



## Mahindra & Mahindra

### "Smridhhi ki Asha"

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#### CASE STUDY

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#### Summary

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"Mahindra, thereafter, partnered with the Government for its execution and currently, undertakes the following interventions: Soil and Water conservation, Water Resource Development, Vegetative Measures and Productivity Enhancement"

#### Objective of Intervention

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The Mahindra Group focusses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

#### Type of Intervention and Location

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Integrated Watershed Management Program  
Damoh district of Madhya Pradesh, comprising 32 villages

#### Description of Intervention

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"Mahindra believes that Integrated Watershed Management Program (IWMP) is the only solution to address climate change as it conserves fertile soil, harvest runoff, recharge ground water table, create green belts, increase crop productivity etc. along with community development. It has undertaken IWMP in the Damoh district 31st March 2014 of Madhya Pradesh, comprising of 32 villages. The program necessitates a total investment of INR 500 lakh. Process of which began with creating awareness about the programme and enrolling participants from the community followed by baseline survey and planning of the project



area. The baseline study facilitated gathering of raw data and 5-year developmental targets for the action area. Mahindra, thereafter, partnered with the Government for its execution and currently, undertakes the following interventions: Soil and Water conservation, Water Resource Development, Vegetative Measures and Productivity Enhancement. It has successfully completed the First Phase of the program, since its inception on March 31, 2014, which involved planning and initiation. The Second Phase, spanning three years, envisions covering 96,000 hectares of area where the water table is at 45 feet. "

### **Intangible or Tangible Benefit**

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Owing to the construction of 28 check dams, 37 ponds and tanks, the community now has an incremental storage capacity of 1,486.65 million litre. Additionally, 1100 soil and water conservation structures like stone outlets and gully plugs have been built. Trenches & bunds of a stretch of 318 Kms have been constructed. More than 2,790 farmers received an improved variety of seeds in the Rabi (Wheat and Chickpea) and Kharif cycle (Paddy, Pigeon pea, Black gram, and Soybean). Also, vegetative plantations increased to 130.38 hectares of land and the tree cover has increased by 30,000 trees. Farmers have registered productivity acceleration by 25–30 per cent. Furthermore, 384 Self Help Groups (SHG) have been constituted and 318 individuals have been directly linked to economic activities.

### **About Mahindra & Mahindra**

The Mahindra Group focusses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency. It operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defense, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles, and two-wheeler industries.