



Dasra Social-Impact

Portfolio Entrepreneurs



Water Literacy Foundation & Rainwater Concepts

Social Entrepreneur: Ayyappa.M.Masagi

Model: Hybrid

www.waterliteracy.org

Model: Empower communities to safeguard their own water supplies through education and awareness raising, coupled with a wide variety of simple technological solutions to conserve and access groundwater and harvest rainwater.

Location: Based in Karnataka, work in Rajasthan, Andhra Pradesh, Maharashtra, Kerala ,Gujarat, Goa and Tamil Nadu.

Annual Budget: INR 2,304,355

Staff Strength: 12 full time, 30 part time

Investment Required: over next one year
Grant: USD 200,000 for creating village water harvesting models
Equity or debt: USD 100,000 for product development, manufacturing, sales and marketing

Impact to Date:

- Installed 3,265 rain water harvesting across 9 states
- Transformed over 4000 acres of agricultural land, though different water harvesting techniques
- Piloted 'Rainwater Festival' in schools targeting students, teachers and headmasters

Milestones:

- Ashoka Fellowship 2004
- Founded WLF, the NGO in 2005
- Founded RWC, a social business in 2008



Water is an increasingly precious commodity, and extreme weather is amplifying annual floods and droughts with devastating effects on rural communities, multiplying income uncertainty, increasing farmer's debt and raising suicide rates. Women and girls bare the brunt of collecting water and water supply can drastically alter female school attendance. Technical intervention is needed but local communities need to know how to use and maintain equipment, basic water conservation techniques and change the way water is used. Water Literacy Foundation empowers people to achieve this fine balance between usage and replenishment to manage their own water supply. Accessing and controlling water can have dramatic and wide-ranging results on famers' incomes and lives and is vital for economic independence.

Theory of change

Inputs:

- Range of educational programs, workshops, events and films
- Technical assistance to build dams recharge wells, harvest rainwater in rural areas
- Work with industries to fulfill environmental CSR policies

Outputs:

- Knowledge and awareness about the need for and how to conserve water amongst: students, farmers, home-owners and industry
- Increasing ground water levels

Outcomes:

- Communities are empowered at a grassroots level to take local action to improve their health, income and education through better water conservation
- Thousands of acres of land rejuvenated through irrigation with 30% increase in crop productivity



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Water literacy means people on the ground have the skills and knowledge to manage this vital resource to improve their lives. A water efficient nation, water for everyone.

Scalability Assessment

Impact:

WLF and RWC have a direct impact on rural and urban communities and have a over arching impact on the environment.

Sustainability:

They have a good track record of philanthropic support and now have the ability to make a 30% profit margin on implementation projects, dramatically transforming their sustainability.

Organizational Capability:

WLF and RWC have strong leadership and an excellent track record. Their growth plan includes not only the sustainable provision of services but a micro-financing strategy to ensure BOP farmers and other potential consumers can access their products.

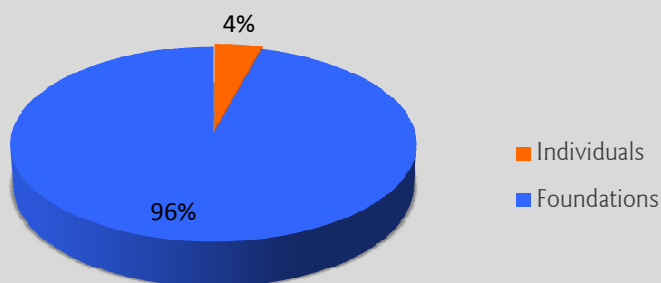
Expansion Plan

- WLF plans to reach out to 6 million people by way of awareness campaigns, demo projects
- WLF activities plan to impart non-irrigational agriculture knowledge to thousands of farmers
- RWC plans to create products and services to realize its vision of saving 3 billion liters of fresh water in the environment
- The social business will increase turnkey project revenue from INR 20 lakh to 30 lakh and then by 50% year on year.

Social Investment Recommendation

Water Literacy Foundation makes a deep, sustainable and positive impact on the lives of communities. With easily adaptable technologies and experience in education and training they have strong potential to scale across India. The recently devised social business model ensure the sustainability of the program.

Financials



Key funders: Ashoka, Swiss Aid, Deshpande Foundation