



NAIREETA SERVICES PRIVATE LIMITED



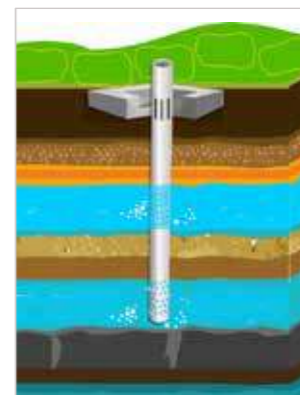
*“When marginalized women mobilize around an innovative technology, it improves their resilience and also restores their dignity.”*

Trupti Jain

## Bhungroo<sup>®</sup>: innovative water-technology and co-ownership model for a better life

Project start: 2013, Award year: 2018

Bhungroo<sup>®</sup>, a rainwater management technology developed locally and widely disseminated by a social enterprise, saves farmers' crops from flooding during monsoons and ensures adequate irrigation during dry seasons. It has brought back two harvests per year on farmland depleted by salinity and droughts in the Gujarat State. The co-ownership model, based on women self-help groups, and governmental support has ensured food security for over 50,000 women farmers in seven provinces and prevented rural-to-urban labor migration. Trained Women Climate Leaders (WCLs) promote the technology as paid experts. Bhungroo<sup>®</sup> has won multiple awards and was adopted in Vietnam, Bangladesh and Ghana.



### CONTACT



**Country:** India  
**Representative:** Trupti Jain  
**Email:** [trupti@naireetaservices.com](mailto:trupti@naireetaservices.com)  
**Address:** B7 Aditya Flats, Opp Rusabh Society, Fatehpura, Paldi, Ahmedabad 380007, Gujarat, India

[www.naireetaservices.com](http://www.naireetaservices.com)

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Securing Water for Food, Millennium Alliance, The Federation of Indian Chambers of Commerce and Industry (FICCI), earned income from sales.

### UNIQUE VALUE

#### What's special about this project

- ▶ This unique, affordable technology reduces water salinity via a filtration system, warding off desertification. Each unit can store 1–4 million liters of floodwater and irrigate 22+ acres during the dry season. Constant technical improvement and support from provincial authorities have allowed to standardize the units and lower investment cost.
- ▶ The women co-owners are trained to build and maintain the systems. With doubled harvests and incomes, and through their role as Women Climate Leaders, they are empowered and take part in community governance.



### AWARD IMPACTS

- ▶ International recognition and cooperating with the CTCN brought crucial additional support. The mentoring programme helped Naireeta Services enhance their financial and staff management capacities. They built a new franchise strategy that will open doors to world-wide dissemination.

### TRANSFORMATIVE OUTCOMES



**Food security and sustainable livelihoods for 50,000 marginalized farmers**



**From local to global: 32 franchises established in 5 countries, with a goal to reach 5 M. beneficiaries**



**Reduction of extreme poverty: family income raised by up to 500% in 5 years**



**Coastal zones adaptation and water protection model**



**Over 8,800 acres of agricultural land irrigated without over-exploiting groundwater**



**121 trained Women Climate Leaders**



SDG FOCUS

