

CSR Impact Assessment

FY 2023-24

Supported by :

mahindra *Rise*

Implemented by



Impact Assessment Conducted in 2025-26 by :



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Green Guardian – Water Management Project



Green Guardian – Water Management Project



Project Goal

The **Green Guardian – Water Management Project** is designed to restore and strengthen traditional irrigation tank systems in rural Tamil Nadu to improve water storage, groundwater recharge, and irrigation reliability.

By addressing the declining functionality of tank-based irrigation systems, the project aims to enhance agricultural productivity, support small and marginal farmers, and strengthen livelihood resilience.

Through a combination of infrastructure restoration, community engagement, and environmental interventions, the initiative promotes sustainable natural resource management, improves ecological balance, and contributes to long-term climate resilience in tank-dependent farming communities.



Project Relevance

- India has 24.24 lakh water bodies, of which 3.95 lakh (16.3%) are not in use due to siltation, drying, encroachment, and structural damage – **(Ministry of Jal Shakti, First Census of Water Bodies, 2023)**
- About 85% of rural drinking water supply depends on groundwater – **Ministry of Jal Shakti, 2022**
- 52% of India's net sown area is rainfed, making farmers highly vulnerable to rainfall variability – **Ministry of Agriculture & Farmers Welfare, 2021–22**
- Declining functionality of traditional irrigation tanks due to siltation and structural deterioration
- Reduced water storage capacity affecting irrigation reliability
- Limited agricultural productivity and income instability among farmers
- Degradation of groundwater levels and ecological systems

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Activities

Tank Restoration and Rehabilitation:

- Desilting and deepening of irrigation tanks
- Strengthening of tank bunds and embankments
- Repair and restoration of sluices and surplus weirs
- Clearing of feeder channels to improve water inflow
- Removal of encroachments and obstructions in tank areas

Water Storage and Irrigation Enhancement:

- Creation of additional water storage capacity
- Improvement in irrigation potential for agricultural lands
- Strengthening groundwater recharge through restored tanks
- Ensuring water availability across seasons
- Improved water distribution across command areas

Community Mobilization and Institutional Strengthening:

- Formation and strengthening of community-based institutions (Vayalagams)
- Community participation in planning and implementation
- Awareness generation on water conservation and management
- Promotion of collective ownership and maintenance practices
- Capacity building of community members for long-term management

Environmental Interventions:

- Plantation activities around tank areas and villages
- Awareness programs on environmental conservation
- School-level awareness initiatives on hygiene and environment
- Promotion of sustainable environmental practices at community level

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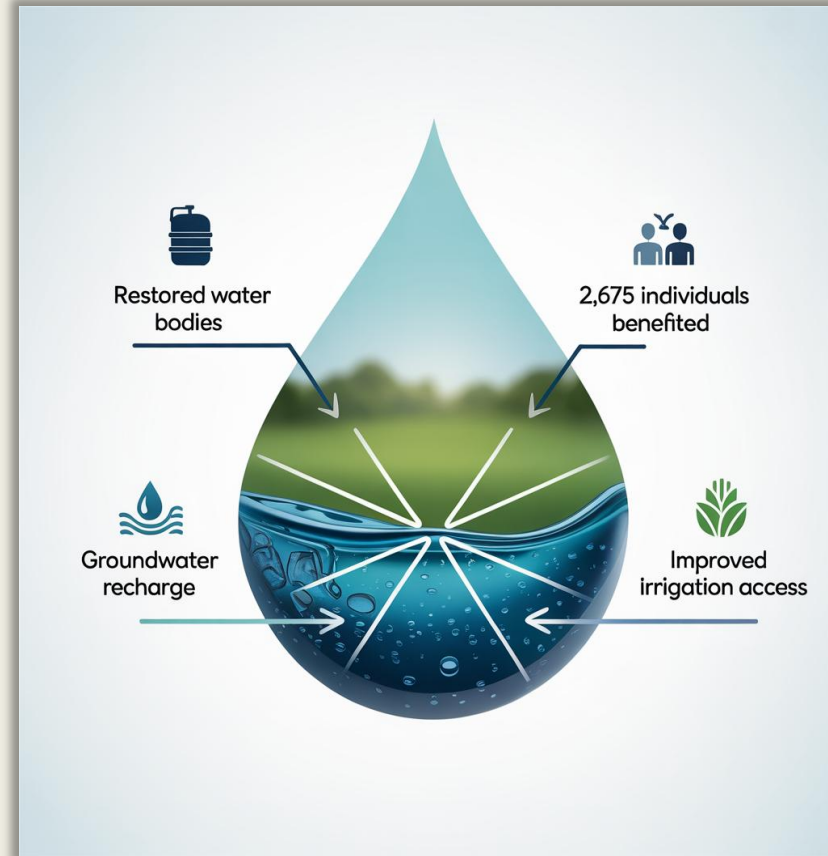
Project Reach

Project Implementation in FY 2023–24:

The Green Guardian Water Management Project was implemented in Tiruvannamalai district (Tamil Nadu), focusing on the Pavor tank cascade system in Vembakkam block, with the objective of restoring traditional water systems and improving irrigation access.

Strengthened Implementation in FY 2023–24:

The project enhanced water infrastructure through **restoration of 3 irrigation tanks** and **3 village ponds** leading to improved water storage capacity of **182.5 lakh litres through tank restoration** and **additional 75 lakh litres of additional storage created through pond restoration**, groundwater recharge, and irrigation reliability.



FY 2023–24 Coverage:

During the **FY 2023–24** implementation cycle, the project benefited **2,675 individuals**, including a significant proportion of SC/ST communities, while improving irrigation access across surrounding agricultural areas through restored water systems.

Enhanced Water Security:

Improved water availability and groundwater recharge strengthened livelihood resilience and environmental sustainability across project villages. This led to better irrigation reliability, reduced water scarcity during dry periods, and improved agricultural productivity while enhancing community resilience to climate variability.

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Logic Model



To improve the performance and resilience of the traditional irrigation tank cascade system, while supporting rural livelihoods, and environmental conservation in tank-dependent villages.



Objective

Improve water storage capacity and regulation through restoration of irrigation tanks and ponds.

Support tank-fed farmers and households dependent on surface water sources for irrigation, domestic use, and livestock.

Enhance green cover in and around restored water bodies to strengthen ecological stability.

Create awareness on water, and environmental issues among communities and school children.



Inputs

Technical expertise of DVTF
Community institutions:
Tank-fed farmers' associations (Vayalagams)

Native tree saplings, fencing, and plantation materials for green cover activities.

Monitoring, documentation, drone surveys, beneficiary registers, and reporting systems.



Activities

Restoration of irrigation tanks.

Restoration of community ponds.

Tree plantation in water body areas.

Organization of international day events on water and environment.



Outputs

2,675 total beneficiaries reached (57% SC/ST)

3 irrigation tanks restored, adding 182.5 lakh litres storage, covering 238 ha, benefiting 300 farmers

3 village ponds restored, adding 75 lakh litres storage, benefiting 300 households

1,560 native trees planted (vs. 680 planned) for ecological restoration

8 school awareness events held, covering ~300 children



Outcomes

Improved Water Availability and Reliability for Agricultural and Household Use

Improved Agricultural Productivity and Farmer Income

Improved Household Water Access and Reduced Time burden for Water Collection

Improved Environmental and Ecological Conditions in Village Water Systems



Impact

Improved water security and climate resilience in rural communities

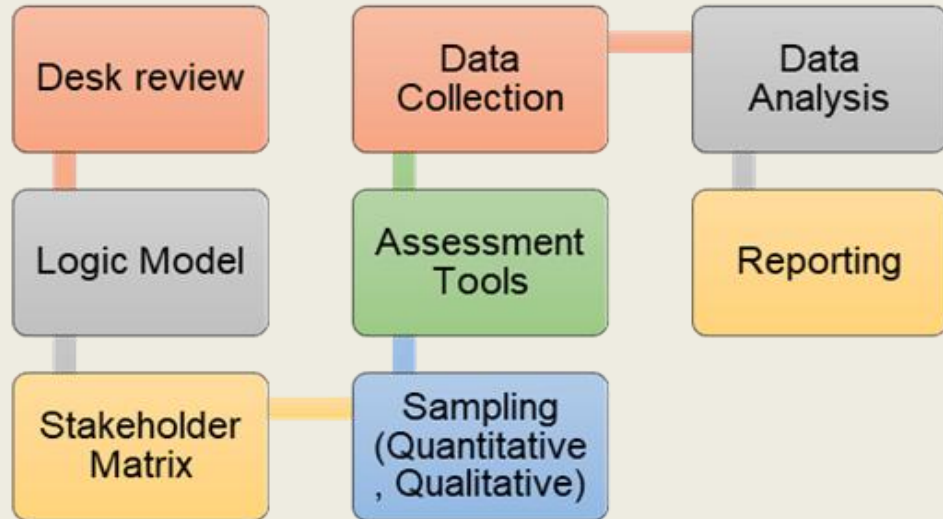
Enhanced livelihoods and income stability of farming households

Improved quality of life through better access to water

Strengthened ecological sustainability and restored local ecosystems

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Assessment Methodology



Alignment with Social Standards

The impact assessment methodology assesses the project on BlueSky's **Process Maturity & Goals Achievement Framework (PMGA)**, built on the guidance available to the following standards:

1. **Social Auditing Standards (SAS)**, regulated by the ISAI under SEBI
2. **ISO IS 26000:2018 – Guidance on Social Responsibility**
3. **The Companies Act 2013 Sched VII Sec 135**
4. **UN Sustainable Development Goals**



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Key Findings

1. Improved water availability and system functionality:

- **100%** of respondents reported that water now lasts significantly longer after monsoon, extending availability by **2–3 additional months**.
- **75%** of respondents reported **improved groundwater recharge** and well water availability (increased water table and extended usability of borewells).
- **100%** of respondents reported **improved tank functionality** (desilting, bund strengthening, sluice repair, and channel clearance).
- **75%** of respondents reported **reduced water shortage frequency** in last 1–2 years.

Contributing factors:

- **DHAN's Vayalagams (farmer associations)** play a critical role in ensuring the long-term sustainability of restored tank systems through community-led maintenance, water management, and collective decision-making.
- Scientific desilting and strengthening of tank structures.

2. Improved Agricultural Productivity and Farmer Income:

- **100%** of respondent farmer groups reported a shift from **single cropping** to **double cropping** due to improved water availability. Farmers reported income gains of approximately **₹15,000–₹22,000 per acre annually**, driven by a shift to double cropping and improved water availability.
- **75%** of respondents reported **increase in cultivated land area** (previously fallow land brought under cultivation).
- **100%** of respondents indicated **increase in crop yield and farm income** (linked to improved irrigation reliability due to consistent water availability). **₹6,000–₹8,000** increase per acre per crop cycle.
- **75%** of respondents reported **reduced dependency** on rainfall for agriculture.
- **Qualitative** – Improved irrigation access enabled better crop planning, increased cropping intensity, and higher agricultural output.

Contributing factors:

- Improved irrigation reliability through restored tanks and ponds
- Increased water availability across cropping seasons
- Enhanced groundwater recharge supporting agriculture
- Reduced dependence on erratic rainfall
- Better crop planning and utilization of agricultural land
- Restoration of feeder channels and water flow systems

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Key Findings

3. Improved Household Water Access:

- **75%** of respondents reported **improved access to water for household use** including drinking water due to improvement in groundwater availability. Easier access to water supported daily household needs and reduced time spent on water collection.
- **100%** of respondents reported improved water availability due to rejuvenation of village ponds and tank restoration, improving water levels in nearby wells and borewells. Thereby reducing dependency on distant water sources,.

Contributing factors:

- Increased water storage capacity in restored tanks and ponds
- Improved groundwater recharge in surrounding areas
- Better retention of water across seasons
- Strengthened local water systems

4. Environmental and Ecological Improvements:

- **100%** of respondents reported improved structural condition of tanks and bunds. Restoration of water bodies and plantation activities contributed to improved environmental conditions around project areas.
- **75%** of respondents reported visible improvement in biodiversity and local environmental ecosystem. Tree plantation around tanks supported soil stability, reduced erosion, and improved local biodiversity.

Contributing factors:

- Plantation activities around restored water bodies
- Removal of silt and invasive vegetation
- Improved water retention in tanks and ponds
- Community awareness on environmental conservation

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PMGA Framework

Green Guardian – Water Management Project has been rated as an Exemplary Project.

Exemplary Projects have high process maturity and are successfully reaching their program goals.

These projects represent best practices in implementation and impact, demonstrating an exemplary model for other projects to follow.

Process Maturity Score (X-Axis)

Scored on: Standard Criteria

Frameworks Referenced: ISO 26000 & Social Audit Standards (SEBI/ISAI)

✦ Indicates strong alignment with standardized best practices across projects

Program Goal Achievement Score (Y-Axis)

Scored on: **Project-specific Criteria**

Framework: **Program Logic Model**

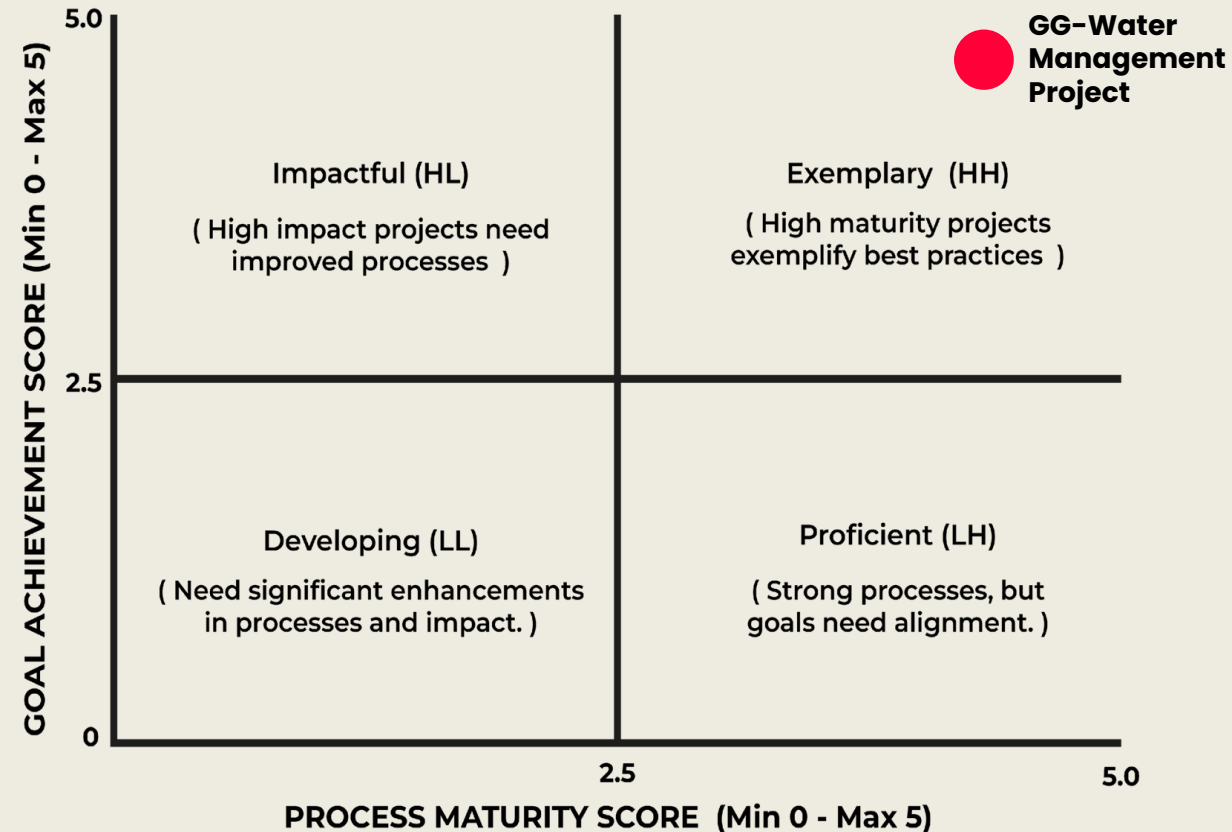
✦ Reflects high achievement against intended project outcomes

Process Maturity: **4.6 / 5** (Leading)

Goals Achievement: **4.5 / 5** (Leading)

Overall Performance: **Exemplary**

Project Impact Category



Green Guardian – Water Management Project

Farmers Testimonials

On Water Availability & Irrigation Access



“Earlier, we used to struggle due to lack of water, especially during dry periods. After the tank restoration, water is available for longer, and we can plan our farming activities better.”

– Murugan, Farmer, Tiruvannamalai

On Livelihood Improvement & Farming Stability



“With better water availability, our crops are growing well and yields have improved. Now we feel more confident about farming and are able to earn better from our land.”

– Mani, Farmer, Tiruvannamalai



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Farmers Testimonials

On Livelihood Improvement & Financial Security



“When farmers grow two crops in a year, naturally the income also increases.” — **Selvi, Village Beneficiary, Tiruvannamalai**

On Community Engagement & Farmer Training



“Previously some of our land was left unused because there was not enough water. Now we are able to cultivate the entire area.” — **Dasarathan, Farmer, Tiruvannamalai**



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CASE STUDY 1: From Water Scarcity to Double Cropping

Meet the Farmers of Sirunallur Village, Tiruvannamalai

The Challenge

Farmers faced irregular water supply due to silted canals and weak water distribution systems. Water availability lasted only 2–3 months, limiting cultivation to a single crop.

Turning Point: Canal Restoration & Tank Rejuvenation

Desilting and widening of a 2 km irrigation canal and strengthening of bunds improved water flow and storage.

The Outcome

- Water availability now **lasts significantly longer into the summer months**, enabling better crop planning.
- Farmers shifted from **single to double cropping (paddy)**
- Cultivation expanded to previously unused land
- Farmers reported **additional income of approximately ₹15,000–₹22,000 per acre annually** due to improved irrigation and double cropping.
- Tail-end farmers also reported improved and more reliable access to irrigation water



“Earlier, we planted seeds directly without preparing the soil properly. Now I improve soil before sowing. The soil has become softer and more fertile.” – Mr. Ramesh, Farmer, Sirunallur Village

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CASE STUDY 2: Strengthened Water Storage Improving Community Resilience

Meet the Community of Vadakamadu Village, Tiruvannamalai

The Challenge

Water bodies were encroached by invasive plants and lacked proper bunds, reducing storage capacity. Water retention lasted only about 2 months after monsoon, causing irrigation gaps and challenges for livestock and domestic use.

Turning Point: Tank Restoration under REVITEL Project

Jungle clearance, desilting, bund strengthening, and feeder channel restoration improved water storage and regulated water flow.

The Outcome

- Water storage duration increased from **2 months to about 6 months** after monsoon.
- **Groundwater recharge improved**, and farmers reported better water availability for agriculture and livestock.
- Households reported **better access to water for livestock and domestic needs**, especially outside peak summer



"Now the tank holds water much longer than before. Our wells have more water, and we are able to manage farming and livestock without worrying about water like earlier."— Mr. Murugan, Farmer, Vadakamadu Village

Green Guardian– Water Management Project – awarded an “Exemplary Rating”

CSR INSPECTION CERTIFICATE



Bluesky Sustainable Business LLP

AWARDS AN

Exemplary Rating

Exemplary Projects have high process maturity and are successfully reaching their program goals. These projects represent best practices in implementation and impact, demonstrating an exemplary model for other projects to follow..

FOR CSR PROJECT

Green Guardian - Water Management Project

The Green Guardian - Water Management Project supports sustainable rural livelihoods by delivering integrated water resource management interventions through the restoration of traditional tank cascade systems, strengthening water storage and irrigation reliability through desilting, structural repairs, and feeder channel rejuvenation, enabling improved agricultural productivity and groundwater recharge through enhanced water availability, and promoting resilience among small and marginal farmers through community-based implementation and capacity building initiatives.

SUPPORTED BY

Mahindra and Mahindra Ltd.

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Worli, Mumbai - 400018

CSR CATEGORY:

(i) Eradicating hunger, poverty and malnutrition (iv) Ensuring environmental sustainability and ecological balance (x) Rural development projects.

Service Contract Number: BSSB-2500-00012
Certificate Number: IB067-2500-01-00012
Date of Issue: 24th March 2026



JYOTSNA BELLAPPA
Head- CSR Inspections



RAJAT GARG
Chief Executive Officer



- Bluesky Sustainable Business LLP complies with NABCB accreditation criterion of "Type A" Inspection Body.
- To be read in connection with Annexure 1

Continue from Page 1

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ANNEXURE 1

SCOPE OF WORK

1. Evaluate the effectiveness of the programs.
2. Examine key aspects of project implementation, including processes, outputs, and outcomes, to assess its overall impact.

ASSESSMENT CRITERIA

BlueSky's Accredited Impact Assessment methodology framework, based on ISO 26000: Guidance on Social Responsibility and National Guidelines on Responsible Business (NGRBC, 2018), has been employed to assess the impact of CSR/Social Projects

INSPECTION RATING TABLE

Developing: Projects have low process maturity and are not reaching their intended program goals effectively. These projects may require significant improvements both in terms of how they are being implemented (processes) and their overall impact. The focus should be on strengthening their operational processes and setting clearer, more attainable goals.

Impactful: These projects have a high impact despite lower process maturity. The outcomes are being achieved, and program goals are being met, but the internal processes and operational practices need more development. Such projects could benefit from refining their processes to sustain or enhance their impact.

Proficient: These projects have strong operational processes in place but are not yet achieving their intended program goals. They demonstrate maturity in planning and execution but may need to realign their focus on ensuring that these efforts translate into meaningful impact. The focus should be on adjusting goals or strategies to improve outcomes.

Exemplary: Projects have both high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement

