Subject: Minutes of the meeting of ‘Involvement of Corporate Agencies in Integrated Watershed Management Programme’ held on 12th December, 2014 in Committee Room, Department of Land Resources, NBO Building, Nirman Bhavan, New Delhi.

The undersigned is directed to forward a copy of the minutes of the meeting of ‘Involvement of Corporate Agencies in Integrated Watershed Management Programme’ held under the Chairpersonship of Secretary on 12th December, 2014 in the Committee Room, Department of Land Resources, NBO Building, Nirman Bhavan, New Delhi, for information and necessary action.

The minutes are also available at the website of the Department, www.dolr.nic.in.

Deputy Inspector General of Forests
011 24362569

1. The Secretary, Ministry of Corporate Affairs, Ministry of Corporate Affairs, Shastri Bhavan, Dr. Rajender Prasad Road, New Delhi.
2. Dr. Bhaskar Chatterjee, Director General & Chief Executive Officer, Indian Institute of Corporate Affairs, Plot No: 6, 7, 8, Sector 5, IMT Manesar, Distt. Gurgaon Haryana-122050
3. The Chief Executive Officer, National Rainfed Area Authority, NASC Complex, 2nd Floor, Dev Prakash Shashtri Marg, Opp. Todarpur Village, Pusa, New Delhi – 110012
4. The Director General, Confederation of Indian Industry (CII), 44A, Ground Floor, India Habitat Centre, Lodhi Road, New Delhi-110 003
5. The Director General, FICCI, Federation House, Tansen Marg, New Delhi – 110 001
6. The Secretary General, ASSOCHAM, 5, Sardar Patel Marg, Chankyapuri, New Delhi – 110021
7. The Chief Executive Officer, State Level Nodal Agency, Government of Madhya Pradesh, Bhopal
9. Shri K. L. Chaudhary, General Manager, M/s Usha Martin Ltd, through CEO, SLNA, Jharkhand,
10. Shri Anirban Ghosh, Vice President, Mahindra & Mahindra Ltd, Department-Sustainability, CSR & Ethics, Kandivali, Mumbai, through CEO, SLNA, Madhya Pradesh
11. Shri Giresh Mohan, Regional Manager, ITC Ltd, through CEO, SLNA, Madhya Pradesh
12. Shri Randhir Patel, Manager, Mahindra & Mahindra Ltd, Damoh, through CEO, SLNA, Madhya Pradesh

Copy to:
1. PPS to Secretary, Department of Land Resources, Nirman Bhawan, New Delhi.
2. PPS to Addl. Secretary, Department of Land Resources, Nirman Bhawan, New Delhi
3. PPS to JS (WM)
4. PS to Economic Adviser, Department of Land Resources, CGO Complex, New Delhi
5. DIGF (WM)/DIGF(N)/Director (WM)/DC (WM)/PSA(NIC)

A meeting for involvement of Corporate Agencies in Integrated Watershed Management Programme was held on 12.12.2014 at 3.30 PM in Committee Room, Department of Land Resources, NBO Building, New Delhi under the Chairpersonship of Secretary, Department of Land Resources (DoLR). The list of participants is given at Annexure.

1. At the outset JS, WM, DoLR welcomed the participants and introduced them about the purpose of this meeting.

2. Secretary, DoLR, in her opening remarks stated that the present guidelines on Watershed Development Projects are silent about involvement of Corporate Agencies in the Integrated Watershed Management programme. However, some Corporate Agencies are working in the field of Watershed Management in the States. She also referred to the report of the Working Group of the Sub-Committee of the National Development Council (NDC) in which the Group has inter alia recommended about Public Private Partnership in Watershed Development. She stated that during her presentation to the Hon'ble Prime Minister in the month of June, 2014, the Prime Minister desired to know about the status of the recommendation of the Group about Public Private Partnership in Watershed Development. In this context, she desired that the participants would give their valuable inputs about modalities of involvement of Corporates in implementation of IWMP by utilising the funds earmarked for Corporate Social Responsibility.

3. The Joint Secretary (WM) made a presentation about potential areas where the Corporate Agencies can partner with the Department and other agencies in Watershed Management. He mentioned that most of the activities under IWMP come under the purview of permitted activities under CSR Schedule VII of Company’s Act, 2013. In his presentation the Joint Secretary highlighted about some potential areas where the CSR can provide support for IWMP. This may include strengthening the training and capacity building related initiatives, providing financial, technical and managerial support for value addition under IWMP specifically in agriculture, livestock, etc. marketing support by establishing marketing and processing units at cluster level, micro irrigation in Watershed Project area, drip irrigation, sprinklers etc, promoting livelihood activities in project areas, skill development of Self Help Groups, farmers etc. and supporting education, health, housing, sanitation etc. in watershed villages. JS (WM) also informed that the Department had recently organised one Workshop on Desilting of Check dams and Water Harvesting Structures for preparation of 2015 Monsoon. He requested the Corporates to supplement the initiative of the Department for desilting of Check dams by using the CSR funds.
4. Dr. Bhaskar Chatterjee, Director General, Indian Institute of Corporate Affairs stated that the Corporates and NGOs can do watershed projects on their own and can also support the initiative of the Government. He stated that there can be several models for providing support under CSR. These can be:

- Providing funding support under CSR to Implementing Agencies;
- Complementing and supplementing the Government Agencies;
- Partnering with the other Corporates for Watershed Development.

5. The Chief Executive Officer, SLNA, Madhya Pradesh stated that the SLNA is involving Corporates in implementation of projects in some districts of Madhya Pradesh. She also informed that Corporates are supporting IWMP by providing manpower and financial support and have taken some good initiatives especially in the field of livelihoods productivity enhancement and marketing.

6. The representatives from Mahindra & Mahindra Ltd made a presentation about their involvement in Watershed Development in Madhya Pradesh. He informed that Mahindra & Mahindra Ltd is implementing 4 projects covering an area of 21,800 hectare with a total project cost of Rs. 26.16 crore in which expected contribution from Mahindra & Mahindra is Rs. 2.62 crore. Besides this, they are providing professional and managerial support to the tune of Rs. 9 crore. Their organisation is promoting Seed Replacement Programme, Farmer Counselling, Samriddhi Samman Launch Programme, Revival of existing resource and creation of farm ponds, promotion of micro irrigation systems, dairy management, IC activities, drudgery reduction through biogas, smokeless chailah, Solar electricity, health and sanitation activities in project villages.

7. The representative from ITC Ltd made a presentation regarding their involvement in the implementation of IWMP projects in Madhya Pradesh. He stated that their organisation is implementing 5 IWMP projects in M.P. and they are providing value addition to IWMP programme, especially in the area of training and capacity building; livelihood interventions, promotion of climate resilient sustainable agriculture practices, providing scientific and technology support, marketing support to E-Chaupal model, etc.

8. CEO, Jharkhand informed that several Corporate Agencies are working in the state of Jharkhand in implementation of IWMP projects. He stated that the agencies such as Usha Martin Ltd are doing good work in the field of Watershed Management in the State.
In the end, the Secretary, DoLR, stated that Integrated Watershed Management Programme is one of the well-structured Flagship programme of the Government, which cater to the development of rainfed areas. She urged the Corporate Agencies and Industrial Associations to come forward and support the watershed activities by spending the CSR funds under the project areas, so that the poor people living in the project areas can be benefitted.

The meeting ended with the vote of thanks to the Chair.
Annexure

List of participants in the Meeting held on 12.12.2014 at NBO Building, Nirman Bhawan, New Delhi regarding “Involvement of Corporate in Implementation of IWMP”

1. Smt. Vandana Kumari Jena, Secretary, Department of Land Resources, Government of India
2. Dr. Bhaskar Chatterjee, Director General & Chief Executive Officer, Indian Institute of Corporate Affairs, Gurgaon, Haryana
3. Dr. Sandeep Dave, Joint Secretary (WM & Neeranchal), Department of Land Resources
4. Shri K. S. Ramachandran, Technical Expert, National Rainfed Area Authority, New Delhi
5. Shri Surinder Singh, Economic Adviser, Department of Land Resources
6. Ms. Sibani Swain, Economic Adviser, Ministry of Corporate Affairs
7. Sh. Jagdish Singh, DIGF (WM), Department of Land Resources
8. Sh. P. K. Jha DIGF(Neeranchal), Department of Land Resources
9. Sh. Amit Kumar, Director (WM), Department of Land Resources
10. Dr. C. P. Reddy, DC (WM), Department of Land Resources
11. Smt. Hymavathi Varman, Chief Executive Officer, State Level Nodal Agency for IWMP, Government of Madhya Pradesh
12. Shri B. Nijalingappa, Chief Executive Officer, State Level Nodal Agency for IWMP, Government of Jharkhand, Ranchi
13. Shri Vivek Dave, Joint Development Commissioner, State Level Nodal Agency for IWMP, Government of Madhya Pradesh
14. Shri K. L. Chaudhary, General Manager, M/s Usha Martin Ltd, Jharkhand
15. Shri S. Nayak, Confederation of Indian Industry (CII)
16. Shri Pranab Dasgupta, Confederation of Indian Industry (CII)
17. Shri Ashish Bhardwaj, Research Associate, FICCI (Water Mission)
18. Shri Anirban Ghosh, Vice President, Mahindra & Mahindra Ltd, Department- Sustainability, CSR & Ethics, Kandivali, Mumbai
19. Shri Giresh Mohan, Regional Manager, ITC Ltd.
20. Shri Randhir Patel, Manager, Mahindra & Mahindra Ltd, Damoh, Madhya Pradesh
21. Ms. Purnima Dhingra, Deputy Director, Environment and Agriculture Department, ASSOCHAM
22. Sh. Pradeep Kumar, Research Investigator, Department of Land Resources
23. Sh. Manoj Kumar Gaour, Research Investigator, Department of Land Resources