

The Art of Living's JalTara: A Simple Yet Revolutionary Answer to India's Water Crisis

Category: Business

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India's water crisis has long been a formidable challenge. Yet, amidst the cracked earth and parched fields, a quiet revolution is transforming despair into hope. Guided by the vision of revered spiritual leader and humanitarian Gurudev Sri Sri Ravi Shankar, JalTara – a pioneering initiative by The Art of Living Social Projects, a top NGO in India for social projects is rejuvenating India's groundwater resources. JalTara is reviving parched regions, transforming barren fields into thriving landscapes, and ensuring water security for countless villages. Tailored to diverse terrains and supported by a dedicated technical team, these scalable solutions are built with active local involvement.



Tumkur Fields Thrive: JalTara Boosts Crop Yields in Karnataka

Simplicity: A Powerful Solution

At its core, JalTara embodies simplicity and ingenuity. The solution for water crises is as unassuming as a pit filled with rocks of varying sizes, but its impact is nothing short of extraordinary. By capturing rainwater before it can escape as runoff and guiding it back into the earth, these recharge structures address both water scarcity and ecological degradation, redefining how groundwater is recharged.



Revived by JalTara, this once-dry water body in Ahilyanagar is now a sustainable water resource

Tackling Drought and Floods

What sets JalTara apart is its dual defense mechanism. The recharge structures prove invaluable in both extremes – dry spells and monsoons. During droughts, they act as reservoirs, replenishing depleted groundwater reserves for irrigation and household needs. When rains pour, these structures minimise soil erosion by controlling runoff and safeguarding fertile topsoil essential for agriculture.

Adaptable to diverse terrains, JalTara's design is efficient, economical, and scalable. Its implementation requires minimal machinery and resources, making it a practical solution for rural communities across India. By addressing two critical challenges – drought and flooding – JalTara is not just a water conservation strategy but a lifeline for sustainable agriculture and rural resilience.

From Local Success to National Scale

What began in 2021 with 1,400 recharge structures in four villages has expanded exponentially. Over 60,000 recharge structures have been implemented, benefiting more than 140 villages. In some areas, groundwater levels have risen by 3 to 5 metres, breathing life into farmlands once barren. Today, crops flourish year-round, securing stable livelihoods for countless farmers. JalTara operates across states like Karnataka, Maharashtra, Telangana, Haryana, and Andhra Pradesh. With ambitious plans to recharge 15 trillion litres of groundwater annually across 1,00,000 villages in the next five years, JalTara is poised to address India's groundwater crisis on an unprecedented scale.

The impact of JalTara is measurable and transformative:

- 14 ft. increase in water table levels (March 2021 –

March 2022)

- 42% growth in crop yields
- 120% surge in farmer incomes
- 100% reduction in crop spoilage
- 58% rise in land usage during Rabi season
- 88% increase in labour during Rabi season

Additionally, the initiative has nurtured the environment by planting over 1,00,000 trees, covering 2,01,200 acres with greenery and enhancing biodiversity. Improving both the environment and the livelihoods of countless farming families.

Empowering Communities

Another factor that sets JalTara apart is its emphasis on community involvement. Villagers actively participate in the planning and implementation of water conservation measures, gaining the skills and knowledge to sustain these efforts independently. This grassroots approach ensures sustainability and self-reliance, leaving a lasting legacy of resilience. The ripple effects are profound, touching health, nutrition, and economic stability.

Dynamic CSR collaborations

Milestones Accomplished:

- OVBI: 25,000 Structures in Jalna, Maharashtra
- SGF: 10,500 Structures in Jalna, Maharashtra
- Safe Shop: 1,000 Structures in Jalna, Maharashtra
- Tata Hitachi: 500 Structures in Latur, Maharashtra
- Wipro: 500 Structures in Tumkur, Maharashtra

In the Pipeline:

- Ashirvad Pipes Pvt Ltd: 4,000 Structures in Maharashtra and Karnataka
- Syngenta: 500 Structures in Latur, Maharashtra

Upcoming Initiative:

- Praj Industries: 500 Structures in Latur, Maharashtra

Recognising JalTara's Excellence

The initiative's impact was acknowledged on June 21, 2024, when The Art of Living received the Best CSR Impact Award for JalTara at the NGI CSR Summit in Hyderabad.

A Vision for a Water-Positive Future

JalTara is more than a water conservation project in India – it's a movement transforming rural India. By combining simplicity, science, and community collaboration; this initiative is creating ripples of change far beyond water. It's about restoring livelihoods, reviving ecosystems, and rekindling hope in the heart of India. JalTara is the story of farmers reclaiming their destiny and communities building a resilient future. As The Art of Living Social Projects expands JalTara, every pit dug and every drop captured brings us closer to a future where water scarcity is a challenge of the past.

About The Art of Living Social Projects

The Art of Living Social Projects has resolved to create positive societal impact through transformative initiatives. With a focus on holistic development spanning socio-economic empowerment, the organisation strives to contribute to the well-being of individuals and communities alike.

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