOPPING AMOUNT OF INR 1 89 74 707.





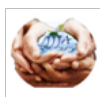
Daulta is a medium sized village in Uttar Pradesh that, like several other villages in the region of Bundelkhand in Uttar Pradesh, used to face acute water crisis. The hand pumps had largely gone dry and during summer months women had to walk 3-4 kilometres in order to fetch water.

Daulta had an old pond with good capacity for storing monsoon water. Unfortunately, owing to formation of molasses and waste dumping, the pond had grown shallow and dysfunctional. However, the Parmarth team, which was working in this village, saw a lot of potential in this pond and encouraged the JalSahelis and PaniPanchayats to take up the issue of cleaning the pond with the villagers.

Initially there was a lot of scepticism among the villagers towards the task at hand. But the two JalSahelis, Meera Devi and Neelam Devi decided to lead from the front and started clearing the pond. This finally motivated the other villagers to take up the task with them and together they succeeded in cleaning the water. Today, Daulta is blessed with a well functional pond.



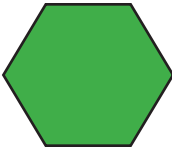

SUCH STORIES ABOUND IN REGIONS WHERE PARMARTH HAS DIRECTLY INTERVENED THROUGH WELTHUNGERHILFE SUPPORT UNDER THE JAL JAN JODO CAMPAIGN.





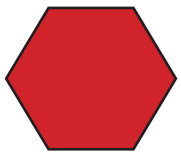
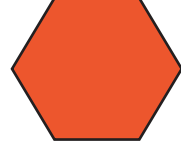
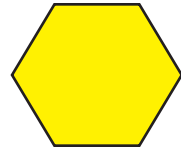
JJJ CAMPAIGN – THE CHALLENGES & BEYOND

During the extensive as well as intensive journey of the JJJ campaign, the intervention faced definite challenges and tried to overcome them. These are given in the Table A2 below:

CHALLENGE SPECIFICS	WHETHER ADDRESSED	HOW?
<p>JalSahelis (Female Water Aids) were planned to be the village/hamlet level water leaders & technicians for providing direction & motivation to the villagers in overcoming local level. However, in some pockets of Uttar Pradesh and Madhya Pradesh and largely in Rajasthan, it was a challenge to draw women out of their homes to take up this role as they did not step out easily in public as a custom.</p>	<p>LARGELY ADDRESSED AND OVERCOME</p> 	<p>As an alternative, in such pockets and regions, male water aids called JalYodhas were selected and oriented. They are now working as water leaders and technicians.</p> <p>Also, with male involvement and orientation and gradual involvement of villagers, both male and female, it has become easier to draw out women from their houses to get involved in the intervention. In this backdrop, it is expected that gradually JalSahelis can be selected and oriented to perform this vital task in future even in pockets where they were initially reluctant.</p>
<p>Regular transfer of government officials would often result in loss of valuable time and energy. Thus while the intervention team would orient and sensitise key government officials at various levels towards their cause, by the time he or she could be motivated to take pro intervention decisions, a transfer could take place.</p> <p>This resulted in a new face that had to be sensitised, oriented and motivated towards the cause all over again.</p>	<p>PARTIALLY ADDRESSED AND OVERCOME</p> 	<p>A specific characteristic of the government framework is that it recognises honours and recognitions bestowed by the government. Here it may be mentioned that various cadres such as JalSahelis and even various campaigns have received recognition from the government. For example, the JalSahelis have received award from Jal Shakti Mantralaya and also national level awards.</p> <p>When these awards, recognitions and certificates were shared by the team with the new official(s) that were transferred in place of the old once, often he/she realised and recognized the importance of the movement and agreed to be supportive.</p>



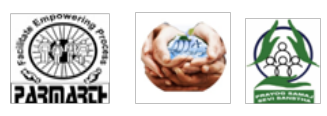


<p>A lot of time was lost in pre-election stages owing to 'Model Code of Conduct' (AcharSanhita) duration in which officials could not take key decisions.</p> <p>Besides, even when the new government came into force, often its mandate would be different.</p>	 <p>LARGELY UNABLE TO OVERCOME</p>	<p>This is outside the framework of the intervention and is disjoint from it in that the intervention cannot influence this practise in any way.</p> <p>As such this is a risk that the intervention had to accept and move with.</p>
<p>Sometimes, work related to excavation and construction got delayed if it could not be completed by monsoon.</p>	 <p>PARTIALLY ADDRESSED AND OVERCOME</p>	<p>Effort was made to plan activities so that they could be completed before the onset of the monsoons. However, given climatic changes and increase in erratic nature of the monsoon this could be totally overcome.</p>
<p>Divisive techniques and tactics have been causing economic, religious and caste based divide at village levels, thus making concerted efforts difficult.</p>	 <p>PARTIALLY ADDRESSED AND OVERCOME</p>	<p>Village meetings and mass sensitisation is intensified to combat such divisive tactics. On the one hand the villagers are made to understand how divisive tactics serve the vested interests of some people. On the other hand, they are sensitised to the huge advantages of unity.</p>

WE DID IT! A GLIMPSE OF OUR RESULTS & OUTCOMES

The JJJ campaign is a national campaign and sought to bring policy level decisions and changes at the national level and also create a common platform on which various water rights' activists and organizations could come together.

The campaign was essentially targeted to and through the marginalized. It was right based with water rights being the core focus. Here, as mentioned, an important desirable outcome was of bringing policy level changes that can affect the life of millions on water rights. Simultaneously capacity building of CBOs and NGOs that were involved in water rights at village level, river basin level and district or state level was also important and a core intervention objective. The outcomes and results of the intervention are measured against this backdrop





THE OTHER ACHIEVEMENTS AND OUTCOMES OF THE CAMPAIGN OVERALL AS WELL AS OF THE STRUCTURED CSO INTERVENTION, ARE SHOWN IN TABLE A3 BELOW:

POLICY LEVEL CHANGES THROUGH JJJ INITIATIVE



Through the JJJ campaign National Water Rights Bill was drafted & submitted to the GoI. This has been an important step towards the Right to Water Act that JJJ endeavours to achieve. (Ref: Annexure I for preamble Water Security Act)

The JJJ campaign has also performed as a pressure group and had a compelling role towards the government's 'HarGharNal-HarGharJal' scheme(that aims to provide clean water through pipeline to every household in India) and the JalJeevan Mission.

Likewise, JJJ has played a key role in the drafting and plan of the Ground Water Management and Regulation bills and acts of various state governments. Water Rights drafting committee was also formed by the Madhya Pradesh government through mobilization of the JJJ campaign.

JJJ community stake-holder ship tools such as development of village level Water User Master Plans have been adopted by the government through schemes such as AtalYojana and JalJivanYojana. (As many as 100 such master plans were developed in direct intervention area through Parmarth support in the CSO project).

Certain improvements in policy and structures have also been ushered by the JJJ campaign through PILs (covered below).

STATE LEVEL ACTION PLAN DRIVEN BY JJJ

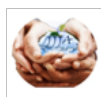
Representatives of Jal Jan JodoAbhiyan&JalBaradari are often involved by government officials towards water rights initiatives.



The regular sensitizing of political and administrative functionaries in the state of Uttar Pradesh for effective implementation of Drought Mitigation and Water Conservation has resulted in the Government of Uttar Pradesh to announce for revival of 100 ponds in different part in the region before start of the monsoon. Total of INR 144 crore was allocated for the revival of 100 ponds

STRUCTURED WATER LITERACY INITIATIVES STARTED BY GOVERNMENT

Through the efforts and demand of the JJJ campaign the first Water Literacy Centre has been opened by the Maharashtra government in Pune, Maharashtra.





CHANGES & OUTCOMES INITIATED THROUGH PIL (PUBLIC INTEREST LITIGATION)

During the intervention period Parmarth and partners associated with the JJJ campaign issued as many as 10 PILs. Out of these several PILs received successful conclusion through conducive judgements.



Through these PILs Parmarth and JJJ has ensured definite actions that added value towards reaching the vision of the campaign towards water literacy and water security for all.

Some of the successfully filed PILs have resulted in definite outputs and outcomes such as:

Policy & Structure Level with national/regional impacts:

- A National Disaster Response Force with its own regular specialist cadre is required to be constituted and a National Disaster Mitigation Fund is required to be established; development of a quick National plan for risk and disaster management & revision of drought management manual, early draught determination by state governments through use of technology

- Creation of River Panchayats for the Ganga, Yamuna, Hindon river basins

Micro level activities with local impact:

- Construction of sewerage treatment plant at Gorakhpur

- Suitable cleaning such as river surface cleaning and measures to reduce pollution in the Godavari post the Godavari KumbhMela

- Removal of encroachment in the Ramaling Tank Dam area to restore its storage & distribution capacity

INCREASED INSTITUTIONAL & SECTORIAL CAPACITIES



Most CSOs have reported improvements in strategic direction, governance and accountability systems. Most of them are also able to develop their project proposals. Approximately 70 percent of them have published progress reports. They are also associated with NITI Aayog's portal, Darpan.

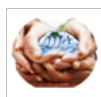
CHANGES & OUTCOMES INITIATED THROUGH PIL (PUBLIC INTEREST LITIGATION)

A landmark outcome towards which JJJ made definite contributions was the 'NamamiGange' program, a conservation and rejuvenation effort by the government for the national river Ganga.



NETWORKING & LINKAGES ESTABLISHED

Linkages with various organizations like the Water Resource Group 2030, NRMC, premier education institutes, Credibility Alliance, India Water Partnership, India Water Portal and various media agencies were established during the intervention, resulting in high convergence.





TECHNICAL CAPACITIES ENHANCED

Technical capacities of 11224 grassroots workers 7108 youth leaders and 4016 water volunteers increased in terms of leadership and thematic skills. 25 CSOs sensitized to gender & inclusion; besides these CSOs capacitated on advocacy tools & networking. Approximately 2500 ground level water leadership & technical cadres have been capacitated.

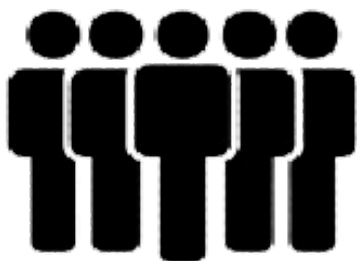


CREATING A WATER RIGHT'S PLATFORM



The JJJ campaign created a platform where more than 500 organizations and lakhs of people and institutions working on water literacy, conservation and rights can converge together to share knowledge and create a concerted impact.

MASS MOBILIZATION CREATING OUTCOMES AT GROUND ROOTS LEVEL BENEFITTING TARGET HOUSEHOLDS



JJJ took a total of 88 social actions on issues such as the installation of pipeline for water supply, toilet construction, payment of MGNREGS and hand pump repair

100 water user master plans (WUMP) have been prepared and submitted to the local government by Parmarth facilitated team & ground cadre;

Through Parmarth's efforts 170 water bodies were either restored, repaired or constructed at a cost equivalent of INR 64 310 478, resulting in water supply to villages in the direct intervention area and beyond

INCREASE IN RESOURCE BASE

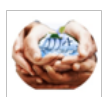
Resources of Parmarth have increased by more than 18% from the baseline figure. 9 CSOs associated with Parmarth have mobilised INR 2 99 08 035 from CSRs & other resources



INCREASE IN MEMBERSHIP BASE



Parmarth added 39 organizations to the JJJ network during the course of the intervention, which is a 39% increase.





B. THE EKTAPARISHAD CAMPAIGN

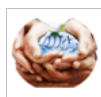


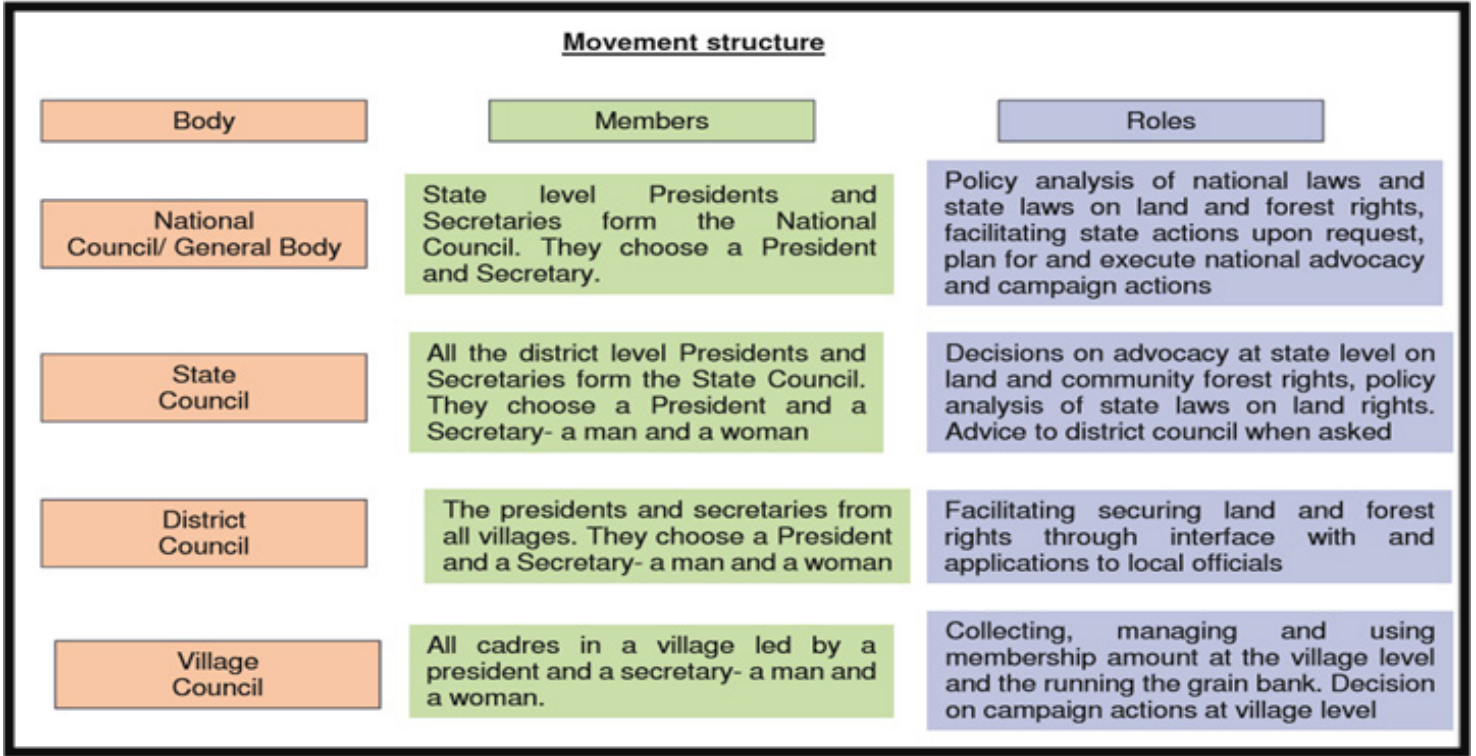
About EktaParishad Campaign – The second major campaign that this intervention addressed is the land right’s campaign. Here a backdrop to the EktaParishad Campaign is relevant.

The EktaParishad campaign has been working since 2006 on growing economic disparities, ecological destruction and loss of livelihoods due to land acquisition policies and weak corruption riddled public services. In general, the EktaParishad networks have been working with a large number of campaigns and advocacy programs that are helping groups of people (as opposed to individuals) to struggle for their land and livelihood rights in four states of central and eastern India. PV Rajgopal, the leader of the movement, has been instrumental in bringing the different state level organizations together around a set of common strategies.

The land right’s campaign was planned where PrayogSamajSeviSansthan, a member organization of EktaParishad, was to work as implementing nodal partner with Welthungerhilfe support to expand the current structure and leadership to states and districts not covered so far.

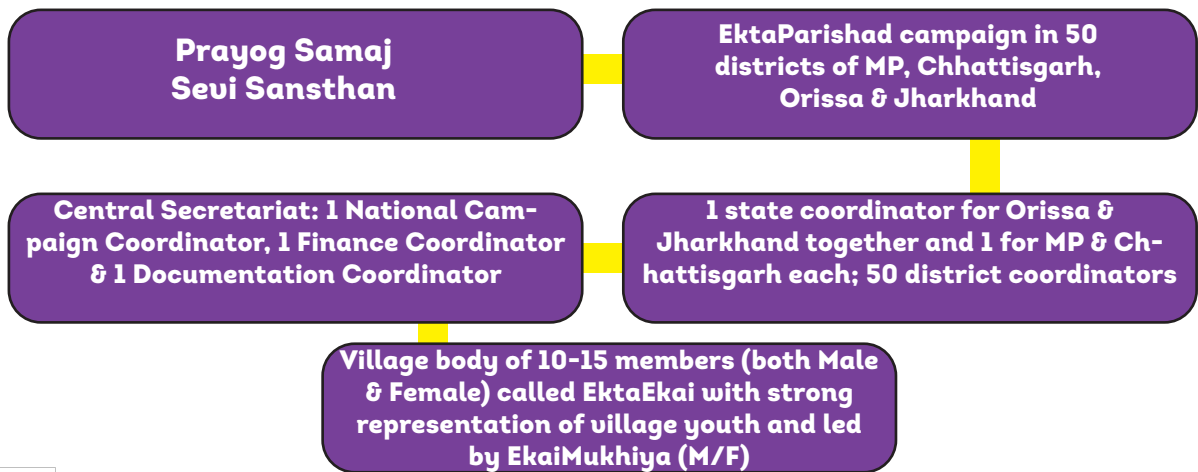
THE HIERARCHICAL FUNCTIONALITY OF THE EKTAPARISHAD INITIATIVE MAY BE SHOWN IN DIAGRAM B.1 BELOW:





INTERVENTION MANPOWER STRUCTURE & PROCESS

The four tiered hierarchical structure shown above, is linked with the intervention framework. The central secretariat looks into the overall planning, strategizing and macro execution of the campaign. A state level unit executes the plan of action at the state level through a top down approach but also strengthened by bottom up feedback. Intervention manpower at district level ensures district level execution and in linking the executing the intervention strategies by involvement at the mass level. Serious and systematic leadership and cadre building at the village level ensure village level presence and strength in execution of the mass campaign. Greater details on manpower structure and process are shown by diagrams B.2 and B.3 respectively





EktaParishad, a pan India movement working mainly on land and forest rights through campaigns and networks directly or indirectly in more than 20 states of India

Working directly in 50 districts & total 2200 villages MP, Chattisgarh, Orissa & Jharkhand (18, 17, 9 & 6 districts respectively)

Central Secretariat for the direct intervention: 1 National Campaign Coordinator, 1 Finance Coordinator & 1 Documentation Coordinator (a team of total 3 members)

Form &/or strengthen 34 CSO networks at ground level

Youth & Village Mukhia; EktaEkai at Village levels & empowered community

Indirect intervention in more than 20 states; network of 26 direct CSOs and 16 CSOs in indirect intervention areas

**1. Holds national level meets & conventions
2. Does large scale advocacy & campaigns & acts as national level pressure group**

**1. Builds capacity of ground cadres (Mukhiya, EktaEkai, and youth)
2. Mass mobilization and contribution through Shramdaan, Anna Kosh (food bank) and ArthaKosh (money bank)
3. Networking with government officials & non-violent pressure tactics (rally, sabha, bhukhartal, demonstration, dharna etc.)**



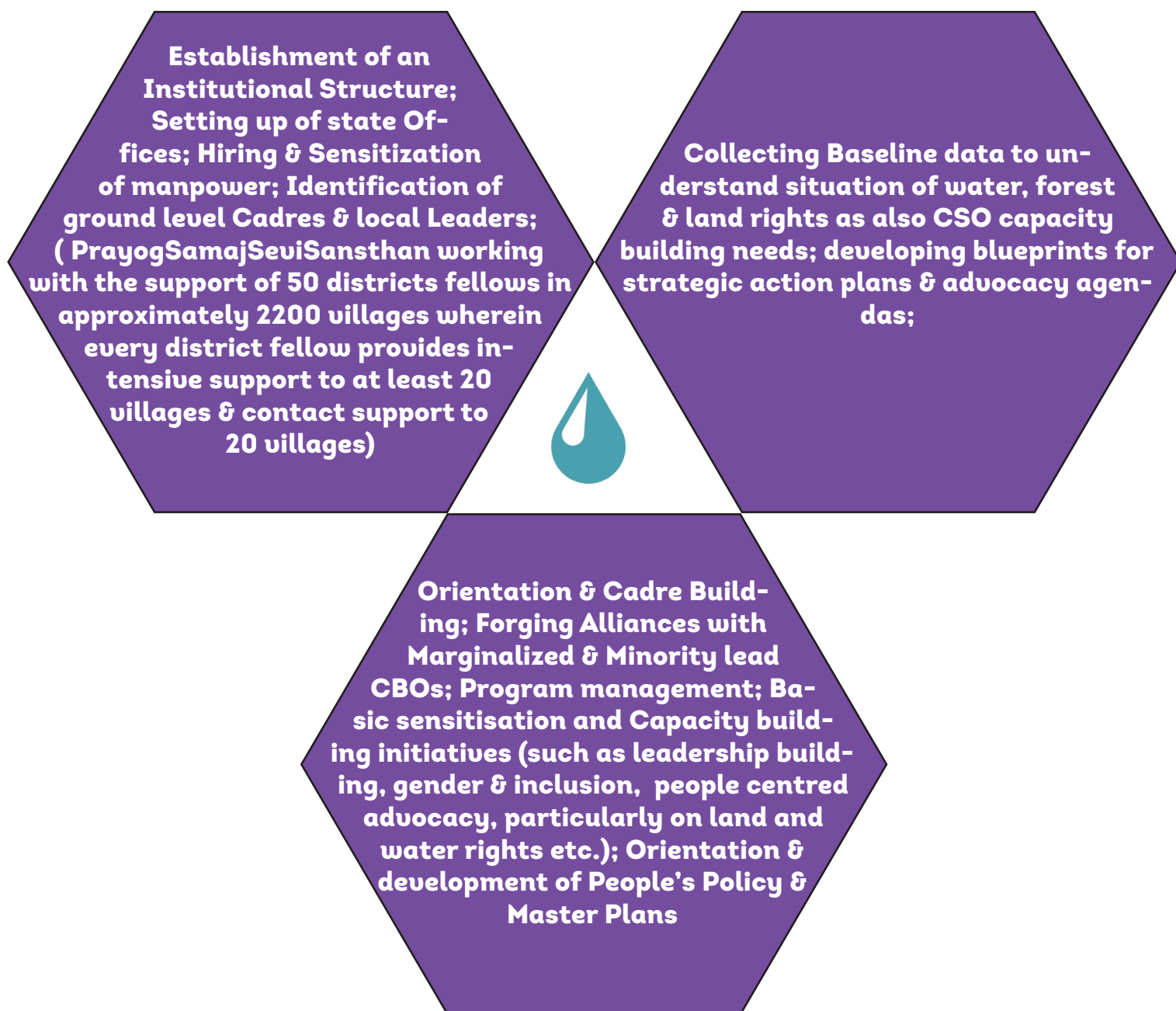


A PROCESS DOCUMENT ON RIGHT BASED MOVEMENT & ACHIEVEMENTS IN INDIA (PARTICULARLY LAND & WATER RIGHTS)



As already depicted, the EktaParishad campaign is reaching out directly to 2200 villages in 50 districts in the states of Chhattisgarh, Madhya Pradesh, Jharkhand and Orissa. Directly and indirectly combined, the EktaParishad campaign through Prayog and network partners have reached out indirectly to more than 20 states of India.

While the intervention progressed organically from January 2016 to December 2019 and extended to June 2020, it may on hind sight be considered as somewhat overlapping & planned phases of progress. An important part of the process that must be mentioned here is the EktaIkai, a village level unit. These units consist of 15-20 members (of both the genders) and played a key role in mass mobilization at the village level. These phases as well as overall processes for the EktaParishad campaign is shown in diagram B.4 below:





A FEW CORE CAMPAIGNS AND EVENTS

MahilaBhumiAdhikarYatra, where women in Tilda, Bhubaneshwar, Jabalpur and Gwalior took to the streets for their land rights. The organization also held MahilaSammelan in 2019, where approximately 5000 women from 34 districts of the direct intervention states participated.

EktaParishad organised a mega village contact programme in all 2106 villages under the project to raise

their awareness on land entitlement and Forest Rights Act. The EktaParishad campaign has also held Parliaments of the landless from time to time. A Jai JagatYatra was initiated by EktaParishad campaign through Prayog support. It started from Rajghat, New Delhi with a National Consultation on land right on 2nd October 2019 & reached Sevagram in Maharashtra on 30th January 2020. As many as 5300 participants from project area joined it.



EktaParishad held the biggest National level advocacy campaign on land policy and homestead bill called Jan Andolan 2018 (people's movement)

during the project period, under the facilitation of Prayog. As many as 18500 villagers, tribal women & youth from the project participated in this

campaign. As many as 25 support organizations also joined the campaign. Besides this, hundreds of people's organizations at ground level supported the move-

ment. During the campaign the then Chief Minister of Madhya Pradesh Mr. Shivraj Singh Chouhan, Minister from Centre Dr. Virendra Kumar and ex Finance Minister Mr. Yash-

want Sinha announce their whole hearted support to the cause and the campaign. So did Mr. Rahul Gandhi, President All India Congress Committee and leader of opposition. 5

lakhs signature on national land right policy & other rights were collected & handed over to President through a Central Minister at Gwalior. Mr. Narendra Singh Tomar, the then RD

Minister, GOI extended his support through a letter. This shows the visibility and socio-political inclusiveness of the movement.



A PICTURE STORY OF CORE ACTIVITIES

Several of the core activities done in this intervention are overlapping between the two campaigns. However, core of those activities focused on land rights under the EktaParishad campaign are separately touched upon in this section.

A quantitative view of a few activities in the land's right campaign shows the scale of the EktaParishad campaign:





PROTECTING THE LAND RIGHTS OF THE VULNERABLE SECTIONS OF SOCIETY

Capacity building programs on land rights	20	2160 youth
Mass contact programs on land entitlements & land rights	400	40,000 participants
Two day parliament of the landless organized towards implementation of the Homestead Land Rights Act	1	27500 villagers, youths, mukhiyas and women
Two-days consultation with social activists on the issues of land and water rights held	1	550 youth activists

A FEW CORE ACTIVITIES ARE DESCRIBED BELOW:

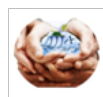
LEADERSHIP DEVELOPMENT CAMPS have been regular part of the intervention. While both the campaigns have held leadership camps for cadre building and leadership formation at ground level the models of the camps were somewhat different between the campaigns. The EktaParishad campaign held rigorous leadership camps, particularly for the youths from its village level land rights unit called EktaEkai.



Initially three-day camp for local cadres covered topics of local governance, non-violent action, advocacy, social inclusiveness, and diversity and livelihood rights. The trainees were trained on how to maintain discipline, to arrange logistics, food, water etc. during the yatra. Simultaneously camp sessions included discussions on different thematic issues such as FRA, PESA and RTI and helped in creating mobilizers at grass root level. Shramdan (labour contribution) of the youth was an important aspect of these leadership camps. It brought out leadership qualities and involvement as well as motivation in them. A lot of these youth were also part of EktaEkai.

Ground root level organizations (CBOs/CSOs such as farmer organisations, youth organisations, women led organisations etc.) involved with the campaign benefitted from **ORGANIZATION DEVELOPMENT WORKSHOP**. A series of three day workshops on internal governance, financial management, accountability, transparency and increased workplace diversity have been held by Welthungerhilfe with the support of Centre for Promoting Accountability (CPA). These have strengthened and institutionalized civil society organizations and individuals related to the people's movements.

Since media **ADVOCACY** is an effective advocacy tool, the partners in arms, the media personnel, were duly recognized each year for their efforts towards the causes. An important and continuous activity at the ground level for the campaign was constant interfacing, dialogue creation and pressure tactics with various officials and mainly line department officials. This was imperative in order to ensure that various rights and entitlements were granted to the community members.





GENDER EQUALITY WORKSHOPS

Gender equality workshops were inbuilt into the intervention since the intervention had a core perspective of inclusiveness and gender equality. The purpose was to sensitize project management, project staff and ground level workers such as youth fellows and water volunteers on definition of gender, law and policy related with gender, women rights, gender equity and current perceptions. Various group exercises and plays were also organized for better sensitivity about gender issues.



ANNUAL REFLECTION & REVIEW WORKSHOPS

Team members from Welthungerhilfe (WHH), Parmarth and Prayog have steadily participated in every three day Annual Reflection & Review Workshops. The workshops evolved into systematic evaluation tools that analysed the progress of the campaigns for the period and reflected on the progress and impact on the ground. At the same time these workshops emerged as a planning platform in the presence of various stakeholders. Half yearly two day workshops have also been done along the same lines.





4

Best Practice 4: The Youth Empowering Villagers & Leading change in EktaParishad

The youth have been a vehicle of change in most movements. This force of the youth has been harnessed with exemplary success by Prayog in its EktaParishad movement. The implementing partner for the EktaParishad campaign, PrayogSamajSeviSansthan, inducts youth in a very systematic manner to play a key role in campaign outcomes.

- THE YOUTH HAVE PLAYED A KEY ROLE IN THE EKTAPARISHAD CAMPAIGN IN MOTIVATING VILLAGERS TO TAKE UP COMMON CAUSES COLLECTIVELY AND FOLLOW UP ON THEM REGULARLY TILL RIGHT BASED OUTCOMES ARE ATTAINED. IN FACT, THE YOUTH HAVE METAMORPHOSED INTO LOCAL LEADERS THAT ARE CATALYTIC TOWARDS ABSORBING MORE YOUTH AND COMMUNITY MEMBERS IN THE EKTAPARISHAD CAMPAIGN. LEADERSHIP DEVELOPMENT CAMPS FOR THE YOUTH ARE REGULARLY ORGANISED BY PRAYOG TO ENHANCE THE LEADERSHIP SKILLS AND SOCIAL INCLUSION PERSPECTIVES AMONG THE YOUTH. IN THIS WAY, CLOSE TO 6000 YOUTH HAVE BEEN CAPACITATED BY PRAYOG THROUGH THE INITIATIVE.
- VARIOUS VILLAGES AND INNUMERABLE VILLAGERS HAVE BEEN BENEFITTED THROUGH LABOUR CONTRIBUTION INITIATIVES TAKEN UP THE YOUTH SELECTED AND CAPACITATED THROUGH THE EKTAPARISHAD CAMPAIGN.
- OVER THE YEARS, THE YOUTH HAVE PLAYED A VERY DYNAMIC AND CRUCIAL ROLE IN GIVING EKTAPARISHAD MOVEMENT VISIBLE MASS AT THE GROUND ROOTS LEVEL. THIS HAS ENABLED THEM TO SPEARHEAD ADVOCACY INITIATIVES ON A BIG SCALE AND PLAY A ROLE IN PUSHING CRUCIAL BILLS. AN EXAMPLE IS THE HOMESTEAD BILL. DESPITE GOVERNMENT ASSURANCES TOWARDS THE BILL IN 2012, NOTHING HAD MOVED IN A POSITIVE DIRECTION BY 2016. IN FACT WHEN A PUBLIC MEETING WAS ORGANIZED WITH 2000 PEOPLE IN WHICH NARENDRA SINGH TOMAR, MINISTER OF AGRICULTURE AND RURAL DEVELOPMENT HAD COMMITTED TO COME, HE DID NOT TURN UP AT THE LAST MOMENT. THIS WAS A BIG BREACH OF COMMITMENT AND LEFT THE PEOPLE DISGRUNTLED. TO DRAW THE ATTENTION OF THE GOVERNMENT TO THE ISSUE, A YOUTH CAMP WAS THEN ORGANIZED IN CHIEF MINISTER'S CONSTITUENCY AT BUDANI WITH 200 YOUTH WHO WERE ALREADY LEADERS IN THEIR COMMUNITIES. HERE ALL PARTICIPANTS CREATED A FULL PLAN TO WALK FROM BUDANI TO BHOPAL AND ALSO MOBILIZE YOUTH FROM THEIR RESPECTIVE VILLAGES AS WELL AS FROM OTHER VILLAGES. THIS CREATED A VERITABLE PRESSURE ON THE CHIEF MINISTER AND HE FINALLY AGREED TO A DIALOGUE IN THE PRESENCE OF 1000 PLUS PEOPLE. HE ALSO AGREED TO THE DEMANDS DRAFTED BY EKTAPARISHAD AND DECLARED THE IMPLEMENTATION OF HOMESTEAD BILL IN MADHYA PRADESH.



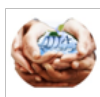


The youth are also involved at the grassroots level structure of 15-20 people, called the EktaEkai, created at the village level. While this is a community structure, both male and female youth members also form a vibrant part of the group.

- The youth members involved by Prayogare in the age group of 18 to 35 years
- A high number of them are trained through 5 days leadership camps in the first year of the intervention and 3 days' refresher camps for each year after that
- Not only are they motivated, oriented to take up leadership roles, capacitated to understand their land and forest rights better but also encouraged to contribute their labour for various type of community centric work such as restoration work
- The youth have played key roles in ensuring justice at the community level at various core points such as the public distribution system, health etc. They also play key roles in writing applications, approaching government officials at various levels, building up mass mobilization and in general being beacons of change



IN SHYAMPUR VILLAGE OF SHIVPURI DISTRICT, APPROXIMATELY 75 PERCENT FAMILIES BELONG TO SAHARIYAADIVASI (TRIBAL), A VERY SOCIO ECONOMICALLY MARGINALISED CLASS. THE MAIN SOURCE OF INCOME IN THIS VILLAGE WAS AGRICULTURE BUT IT DID NOT HAVE ANY SYSTEM TO STORE THE RAIN WATER. AS A CONSEQUENCE OUT MIGRATION WAS HIGH.





THE VILLAGE YOUTH, THROUGH MOTIVATION OF THE YOUTH IN THE EKTAEKAI GOT TOGETHER AND DECIDED TO CONTRIBUTE THEIR LABOUR TO MAKE A LAKE IN THE VILLAGE. THIS WAS COMPLETED WITH THE SUPPORT OF THE LOCAL ADMINISTRATION AND OTHER WELL-WISHERS OF EKTAPARISHAD. BY THE NEXT MONSOON THE LAKE WAS FULL AND THE VILLAGERS DID SUCCESSFUL CULTIVATION OF GRAM LENTIL. THIS GAVE A HUGE BOOST TO PEOPLE'S OVERALL ECONOMIC CONDITION. IN THE YEAR 2018-19, THE VILLAGE DID NOT SEE EVEN A SINGLE MIGRATION AND WITH THIS CHANGING SCENARIO GOVERNMENT SCHOOLS HAVE BEEN RE-ACTIVATED, CHILDREN HAVE STARTED RECEIVING EDUCATION AND MANY MORE SOCIAL AND ECONOMIC DEVELOPMENT INITIATIVES ARE HAPPENING IN THIS VILLAGE TODAY.

5 Best Practise 5: Community Food Grain Units fight the evil of Hunger and Hunger Deaths

Under the EktaParishad campaign, PrayogSamajSeviSansthan, the implementing organization, has been instrumental in creation of village level community money banks (ArthaKosh) and community food-grain units (Anna Kosh). This literally helps each village metamorphose into a self-help community unit with a social safety cap against dire circumstances. The community money banks and food grain centres are created under a principle that the campaign unit of the village should be strong and self-reliant and have resources to take right based initiatives forward. These grain and money banks also support the needy members in the village in times of natural disaster and man-made disaster.

These money banks and food banks are created through the support and facilitation of the EktaEkai. These EktaEkais, each 15-20 members strong, are basically village level group of the poor and the marginalised. There is at least one EktaEkai unit in every village covered by the direct EktaParishad intervention. These units motivated every family in their community to take up a practice of contribution towards community resources. Thus there is the norm of contribution of a few rupees and one hand full of rice every week. In villages where poverty levels are still high, this contribution is taken once in two weeks or once a month. The landless / deprived poor may even contribute by giving a handful of the grain received from the government ration shop.

In this way every village covered by direct intervention now has a money bank and a food bank. These banks are serving their purpose in numerous villages today. For example, no villagers in Madanpur village go hungry any more. While they may not have variety on their plate, the Anna Kosh initiative of Prayog has ensured that at least their stomachs are full. At present, more than 100 kg of wheat and a good amount of money are available with the village organization (EktaEkai) of the village.





PARTICULARS	MP	CG	ODISHA	JHARKHAND	TOTAL
No's of villages	579	510	339	189	1617
Grain Collection (in Qtl)	448.88	404.57	221.33	145.72	1220.50
Grain converted in Cash	538,656.00	485,484.00	265,596.00	174,864.00	1464,600.00
PARTICULARS	MP	CG	ODISHA	JHARKHAND	TOTAL
No's of Villages	579	510	339	189	1617
Amount Collection	839,550.00	739,500.00	491,550.00	274,050.00	2344,650.00

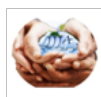
BEST PRACTISE 3: LABOUR CONTRIBUTION TO MAKE A CHANGE

While this practise has been covered under the JJJ campaign, it also formed an important part of the EktaParishad campaign. Hence it is important to cover a paragraph of it here as well.

As already mentioned, the youth have been the heart of the EktaParishad campaign. Hence the EktaParishad campaign intertwined the labour contribution initiatives largely with youth leadership development camps. Sometimes residential camps were also specially held on a need based manner to so that collective labour contribution can bring a need driven change or improvement.

For example, Shayamapura village in Madhya Pradesh faced serious water crisis till the villagers, under the leadership of EktaEkai and facilitated by Prayog team got together to make a difference. Since any support from the government to solve the problem was not forthcoming, the villagers got together and decided to dig a pond. Accordingly, a camp was organized and people got together to resume work throughout the day, which also contributing and cooking on the spot. Initially forest department officials tried to stop the activity citing that digging on forest department land is illegal. However, on being pressurised by the ground cadre and masses, they eventually obtained permission for the work. Today, not only is the structure completed but it is full of rainwater and a good source of water for the village. The enthusiasm and force of the villagers has reached the media and through it, senior officials. The Collector and his team visited the village and later sanctioned as much as 2 crore INR for digging up a new pond in the area.

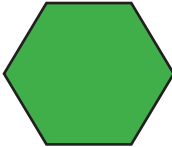

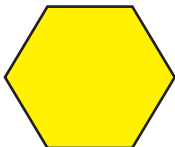
As many as 79 water bodies such as ponds and rivers have been restored by such labour contribution through the EktaParishad campaign.

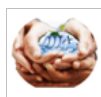




EKTAPARISHAD CAMPAIGN – CHALLENGES & BEYOND

This has been an extensive as well as intensive campaign in terms of sheer scale and geographical scope. Also, in order to be fruitful and mobilize masses through campaigns and events, a very intensive format was required. During this extensive as well as intensive journey, the EktaParishad campaign faced definite challenges. Table B2 below provides a list of challenges and their dynamics:

CHALLENGE SPECIFICS	WHETHER ADDRESSED	HOW?
<p>Regular transfer of government officials would often result in loss of valuable time and energy. Thus while the intervention team would orient and sensitise key government officials at various levels towards their cause, by the time he or she could be motivated to take pro intervention decisions, a transfer could take place.</p> <p>This resulted in a new face that had to be sensitised, oriented and motivated towards the cause all over again</p>	<p>PARTIALLY ADDRESSED AND OVERCOME</p> 	<p>Prayog, the implementing organization for direct intervention under the EktaParishad campaign, believes in Gandhian principles.</p> <p>Hence it has held Gandhian non-violence pressure tactics to overcome resistance & non-cooperation of the new officials where dialogue alone did not make progress. Thus tactics such as dharna, bhukhhartaal (hunger strike), demonstration, rallies etc. were often used to some result in breaking deadlocks</p>
<p>A lot of time was lost in pre-election stages owing to 'Model Code of Conduct' (AacharSanhita) duration in which officials could not take key decisions.</p> <p>Besides, even when the new government came into force, often its mandate would be different.</p>	<p>LARGELY UNABLE TO OVERCOME</p> 	<p>This is outside the framework of the intervention and is disjoint from it in that the intervention cannot influence this practise in any way.</p> <p>As such this is a risk that the intervention had to accept and move with.</p>
<p>Sometimes, work related to excavation and construction got delayed if it could not be completed by monsoon.</p>	<p>PARTIALLY ADDRESSED AND OVERCOME</p> 	<p>Effort was made to plan activities so that they could be completed before the onset of the monsoons. However, given climatic changes and increase in erratic nature of the monsoon this could be totally overcome.</p>





<p>Divisive techniques and tactics have been causing economic, religious and caste based divide at village levels, thus making concerted efforts difficult.</p>	<p>PARTIALLY ADDRESSED AND OVERCOME</p> 	<p>Village meetings and mass sensitization is intensified to combat such divisive tactics. On the one hand the villagers are made to understand how divisive tactics serve the vested interests of some people. On the other hand, they are sensitised to the huge advantages of unity.</p>
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WE DID IT! A GLIMPSE OF OUR RESULTS & OUTCOMES

The Ekta Parishad campaign, like the JJJ campaign was aimed at the most marginalized. Often, in states like Chattisgarh, Madhya Pradesh and Orissa, it worked mainly in tribal areas, which face the brunt of poverty, growing economic disparities, ecological destruction and loss of livelihoods due to land acquisition policies and weak corruption riddled public services. In Chattisgarh, some of the target beneficiaries and CBOs were from the Dongaria and Kutia Kondh, Saharia, Baiga, Pando, Santhali community; in Jharkhand they come from Chero, Kharwar, Paharia, Birhor, Birijia, Santhal, Munda, Oraon and Ho tribes etc. Thus the intervention has very successfully been able to reach out to the most needy sections of the population. It also resulted in some hallmark achievements that will impact the lives of even those sections of stakeholders not directly covered through the Ekta Parishad campaign. Here is an overall picture in Table B3 below:

POLICY LEVEL CHANGES THROUGH EKTAPARISHAD CAMPAIGN

Through mass mobilization & pressure created through the Ekta Parishad campaign as well as through its sensitization drives, the Government officials of the Orissa government have announced scheme SabinkuGhar in 2018 that ensures land to 3.2 million households.



Nearly 500 000 families in Orissa have been benefitted through Homestead Land (Mo Jami Mo Deha Scheme) & Operation Vasundhara that seeks to end land disputes

Madhya Pradesh Government passed ‘Homestead Guarantee Act’ in 2017. A large number of people are expected to benefit from it.



Jharkhand has issued high level government order for the settlement of Forest Rights Act related petitions through which nearly 8000 tribal community members have been benefitted





Chhattisgarh passed orders to ensure land to the nomad, pastoral community & forest dwellers. A decision was also taken to form district level task force to identify the real landless and forest dwellers to expedite land settlement process



DIRECT AND LARGE SCALE BENEFIT TO TARGET BENEFICIARIES



Through Prayog's efforts 10143 acres of individual forest lands, 2311 acres of community forest land and 67 acres of homestead land worth INR 26268 00 000, INR 474 00 000 & INR 222 00 000 respectively was restored to forest dwellers and landless

NETWORKING & LINKAGES ESTABLISHED

Linkages with various organizations like the Water Resource Group 2030, NRMC, IPE Global, Credibility Alliance, India Water Partnership, India Water Portal and various media agencies were established during the intervention, resulting in high convergence.



INCREASED INSTITUTIONAL & SECTORIAL CAPACITIES



100% CSOs have reported improvements in strategic direction, governance and accountability systems. More than 50 percent of the associated CSOs have started developing progress reports.

As many as 36 CSO networks were formed through the effort of this campaign.

TECHNICAL CAPACITIES & PARTICIPATORY MECHANISMS ENHANCED

143 village land, forest, and water-use plans participatory plans have been prepared under both the campaigns and submitted to local government

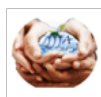


INCREASE IN RESOURCE BASE

Resources of Prayog (through membership fees @INR 10 per year) have increased by 98% from the baseline. 10 CSOs associated with Prayog have mobilised INR 46 76 008.



The total monetary implication of repair/construction through labour contribution by EktaParishad is INR 8491202.





INCREASE IN MEMBERSHIP BASE



The membership of EktaParishad, supported by Prayog, has increased 98% during the course of the intervention



