

Tata Capital restores 6000 hectares of land with JalAadhar- a watershed development initiative

Observed a 2-meter increase in groundwater levels across treated areas in Maharashtra and Tamil Nadu

Mumbai/Chennai, December 24, 2022: Tata Capital, the financial services arm of the Tata Group, has launched JalAadhar, a watershed development project in rural Maharashtra and Tamil Nadu. The initiative aims to provide water for irrigation, as well as clean and potable water by increasing groundwater resources, increase efficiency in water use and improve farmer income.

The initiative has helped 22 villages in these states in restoring the water levels by rejuvenating and reviving its waterbodies and recharging zones leading to a 1-to-2-meter increase in groundwater levels. Water crisis in these areas are now in control as villagers have adopted a sustainable farming system leading to prolonged access to water. Through this initiative, JalAadhar plans to restore an additional 6000 hectares of land in the next 3 years.

JalAdhar Project impact since 2016-17 across Maharashtra and Tamil Nadu

- 6000 ha area treated
- 22 villages covered & 15,000+ farmers impacted
- 4100 Lakh Litres of water harvesting capacity created
- Rs. 19,000/crop average increase in farmer income due to crop diversification

Speaking about Tata Capital's CSR initiatives, Sridhar Sarathy - SVP, CSR, Tata Capital said, "We at Tata Capital are proud of the results JalAadhar program has given over the years. It is in line with our Sustainable Development Goals and focuses on integrated water resource management and water-use efficiency. Our commitment to impact the local communities will continue with a larger goal of water conservation as we have seen the difference it created on the entire ecosystem."

About JalAdhar: To ensure community ownership and project sustainability, a watershed committee has been set-up. The implementation partner trained villagers in watershed management practices and sought involvement through sweat equity, part payment contribution and a 50:50 sustainability fund for post project maintenance managed by the committee and continuously overseen by the NGO. The NGO team's active engagement and efforts with villagers, sector experts and local government authorities are truly paying off. Tata Capital was recently conferred with the 'CSR and Sustainability Award' by ASSOCHAM as the Winner in the category of "Excellence in Water Conservation".

About Tata Capital Limited: Tata Capital Limited, a holistic financial services provider caters to the diverse needs of retail, corporate and institutional customers. Its range of offerings include Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Microfinance, Project Finance, debt syndication, Investment Banking, Private Equity Advisory and Credit Cards. For more information about Tata Capital, please visit www.tatacapital.com.

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