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Impact assessment of Water Stewardship Project in Maharashtra

Diageo India

September 2022

Acknowledgement

The study has been conducted by Grant Thornton Bharat LLP (“Grant Thornton” or “GT”) for Diageo India (or Diageo) with the objective of conducting an impact assessment of the water stewardship project in Maharashtra, through interactions with various stakeholders.

We would like to thank Diageo for their continued support and assistance in carrying out the study. We are also grateful to the community members, school administration, PRI members, and other stakeholders who met with us during the study.

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AWS	Alliance Water Stewardship
BCC	Behaviour Change Communication
CSR	Corporate Social Responsibilities
DAC	Development Assistance Committee
FGD	Focused Group Discussions
GT	Grant Thornton
INR	Indian Rupee
KAP	Knowledge, Attitude, Practice
KII	Key Informant Interviews
LPD	Litres Per Day
OECD	Organisation for Economic Co-operation and Development
PRI	Panchayati Raj Institution
RWH	Rainwater Harvesting
SDG	Sustainable Development Goal
WASH	Water, Sanitation and Hygiene

Notice to the reader

- Diageo India has engaged GT Bharat LLP to assess the impact their Water Stewardship project in Maharashtra undertaken between December 2020 to August 2021. However, since most social projects create impact in the long run generally after 4-5 years, this study focuses on the measurement of quantitative and qualitative outputs and outcomes of the projects that claim to have achieved them after completion. Based on the analysis of outcome achievements, we have attempted to analyse and anticipate the likely impact of the projects.
- This report is with restrictive circulation and has been prepared exclusively for Diageo as part of the impact assessment study for water stewardship project in Maharashtra. It should not be used, reproduced, or circulated for any other purpose, in whole or in part, without prior written consent if used or referred for any other inference / study as an input or reference document. Grant Thornton Bharat LLP would only give such consent after full consideration of circumstances.
- The information collected for this study is through field visits, meeting with various stakeholders, information shared by respondents and backend data provided by Diageo. We have relied on the information shared by these sources. The scope of work here does not constitute an audit or due diligence of the information shared, hence information received from the various sources was believed to be accurate.
- This report should not be considered as an expression of opinion on any form of assurance on the financial statements of or on its financials or other information.
- The recommendations provided as part of the assessment exercise may be implemented after an analysis of prioritization. The decision to implement the recommendations is the responsibility of the management of Diageo. Field visits were conducted in cognizance with Diageo, the implementing partner and field teams with prior acceptance on approach, methodology, coverage plan, survey tools and indicators.
- Owing to communication gap and the inherent human instinct to report everything as above-expectations and glitch-free, it was challenging to make interviewees understand the purpose of the survey and ensure that correct data was accordingly gathered.
- Grant Thornton Bharat LLP accepts no liability in relation to use by any third party of the analysis, findings or recommendations contained in this report. The report relies on responses provided by stakeholders. We have not independently verified the accuracy or completeness of information provided by the implementing partner or stakeholders covered or any other party involved, and results / references drawn basis the same.

Executive summary

Diageo India, under its CSR commitment initiated the Water Stewardship Project in December 2020 with the aim to improve sustainable access to water and WASH in Nanded and Baramati districts of Maharashtra. **The project focused on water replenishment, construction of WASH infrastructure along with awareness generation on sanitation and water conservation.** The key activities under the project included rainwater harvesting (RWH), surface water recharge, water body desiltation, construction of bio toilets, along with awareness workshops with the community and students.

The project aimed towards water stewardship with an emphasis on water-stressed catchment areas. The focus was to identify key issues relevant to such locations. Post identification of the challenges, the project moved towards provision of water support. The key intervention was water replenishment through pond rejuvenation, surface water recharge among others.

Grant Thornton Bharat was engaged to conduct an Impact Assessment of the above project. The objective of the study was to understand the overall impact created and to gauge the feedback / awareness level of the community through stakeholder interactions. The study approach focused on the five key **OECD DAC principles i.e., relevance, effectiveness, efficiency, impact, and sustainability.** Additionally, for the WASH based interventions, a **Knowledge, Attitude, Practice (KAP) model** of analysis was adopted. Further, a mixed methods research design was adopted for the data collection and included both quantitative survey and qualitative methods.

The key impact points of the study are presented below:

Respondent profile

- The household survey constituted of 76% male and 24% female representation. **This was indicative of a larger male participation among the respondents which was substantiated through the qualitative interactions, where men were more eager to respond and be heard.**
- Further, the survey also highlighted the livelihood status, with over 50% of the respondents involved in agricultural activities. Thereby indicative of a **large agrarian population in the community, thus creating the need for water-based support**.

Water replenishment support:

- The survey helped in **assessing awareness levels among community members regarding the project.** For instance, in Baramati, 33% of the respondents were aware of the surface water recharge interventions, while in Nanded, 45% of the respondents were aware of surface water recharge. Similarly, 39% and 41% were aware of pond/ river desiltation in Baramati and Nanded respectively.
- Discussions with the community indicated that surface recharge **structures helped reduce the run-off water and improved collection during the rainy seasons.** Similarly, the dug well recharge activities were **beneficial during the summers, when water was scarce and alternative methods were limited.**

- Further, the community also stated with the rainwater harvesting structures, **the water no longer seeps into their fields unlike before when the field would flood and ruin the crops.**
- Pond rejuvenation support also helped the villagers residing around the water bodies with **improvement in the catchment area. Furthermore, it has led to availability of a secondary water source as well.**
- In addition, the support by Diageo as mentioned above, helped address the issue of water shortage specifically in Gojubavi, Baramati. The panchayat body had to procure water (via water tankers) from its funds to fulfil their daily water needs. Further, it was noted that prior to the support from Diageo, the Panchayat would spend approximately INR 1,90,000 in three (03) months, however, post the intervention, the total cost reduced to only INR 63,000 for one (01) month. **This has subsequently helped cut down the expenses of an entire village since the dependence on tankers reduced.**

Afforestation support:

- 92% and 94% of the respondents in Baramati and Nanded respectively **were able to recognize the efforts of the intervention by Diageo with respect to afforestation.**
- **Further the community showcased a positive attitude** towards the aesthetic appeal of plantation in their villages and were able to keep a large number of the saplings alive.

WASH support:

- The WASH based interventions focused on toilet constructions and drinking water system installations, whereby **77% of the respondents were aware of the intervention.**
- In addition, the awareness sessions and workshops were conducted with the students to provide a holistic learning experience on WASH. Basis discussion with the students, it was noted **the sessions provided additional knowledge on sanitation and water conservation.** Further, through the interactive activities, the students were able to **inculcate a change in their attitude and everyday practice as well. This included regular handwashing, motivation to conserve water and practice better hygiene.**

Diageo has been able to align its Corporate Social Responsibility (CSR) vision with Sustainable Development Goals (SDG) set out by the United Nations, by implementing water replenishment projects. The interventions are in sync with a number of SDGs including Goal 6 to improve availability and sustainable management of water and sanitation for all along with Goal 15 i.e., to combat desertification, reverse land degradation and halt biodiversity loss. Overall, **it can be inferred that Diageo played a central role in the water body rejuvenation and WASH based support to the selected villages**.

Introduction

1. Introduction

1.1. About Diageo India

Diageo India is the leading beverage alcohol company in the country. The aim of Diageo is to "to create the best performing, most trusted and respected consumer products company in India."

The CSR Vision

Diageo India aims to *"make a lasting difference in the lives of our communities, with a view to be able to build their agency and to lead a life of dignity"*

Diageo India focuses on making social responsibility a core part of its business model in order to transform lives and communities. Some of the key focus areas of their CSR include:

- Promote positive drinking through efforts towards prevention of alcohol related harm and awareness generation
- Build sustainable communities through access to clean drinking water, sanitation health care facilities among others
- Empower women to ensure equal access to resources and opportunities through initiatives on health, security, and education

1.2. About the study

Grant Thornton Bharat LLP was appointed by Diageo India to conduct an impact assessment study of the water stewardship project in Maharashtra. The assessment framework to conduct the study was developed to cover the aspects of **relevance, effectiveness, efficiency, impact, and sustainability.** The key areas of enquiry were developed for each stakeholder group to obtain a holistic understanding of the project results. The study was executed on field through a household level survey along with focused group discussions with the beneficiaries and in-depth interviews with relevant stakeholders.

The key objectives of the assessment:

- To understand the feedback and perception of the beneficiaries and stakeholders towards the project
- To understand the level of awareness of the communities towards Diageo's CSR project
- To document enablers and challenges with respect to planning, implementing, and monitoring the project
- To provide an analysis of the projects on the parameters of OECD's DAC framework
- To document relevant case studies / impact stories
- To provide a comprehensive impact assessment report

1.3. About the project

The Water Stewardship Project aimed to *"improve and strengthen sustainable access to water and sanitation in rural communities".* The project was implemented in 12 villages in two (2) districts of Maharashtra, namely, Nanded and Baramati.

The project focused on:

- Water body rejuvenation in the villages
- Provision of WASH based infrastructure to schools and community
- Tree plantation in the villages
- Community sensitization along with knowledge enhancement on WASH and water conservation

The below tables highlight the village wise activities conducted under the project:

Table 1: Project interventions in Baramati

Village	Interventions in Baramati		
	Water body rejuvenation	**Afforestation**	**Drinking water**
Katewadi	Surface water recharge structure in school	100 trees in school and village	1 drinking water system
Gojubavi	• Dug well rejuvenation, • Pond desiltation • Construction of RWH structures (3 gully plugs and 1 nala bund)	300 trees in the village	NA
Pimpli	NA	850 trees in the village	NA
Gunwadi	• Kara River desiltation • Surface water recharge • RWH structures (3 gully plugs and 2 nala bund)	350 trees in the village	NA
Dorlewadi	• Kara River Desiltation • Surface water recharge • RWH structures (3 gully plugs and 1 nala bund)	150 trees in school and village	1 drinking water system

Table 2: Project interventions in Nanded

Village	Interventions in Nanded			
	Water body rejuvenation	**Afforestation**	**Drinking water**	**Toilets**
Aloor	• Surface water recharge structures • Pond development • RWH structure (3 Gully plug, 1 contour trenching, 1 contour bund)	255 trees in village	NA	• 2 Male bio-toilets • 2 Female bio-toilets • 2 Urinals
Balapur, Dharmabad	• School surface and roof water recharge • ITI School surface and roof water recharge • RWH structure (4 Gully plug/Nala bund) • ZP School surface and roof water recharge	370 trees in school and village	3 drinking water system	NA
Belur Bedruk	• Roof RWH • RWH structure – (5 Gully plug/Nala bund, and 1 contour bund) • Surface rain recharge	355 trees in school and village	NA	• 2 Male bio-toilets • 2 Female bio-toilets • 2 Two Urinals
Chincholi	• Pond desilting • Surface rain recharge	555 trees in village	NA	• 2 Male bio-toilets • 2 Female bio-toilets • 2 Two Urinals
Jaflapur	• Pond desilting • Surface rain recharge • RWH structure – (5 Gully plug/Nala bund)	760 trees in village	NA	• 2 Male bio-toilets • 2 Female bio-toilets • 2 Two Urinals
Nayegaon D	• Surface rain recharge structures • RWH structure – (6 Gully plug /Nala bund)	555 trees in village	NA	• 2 Male bio-toilets • 2 Female bio-toilets • 2 Two Urinals
Sirajkhod	• School surface rain recharge • Community surface rain recharge	565 trees in village	NA	NA

Note: In addition to the above activities, awareness sessions / workshops/ competitions were conducted with the community and students in both Nanded and Baramati.

Approach and methodology

2. Approach and methodology

2.1. Approach of the study

For the study, the OECD DAC framework was used to critically analyse the project on principles of relevance, effectiveness, efficiency, impact and sustainability. To gather data for each of these principles, stakeholders were mapped enabling a robust data collection, analysis, and documentation of findings. Mixed methods research was used for the purpose of data collection which included both quantitative and qualitative tools.

Table 3: OECD DAC Principles

Principles for evaluation	Brief on the principles
Relevance	• To what extent are the objectives of the project are suitable as per the need of the area? • Are the activities and outputs of the project consistent with the overall goal and the attainment of its objectives? • Are the activities and outputs consistent with the intended impacts and effects?
Effectiveness	• To what extent were the objectives achieved/ likely to be achieved? • What were the major factors influencing the achievement or non-achievement of the objectives?
Efficiency	• Were the activities cost-efficient? • Has the process been documented thoroughly, with controls and checks in place? • Were the objectives achieved on time? • Was the project implemented in the most efficient way compared to alternatives?
Impact	• What has happened as a result of the project? • What real difference has the activity made to the beneficiaries? • How many people have been affected?
Sustainability	• To what extent did the benefits of a project continue after donor funding ceased? • What were the major factors that influenced the achievement or non-achievement of sustainability of the project?

2.2. Methodology of the study

The methodology adopted for the study was based on the qualitative and quantitative indicators spread over three stages.

Stage I Inception Phase	Stage II Execution Phase	Stage III Reporting Phase
← Quality assurance across all stages →		
• Inception meeting with Diageo team to understand project context, objectives and approach • Review of documents and secondary research to gain a deeper understanding of the project components • Identification of stakeholders and key areas of enquiry • Development of tools data collection	• Ascertain the sample size for data collection • Field survey, discussions and interviews with beneficiaries of the project • In-depth interviews with relevant stakeholders for anecdotes	• Data collated, cleaned and coded for the analysis of sample • On verifying sample analysis, conduct detailed analysis • Prepare draft narrative report, discuss the report findings, results and recommendations with project team and obtain relevant inputs for final report • Prepare and issue final report incorporated with the study findings to share with Diageo

2.3. Identification of stakeholders/ respondents

Based on the preliminary discussion with representatives of Diageo, review of the available documents, stakeholders of the project were identified as:

Primary	Secondary
• Community members/ Village water committees/ indigenous people • School children	• Principals/ school staff • Gram Panchayat members • Any other district level government officials

In addition to the respondents, key stakeholders of the activities were also mapped.

Stakeholder	Role in the project
Diageo	Funder
UNGCI	Implementing partner
Aquakraft	On ground partner

Areas of enquiry

Key areas of enquiry included questions pertaining to awareness levels, benefits of the activities, feedback among others. The table below presents the areas of enquiry for primary stakeholders.

Beneficiary	Areas of enquiry
Community members and indigenous people	• Before and after situation with regard to availability, accessibility and quality of water • Before and after situation with regard to availability toilets, level of awareness on WASH • Feedback on the activities conducted along with their impact in their everyday life
Students	• Understand perception on availability, accessibility and quality of water • Understand perception availability toilets, level of awareness on WASH • Knowledge, Attitude and Practice (KAP) based approach to understand WASH behaviour change

Sample and data collection

The table below presents the sampling plan for data collection:

Table 4: Data collection for Baramati

S/N	Village	Population	Sample plan	Sample achieved	Quantitative	Qualitative
1.	Katewadi	165	25	25	✓	
2.	Gojubavi	598	85	85	✓	✓
3.	Pimpli	80	11	11	✓	
4.	Gunwadi	802	114	114	✓	
5.	Dorlewadi	861	121	121	✓	✓
Total		**2,506**	**356**	**356**		

Table 5: Data collection for Nanded

S/N	Village	Population	Sample plan	Sample achieved	Quantitative	Qualitative
1.	Aloor	3,363	93	93	✓	✓
2.	Belur Budruk	971	59	59	✓	✓
3.	Chincholi	2,144	56	56	✓	
4.	Jaflapur	2,016	45	45	✓	✓
5.	Nayegaon D	1,536	78	78	✓	
6.	Sirajkhod	2,872	15	15	✓	✓
7.	Balapur, Dharmabad	535	26	26	✓	
Total		**13,437**	**372**	**372**		

Findings

3. Findings

This section highlights the key findings and observations during the field visit in both the locations.

3.1. Respondent profile

The goal of the project was to improve access to water and sanitation among community members in the project locations. To understand the impact created by the interventions, interactions were held with the community.

The graphs in this section provide a profile of the respondents. Figure 1 depicts the age wise distribution of the respondents with 37% belonging to the age category of 46 years and above, followed by 25% belonging to 36-45 years. **This indicates the eager participation of community elders to discuss wellbeing of the residents. village and its people**.

Figure 1: Age wise distribution

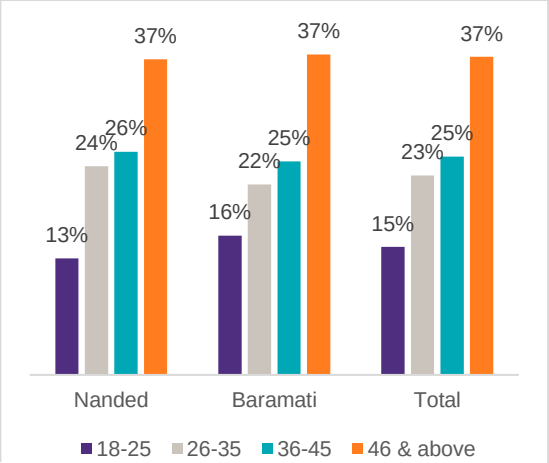
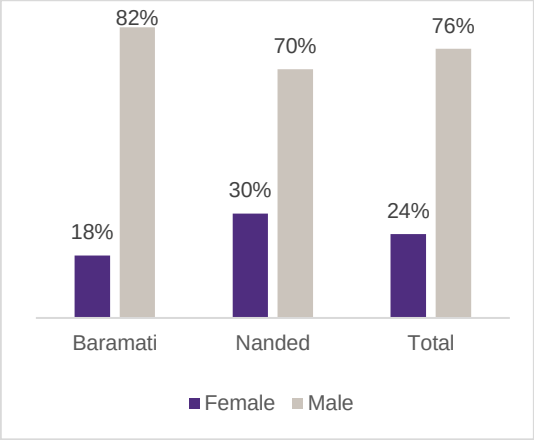


Figure 2 depicts the gender profile of the respondents. 76% male and 24% female respondents participated in the survey. **There is a larger male participation among the respondents which was also substantiated through the qualitative interactions, where men were more eager to respond and be heard.**

Figure 2: Gender profile



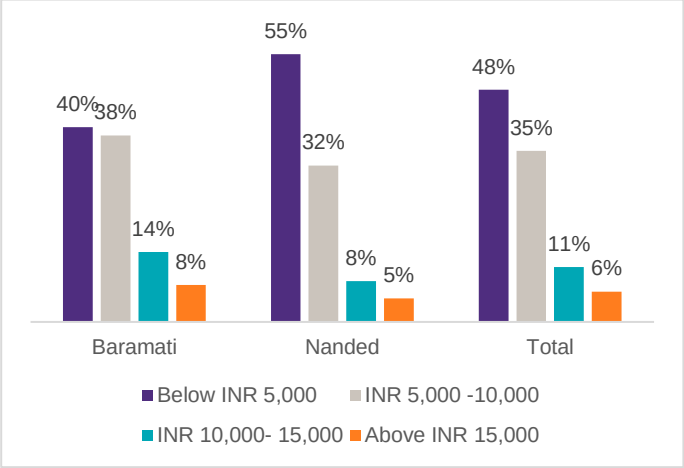
Additionally, the survey also captured the caste composition of the respondents. Overall, 42% belong to Other Backward Classes, followed by 26% in Scheduled Castes, 25% in General categories and only 6% in Scheduled Tribes.

The survey also enquired the livelihood and income status of the respondents. Figure 3 highlights that in Baramati and Nanded,

Figure 3: Livelihood status

50% of the respondents were involved in farm or farm-based activities, while 37% were daily wage labourers, and 11% owned small shops. Further, 22% of the respondents stated that they had private jobs, were students, housewives or not employed. **There is a larger agrarian population in the community, thereby creating the need for water- based support**.

Figure 4: Monthly income



Additionally, figure 4 depicts the monthly income of the respondents. Overall, majority (48%) stated below INR 5,000 as the monthly income, followed by 35% within the range of INR 5,000 to 10,000. 11% stated that they earn within INR 10,000 to 15,000 and only 6% earn above INR 15,000 per month.

3.2. Intervention support: Water replenishment

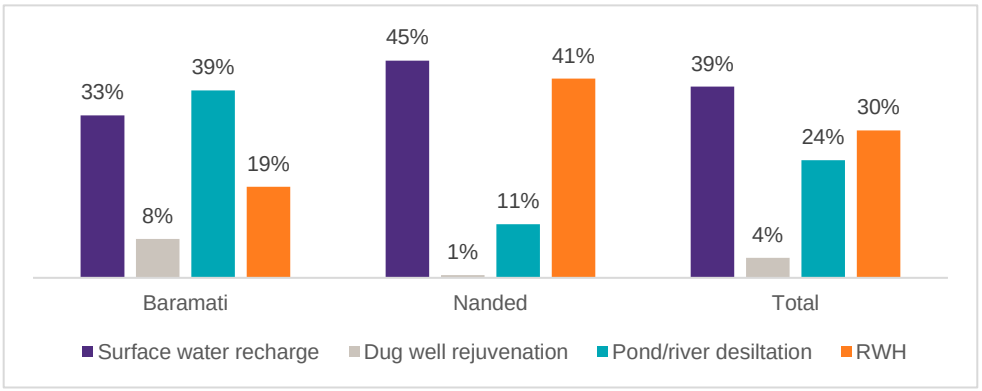
SDG 6

The component of water replenishment aligns with Sustainable Development Goal 6 which focuses on availability and sustainable management of water and sanitation for all.

This sub section elaborates on the support provided by Diageo through their water replenishment activities. Figure 5 depicts the various activities administered in Baramati and Nanded. The key takeaway of the question was to **understand the level of awareness among the community regarding the interventions of Diageo.**

For instance, in Baramati, 33% of the respondents were aware of the surface water recharge interventions, 8% were aware of dug well rejuvenation, while 39% were aware of pond/river desiltation and 19% were aware of the rainwater harvesting interventions. While in Nanded, 45% of the respondents were aware of surface water recharge, 1% were aware of dug well, 11% and 41% respectively aware about pond/river desiltation and rainwater harvesting.

Figure 5: Water body rejuvenation support*



**Note: This question was multiple response based*

a. Surface water recharge

Surface water recharge structures were built to ensure groundwater conservation and reduction of run-off water. The continuous reduction in water levels led to the need for collection of rainwater in the village. With the aim to replenish the groundwater level, surface water recharge structures were constructed in three (03) villages in Baramati and seven (07) villages in Nanded.

"We have been able to feel changes in the taste and feel of the water and this gives us hope for further improvement in the future"

- ***Community members***

The community stated that the **structures have helped reduce the run-off water and improved collection during the rainy seasons. The collected water is now used later during the dry seasons, thus providing a sustainable secondary source.**

Figure 6: Surface water recharge, Dorlewadi, Baramati

Figure 7: Surface water recharge, Belur, Nanded

b. Dug well recharge

Another key activity conducted as part of the intervention was construction of dug well recharge systems. **These are recharge structures used through the re-utilisation of abandoned dug wells**. The aim of the dug wells in the project was to harvest available water to recharge the ground water levels.

"There is need for more support, to help our village reach its true capacity. Diageo has initiated a step in the right direction"

-Community members

For the said process, existing dug wells were desilted enabling water to be utilized by the community with the help of the pulley system in one (01) village in Baramati. The community stated **that the dug well was the most beneficial during the summers, when water was scarce and alternative methods were limited.**

Figure 8: Dug well rejuvenation, Gojubavi, Baramati

c. Rainwater harvesting (RWH)

RWH allows for conservation of rainwater that runs off from rooftops, roads, open grounds etc. For the project, in some of the villages, RWH techniques were introduced through gully plugs, nala bunds along with roof rainwater harvesting. The gully plug structures were constructed using stones, rocks across small streams to help conserve the soil and water. Similarly, nala bunds also served a similar purpose. Further, roof rainwater structures were created in schools as well to help conserve water. RWH structures were constructed in three (03) villages in Baramati and five (05) villages in Nanded.

"The school rainwater harvesting helps in the day to day needs of the students and the staff as well"

-Community members

The community members stated that earlier their **field would be flooded which ruined the crops and thereby livelihood as well. With the help of the gully plugs and nala bund structures, the water no longer seeped into their fields. This has been very beneficial to them.**

Figure 9: Nala Bundh, Gojubavi, Baramati

Figure 10: Rainwater Harvesting structure at Belur, Nanded

d. Pond rejuvenation

In some villages, project intervention included rejuvenation of water bodies. **The aim was to clean and revive ponds that were filled with silt and sediments, thereby restoring the capacity of the ponds.**

"We can now rely on the pond as well to fulfil the need of water for domestic chores"

- **Community members**

To rejuvenate, the ponds were desilted and decontaminated to improve its access thereby benefitting the community. The desiltation took place in three (03) villages in Baramati and three (03) villages in Nanded. The villagers residing around the water bodies found the rejuvenation process an **added benefit and mentioned that the intervention has helped in improving the catchment area. Furthermore, it has led to availability of a secondary water source for the residents.**

Figure 11: Pond rejuvenation, Gojubavi, Baramati

Figure 12: Pond rejuvenation, Jaflapur, Nanded

Savings as a result of the project

Basis discussion with the Gram Panchayat members of Gojubavi in Baramati, it was gathered that every year, during the months of April, May, and June the village experienced severe water shortage. The common well would dry up and leave the community with very little access to water. This would force the residents to procure water through water tankers to fulfil their everyday needs.

However, with the water replenishment interventions such as dug well rejuvenation, river/ pond desiltation and rainwater harvesting, the issue of water shortage has been addressed to an extent and reduced the need to buy tankers from three (03) to one (01) per day. This has subsequently helped cut down the expenses of the entire village. The table below depicts the same:

Table 6: Savings calculation for Baramati*

No. of tankers *days	Cost of one tanker (INR)	Pre-intervention		Post intervention		Savings
		No. of months (average)**	Total cost (INR)	No. of months (average)**	Total cost (INR)	Total (INR)
3*30 days	~700	3	~1,90,000	1	~63,000	1,27,000

** This data was derived out of discussion with panchayat level official at Gojubavi (Baramati) only.*

*** No. of months has been considered based on the recall of the respondents and discussion with stakeholders and the higher value has been considered*

Table 6 highlights that the village would procure water from commercial tankers, with cost of one (01) tanker being INR 700. The tankers were bought by Panchayat from its funds. Further, it was noted that prior to the support from Diageo, the Panchayat would spend approximately INR 1,90,000 in three (03) months, however, post the intervention, the total cost reduced to only INR 63,000. This resulted in savings of around INR 1,27,000 approximately. **The panchayat representative mentioned that the savings is used to address petty requirements in the village.**

Overall, the intervention helped reduce the dependence on tankers and the overall cost spent on procuring water.

Basis our interaction and data collected on **water replenishment support**, below are the key observations focused on the five (05) parameters of the OECD principles.

Relevance

The project focused on addressing a key issue i.e, inadequate water accessibility in the proposed locations. During interaction, the community members stated the need for better water support, not limited to just farm activities but also for the day-to-day household chores. With the support of the various water body rejuvenation activities, whether RWH or surface water recharge, **the community stated a slow but steady movement towards the rise of the ground water levels.**

Effectivenes

The project aimed to increase its reach and improve the ground water levels in the villages. Considering the project interventions were completed relatively recently, there is further scope for improvement in the overall impact of the activities. However, **the community members were positive towards the impact of the intervention, especially with regard to the availability of clean water in the villages.**

Efficiency

Review of past project documents, such as baseline / completion report helped gather **clear understanding of a robust process of implementation along with the maintenance of relevant data points**. Further, even with the impact of COVID-19, the **project team was able to adapt and change its activities basis regulation and on-ground limitations.**

Impact

The project focused towards better access and availability. Before the intervention, low ground water level led to increased fluoride level. This led to adverse oral issues and caused joint pains among the community members. With the intervention, **the community realised a rise in water levels subsequently reducing the fluoride content.** This was seen as a big step towards better water- based conditions in the village.

Sustainability

The project was implemented with the community as the focal. The aim was to involve people towards development of their village thus promoting inclusive in planning and implementation. **The community members were explained about the need and ways of maintenance.**

Looking through the Alliance for Water Stewardship (AWS) lens:

The **AWS standard** is a universal framework constructed for the evaluation of sustainable usage of water. The standard provides organizations / businesses with a set list of criterions and guidelines to understand the impact created through their interventions.

With regard the Diageo's Water Stewardship Project, it **focused on replenishment of water** in the identified villages through interventions such as dug wells, rainwater harvesting, pond desiltation among others. This would lead to **better water balance** in the area for the community.

Further, to ensure **good water governance**, the project also collaborated with the Gram Panchayat members and formed village water committees to help create awareness and encourage community participation.

The project also focused on **WASH based interventions** through provision of drinking water systems along with bio toilets for the community. This included workshops as well to improve knowledge, attitude, and practice with regard to water, sanitation, and hygiene.

3.3. Intervention support: Afforestation

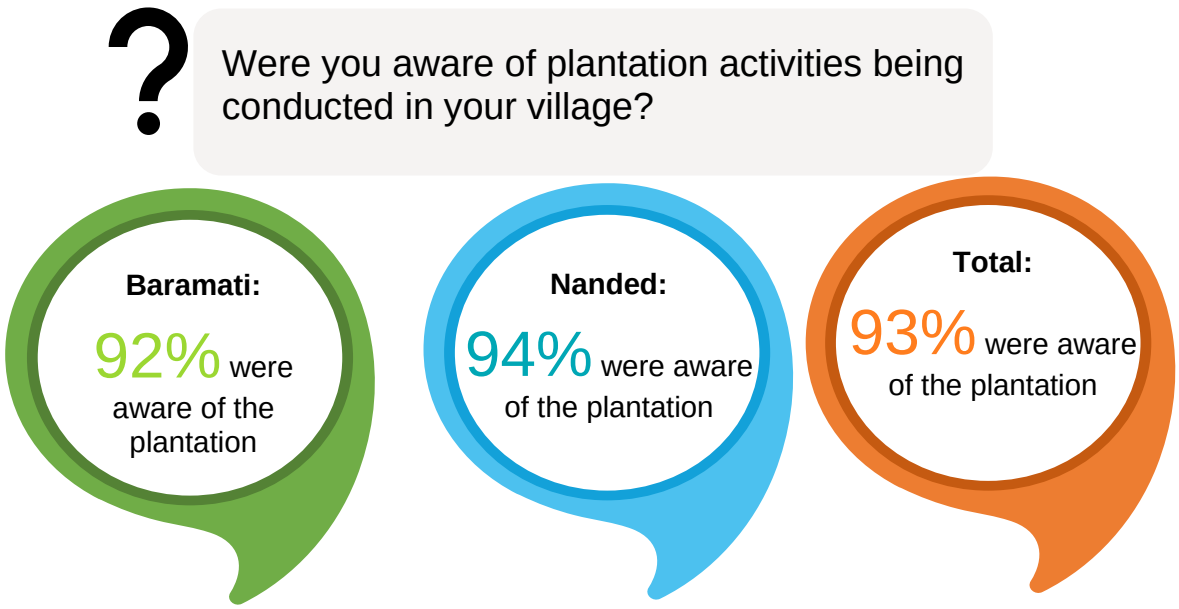
This sub section elaborates on the plantation activities conducted in the community. Afforestation is an indispensable method to combat the land degradation and improvement of terrestrial ecosystem. With this prime motive, Diageo carried out afforestation activities in the schools and communities.

SDG 15

The component of afforestation aligned with Sustainable Development Goal 15 which primarily deals with combating desertification, improve the degraded land and soil, restore degraded forest.

To gauge the project's performance across various parameters interaction with the school administration were held. Following key results were obtained as outcome of the discussions.

Figure 13:Community response on awareness on Diageo plantation activities



asis interactions and data collected on **afforestation support**, below are the key observations on the parameters of OECD principles. Please note, the below does not illustrate all five (05), since not every parameter would be applicable.

Relevance

To conserve soil and water, transform barren land and check soil erosion, Diageo engaged in tree plantation. In Dorlewadi, trees were planted in the school whereas in Gojubavi, trees were planted in the village area. **The area suffered from water shortage earlier, therefore, the intervention was crucial.**

Effectiveness

The scope of intervention was to improve soil quality and to restore ecosystem of the villages. The full effect of afforestation would accrue in the coming years with better green cover, shade, and improved soil health. **The community was proud that they were able to flourish many saplings in the vicinity.**

Impact

The intervention focused on providing the community with better green cover. **This has improved the overall aesthetics of the locations where trees have been plated.** Further, with more time, the trees will ensure reduction of soil erosion leading to better soil health.

Sustainability

To ensure continued maintenance, the schoolteachers and students help in taking care of the plants. Plus, in certain instances, gardeners were hired as well. It was noted that the saplings were in a good condition. **Through continued involvement of the community the intervention can be made sustainable.**

3.4. Intervention support: WASH- Toilets

The project also provided communities with access to toilets and urinals. This was in sync with the overall goal of WASH based intervention, of which one part was the construction of bio-toilets.

These toilets were located at the community in Nanded. The purpose of the bio-toilets was to increase the number thus reducing open defecation. The community members in Nanded were asked if they were aware of the toilet construction, to which, 77% responded in the affirmative. However, 23% were not sure of the same. The latter also included community members from Balapur where no toilets were constructed.

SDG 6

The component of toilet provisions, aligns with Sustainable Development Goal 6 which deals with achievement of access to adequate and equitable sanitation and hygiene for all and end open defecation, with special attention to the needs of women and girls and those in vulnerable situation

77% in Nanded were aware of the toilets constructed by Diageo.

Figure 15: Bio toilet at Jaflapur, Nanded

Figure 14: Bio toilet at Belur, Nanded

3.5. Intervention support: WASH- Drinking water

In addition to the support for overall water availability, the project also focused on the provision of drinking water systems in some of the villages. These were installed primarily in the schools to always ensure access to clean water for the students. A drinking water system with a capacity of 500 litres per day (LPD) was installed in the New English School, Dorlewadi to promote health and hygiene. These were also installed in Katewadi, Baramati and Balapur in Nanded.

SDG 6

The component of drinking water provision aligns with Sustainable Development Goal 6 which deals with achievement of universal access to drinking water, sanitation hygiene for all.

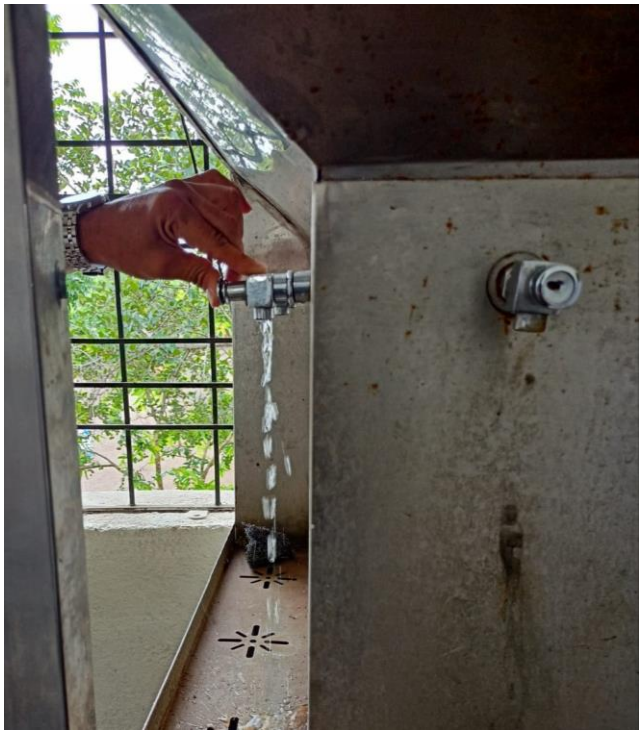
"Installation of the drinking water had been of a great help to the students, as there were no other safe sources of drinking water in the school. Earlier, students used to wait for long hours to go back home and have water from household taps"."

- **Mr Vishwanath, Vice Principal, New English School, Dorlewadi**

"The water we get now is clean and hygienic. We do not need to rely only on our household sources. The water system is also regularly cleaned by the school management."

- **Student, Secondary School, Dorlewadi**

Figure 16: Drinking water system at Dorlewadi, Baramati



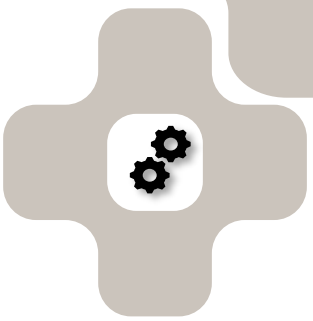
Basis our interactions and data collected on **WASH support,** below are the key observations on the parameters of OECD principles. Please note, the below does not illustrate all five (05), since not every parameter is applicable to all interventions.

Relevance

This component focused on the lack of sufficient clean water and need for WASH based support. The community members and school staff also emphasized on the need to improve the sanitation conditions in the village and the schools**. This indicates that the project was relevant in the locations.**

Effectiveness

The scope of intervention was not limited to just construction but also towards better awareness. Workshops and sessions on sanitation, hygiene, water conservation was held in schools and villages. **The students recognized and discussed the need for hygiene in their daily practice and also on the need to spread the message.**



Impact

The aim of the intervention was holistic WASH improvement. **This was achieved to an extent through the usage of toilets at the community level along with the drinking water facilities at the school.** There was a positive attitude among the beneficiaries towards water and hygiene.

Sustainability

The workshops aided the students in **imbibing safe sanitation practices in their lives**. Further, some of the structures were maintained by the schools and the community as well, thereby ensuring sustainability of the intervention.

3.6. Intervention support: WASH - Awareness and sensitization workshops

In addition to the community members in the village, the project also focused on the schools in the selected villages. As mentioned in the previous sections, focus was on WASH based activities to ensure better sanitation and hygiene practices among the students.

3.6.1. Understanding through KAP model

The project conducted workshops on health, hygiene, and water conversation among students and community. The focus was to initiate conversations on water and sanitation and improve knowledge, attitude and practice towards WASH. Figure 18 presents the use of a KAP model to understand the impact of the workshops on the students and figure 19 illustrates the tool used for the KAP model.

Figure 17: KAP model for BCC workshops

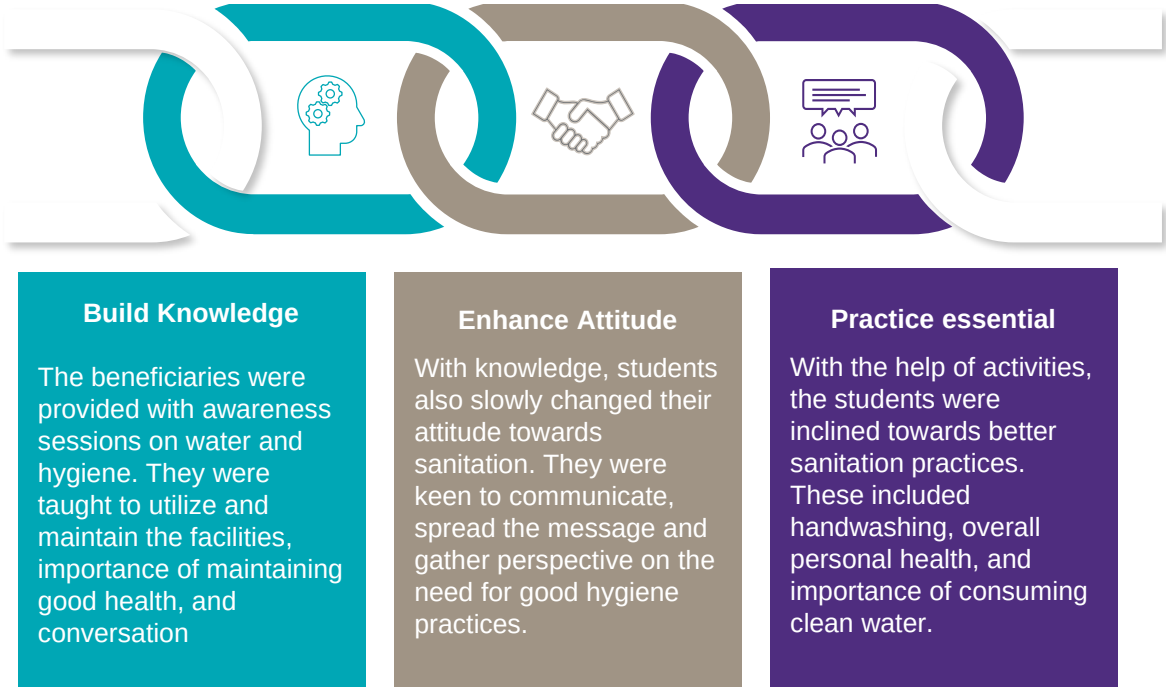


Figure 18: Example of tool for KAP analysis

KAP – Understand the students change in behaviour basis the awareness session or workshops							
9.	**Knowledge**	**Pre-project**			**Post -project**		
A	I am aware that not using a clean toilet can lead to diseases	Agree	Neutral	Disagree	Agree	Neutral	Disagree
B	I understand the importance of clean drinking water	Agree	Neutral	Disagree	Agree	Neutral	Disagree
10.	**Attitude**	**Pre-project**			**Post -project**		
A	I feel it is important to learn about clean personal hygiene	Agree	Neutral	Disagree	Agree	Neutral	Disagree

Interactions were held with students from different villages in Nanded and Baramati to understand their perception on health and water conservation. The below represents key observations basis these discussions. Each relevant question of the tool was interpreted basis their level of agreement both pre and post the workshops by Diageo.

Knowledge

I am aware that not using clean toilets can lead to diseases.

Most of the students responded to the question as '*neutral'* before the intervention and *'agreed*' post intervention. **This indicates awareness to an extent, however through the workshops, there was access to more relevant information**

I understand the importance of clean drinking water

The students were able to talk about the ill-effects of ingesting unclean water on human health. **Such information was highlighted during the sessions which the students were able to remember** and replicate.

Attitude

I feel it is important to make others understand about hygiene

Most of the students responded to the question as '*disagree'* before the intervention and *'agreed*' post intervention. **Through the sessions, the students learnt to spread the message with those in their families as well on the need to maintain good hygiene, thus acting as change agents.**

I understand it is important to conserve water around us

The students were aware and believed in the need to ensure no wastage of water. **Through the activities of poster/ slogan making, the students had understood the importance of water and its storage.**

Practice

I ensure to keep toilets clean in school as well as in my home

Most of the students stated that post the sessions, they were focussed on keeping not just the school but also their homes clean. **The regular emphasis during the workshops led to students practicing the learnings.**

I ensure to not waste water at home

The students 'Agreed' to the above statement post the intervention and highlighted on the negative impact of wasting water. **This showcases that the students had inculcated positive behaviour.**

Figure 19: Interaction with students showcasing handwashing, Aloor, Nanded

Stakeholder voice

4. Stakeholder voice

This section highlights inferences from stakeholder discussions and presents their perception on the interventions.

4.1. School staff

"I work as a teacher in Primary School, Belur, Nanded. Diageo has constructed a rainwater harvesting structure near the school. There is a rise in the water level of our bore well. This has improved the taste of water and has made it appropriate to consume.

Diageo has also constructed toilets in our vicinity. The structures are well built with proper doors and walls. This is helpful to us as a community. However, due to heavy rains a few weeks back, the roof fell. We would request Diageo to help us with this."

- **Sathish Sharma Kumar, Teacher, Belur, Nanded**

4.2. Students

"We had sessions on hygiene and sanitation in our school. We were taught how to clean our hands, keep our houses and surroundings clean, and maintain personal hygiene.

We liked interacting and leaning about WASH practices. We also learnt about not wasting water and ways to conserve and consume it."

- **Student, Sirajkhod, Nanded**

4.3. PRI members

“Diageo has supported our village through interventions on water replenishment. There is an increase in the ground water level which has been beneficial in reducing the fluoride level. However, there still remains fluoride which leads to medical issues such as kidney stones, yellowness in teeth, joint pains etc. I would like to request Diageo to work more on increasing water level in our area so that the issue of fluoride can be resolved to the extent possible.”

- **Gaffar, Sarpanch, Sirajkhod Nanded**

4.4. PRI members

“Diageo installed a rainwater harvesting structure and desilted the Kara River in my village. Since then, we have noticed a significant change. Water shortage used to be a recurring issue during the summer season, but it has reduced post the installation of rainwater harvesting structure.

Also, during monsoons waterlogging used to be a major setback for the village. Water used to seep into our houses and expose our families to diseases like Dengue and Malaria. However, with the desiltation of the Kara River, it has helped resolve the issue to an extent.

We are thankful to Diageo for supporting our village.”

- **Pandurang Narayan Salvade, Sarpanch, Dorlewadi, Baramati**

Recommendations / Way forward

5. Recommendations / Way forward

Post an assessment of Water Stewardship project, through interactions with various stakeholders and studying available documents, **it can be inferred that Diageo played a central role in the water body rejuvenation and WASH based support in the selected villages**. Below are certain key observations and recommendations for Diageo's consideration.

- It was noticed during the visit that some people had a low recall of the activities and about Diageo as the sponsor of the interventions. Upon repetitive probing, the community members were able to recognize Diageo.

  While Diageo conducts mobilization activities with the community. It may be suggested to further strengthen the same with various age groups across gender. This would help create robust association of the residents with the interventions and with Diageo as well.

- It was observed during the visit that some of the current toilet structures in the community were prone to damages. This required more regular maintenance and care.

  Hence, Diageo may consider the construction of brick and mortar based toilets to ensure better longevity of structure and address the need of the community as well.

- It was observed that with the water replenishment interventions the issue of water shortage was addressed to an extent. This subsequently reduced the need to buy tankers among the community, thereby reducing expenses as well.

  Hence, Diageo may consider further enhancement of the interventions to strengthen the action against water shortage. Thereby increasing project impact on water availability along with reduction of expenses by the community.

Annexure

6. Annexure

6.1. Photos from the field

Figure 20: Discussion with Gram Panchayat members, Dorlewadi, Baramati

Figure 21: Discussion with students, Dorlewadi, Baramati

Figure 23: Rainwater harvesting structures, Gojubavi, Baramati

Figure 22: Afforestation in Gojubavi, Baramati

Figure 25: Afforestation in Sirajkhod, Nanded

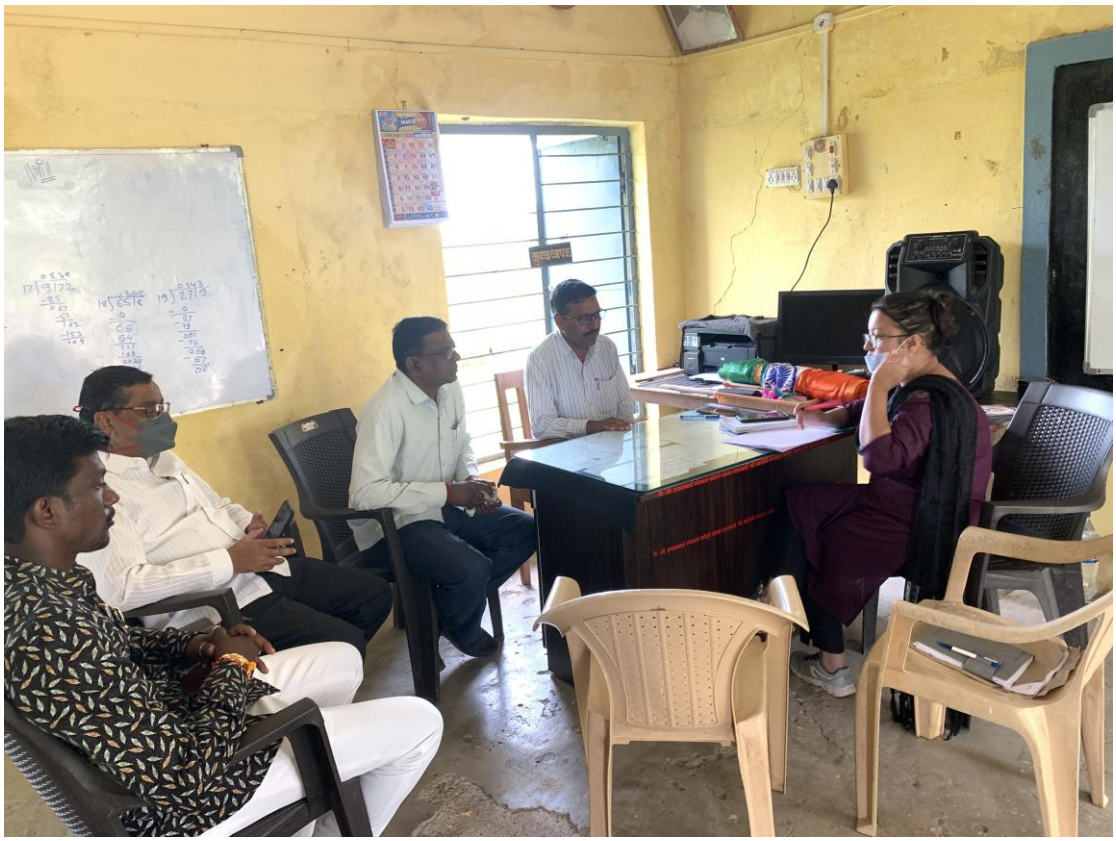
Figure 24: Interaction with community members in Sirajkhod, Nanded

Figure 26: Afforestation, Jaflapur, Nanded

Figure 27: Interaction with Sarpanch, Belur, Nanded

Figure 29: Interaction with community, Aloor, Nanded

Figure 28: Interaction with schoolteachers, Aloor, Nanded



6.2. Key stakeholders met

The below table provides the list of some key stakeholders with whom interactions were held.

Sl.no.	Stakeholder	Date of visit
1.	Mohd. Gaffaar, Sarpanch, Village-Sirajkot	11th August 2022
2.	Pratibha Gangadhar Kamble, Sarpanch, Village-Jaflapur	11th August 2022
3.	Komal Gangadhar Jamdade, Sarpanch, Village- Aloor	12th August 2022
4.	Shivkanta Gangadhar, Sarpanch, Village- Belur	12th August 2022
5.	Pandurang Narayan Salvade, Sarpanch Dorlewadi Gram Panchayat	23rd August 2022
6.	Khavle B. Vishwanath, Vice- Principal, New English School Dorlewadi	23rd August 2022
7.	Ranjit Ankush Kokre, Gojubavi Gram Panchayat Employee	23rd August 2022

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