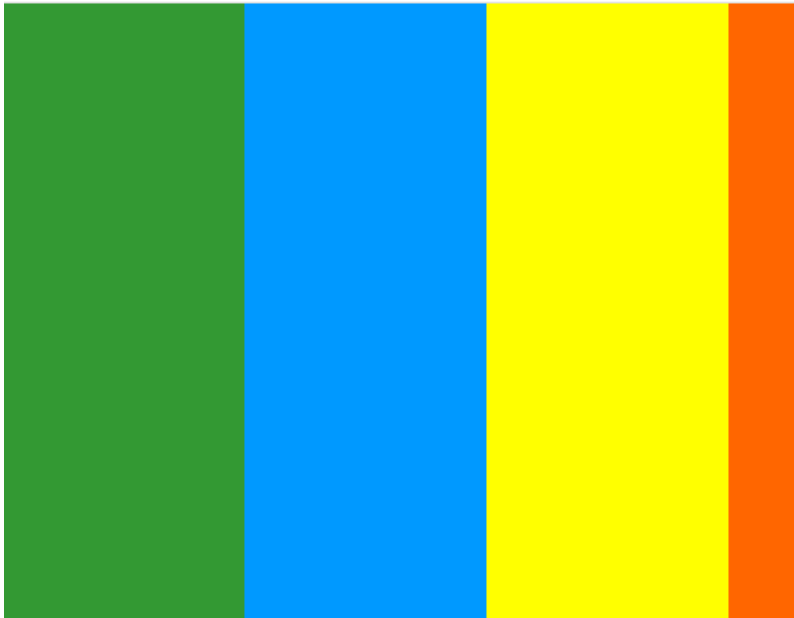


F O R C E



**Dedicated to make
communities
Climate Secure
through Water
Security, Waste
Management &
WASH**

By using

**Productive, Responsible
partnerships, Appropriate
technologies, Inclusive
governance and
Mindfulness for holistic
solutions**

FORCE Strategy



- 1. Save water, share it equitably*
- 2. 'Free up' water through efficient use*
- 3. Safe Water, Sanitation for all*
- 4. Ensure Holistic Waste Management*

Grassroots Action

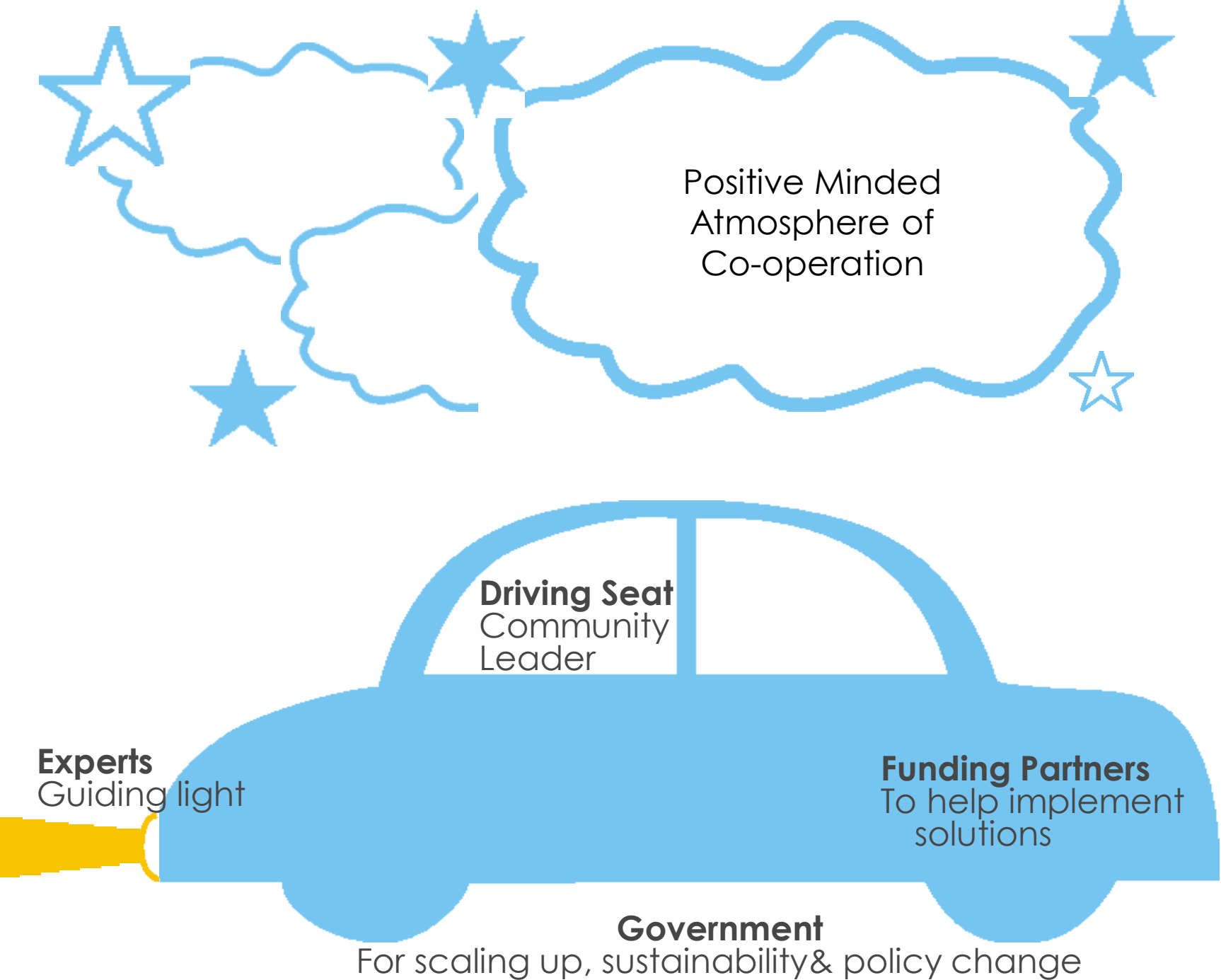
- Implement Water Conservation, Water Efficiency, Waste Management, WASH & sustainability projects
- 'Ear to the ground' study of community and key stakeholders.
- Make, build capacities and empower Community changemakers

Impact Multiplier

- P4 Partnership Model
- Advocacy through events, reports and consultations
- Standardization of tools and processes for easy replication
- Publications, website and Mobile Apps
- Institution building and 'Seeding' Programs

Water, Climate & Sanitation Security for All

P-4 PARTNERSHIP MODEL





AWARDS & NOMINATIONS SO FAR

- Finalist (3rd Prize) in the **National Urban Water Award 2009** instituted by the Ministry of Urban Development
- Jury Member – National Water Awards - 2021
- 2nd Prize in **All India Case study competition** conducted by National HRD Network and BIMTECH in 2017 based on the Solid Waste Management program in Saharanpur
- Nominated by the Ministry of Water Resources as a member of the **Drafting Committee for National Framework Water Law**
- Nominated by the Ministry of Water Resources as a member of the **National Groundwater Advisory Council**
- Member – **Forum to improve Groundwater Availability in NCT Delhi and around** – Nominated by Govt. of NCT of Delhi and Ministry of Water Resources
- Nominated by Ministry of Water Resources as a member of the **Task Force for Optimization and Integration of Water Quality** Monitoring stations
- Nominated on the '**Advisory Committee for Groundwater Management and Regulation**' by the Deputy Commissioners of 9 districts of Delhi
- Awarded the '**Ashoka Innovator for Public Fellowship**' in 2009 for the P-4 Partnership Approach
- Nominated to **run with the Olympic Torch in India** for the Beijing Olympics 2008
- **Panelist on Civil Society Consultations** held for Groundwater Management, Sustainable Water and Sanitation solutions for the Urban Poor.

HOW WE ARE DIFFERENT AS AN NGO

Field learning for sector influence

Use field learnings to create theoretical and policy constructs for systemic change

Plan for Replicability

Have developed a methodology for field work to get maximum results in minimum time

Stress on Innovation

In design of solutions, community management and advocacy

Result Oriented

Clear targets set for project delivery and beneficiaries

Partnerships

Positive minded, ethical partnerships for lasting change



FORCE Programs

Water, Climate & WASH Security



Water
Security



Clean
WASH



PJRB
SPARC



Jal
Rakshak



Watch
Footprint



WATER SECURITY PROGRAM

CONSERVE WATER for CLIMATE RESILIENCE

To create awareness, innovate, design, implement & impact government policy
for

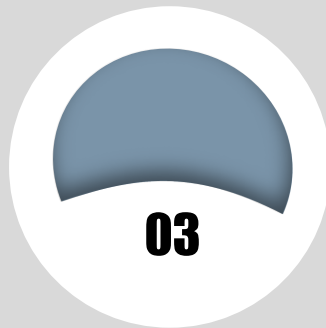
The 5 'R's of Water Conservation



01



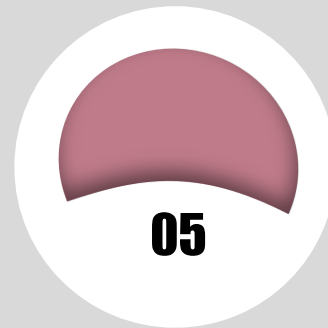
02



03



04



05

'R'educe
Wastage of
Water

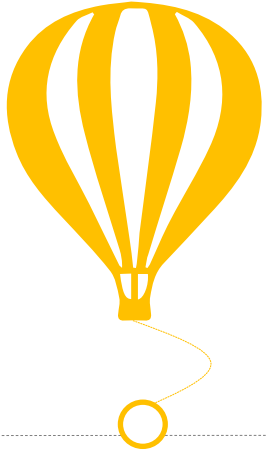
'R'e-use
used water

'R'echarge
to
groundwater

'R'ecycle
Wastewater

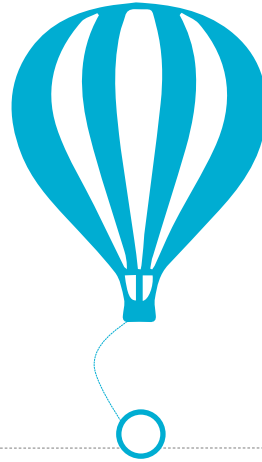
'R'espect
Water

SOME EXAMPLES OF WORK DONE



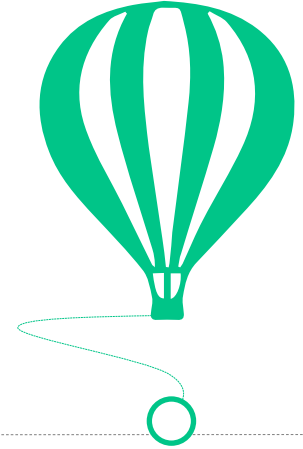
Rainwater Harvesting & Water Body Revival

Setting up ‘Rain Centers and Jal Shakti Kendras’ with District authorities. Revive waterbodies, doing rainwater harvesting and awareness with DDA, ITC, WaterAid India, MMTC, HSBC, Diageo, AbinBev, Asian Paints, Coca-Cola, PTC, Artemis, HT, Crompton etc.



Watershed Development, Water Secure Villages

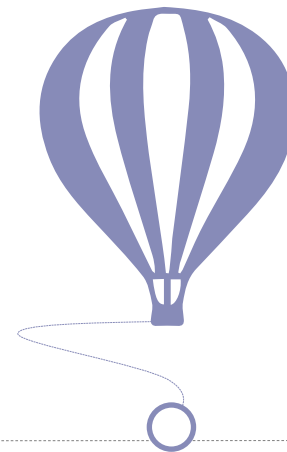
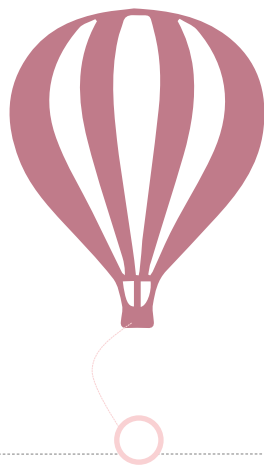
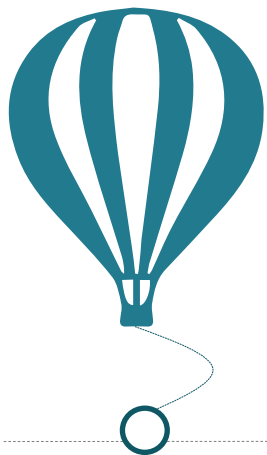
Working with government, corporate partners such as ITC, HT Media, Asian Paints and communities in villages for water sustainability through watershed management. Includes holistic interventions on rainwater runoff harvesting, cropping pattern and irrigation management and plantation of native species.



Water Efficient Agriculture and Climate Resilience

Unicef, Australian High Commission, ITC, Punjab Govt etc supported Water Efficient Agriculture and Climate Resilient village activities and awareness programs in Punjab, Haryana, UP, Odisha and Rajasthan. Mobilizing youth and farmers as peer champions of conservation agriculture. Constructed wetlands for waterbody health.

SOME MORE EXAMPLES



Innovative use of dead public assets

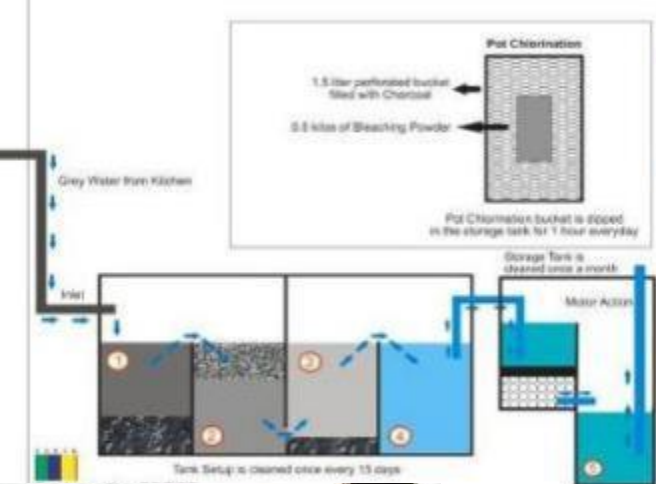
Diageo - Recharge to groundwater using abandoned tubewells at 50 sites. Was innovative and very successful. Led to Municipal Corporation of Delhi also doing the same with many abandoned tubewells in its parks in South District.

Behavioral Change Programs

UNICEF, HSBC, Asian Paints, Delhi Jal Board – Youth4Water program to capacitate and empower youth for climate action, Water Awareness Centers for children. Made with child friendly messaging, models and live rainwater harvesting and/or recycling structures.

Jal Rakshak & Water Guardian App & Network

Networks of 'Jal Rakshaks' – volunteers working for water conservation. Includes members of Residents Welfare Associations, Volunteer associations and youth groups. Outreach through events and activities. Also, through the FORCE Jal Rakshak and Water Guardian Mobile App & website.



On the eve of International World Water Day
Jointly with Jal Sanhayak La Bharat, Govt of India on April 10, 2015 for
The 'DO-ERS' WALK FOR WATER 2015

By adopting Rainwater Harvesting/Water Conservation, you have set an example for others to follow.

Allow us to highlight and publicize your contribution to 'Water Security' at
The 'DO-ERS' WALK FOR WATER 2015
(Venue: Jawahar Lal Nehru Stadium, Gurgaon, Haryana)
Date: April 10, 2015
Time: 6 am





CLEAN 'WASH' PROGRAM

SAFE WATER, SANITATION & HYGIENE

*To create awareness, innovate, design, implement & impact
government policy for*

***Dignified, easy and sustainable access
to Safe Water, Sanitation and Hygiene
for the poor***

KEY INTERVENTIONS

WASH solutions

For urban poor



School WASH

Create Infrastructure, Inform and
Enthuse children for safe WASH
(including menstrual hygiene)

Solid Waste Management

Garbage free environments



Advocacy, Research studies, Publications and Policy

Policy influence for
WASH rights

Inform & Facilitate

Encourage & help build WASH
infrastructure through multi-
stakeholder partnerships



SOME EXAMPLES

01

WASH in urban slums

Donors such as Purpose, ITC, Water Aid India, Plan India & HSBC - WASH for urban slums. Includes providing facilities, education and advocacy for safe drinking water, toilets, drains, solid waste disposal, sewage disposal and hygiene 100% Water access and solid waste free. Funds leverage of approx 1: 3 , high livelihood linkage and high government support.

COVID prevention and vaccination campaigns and health camps

02

School WASH

Donors such as Plan India, Coca-Cola India - Provision of Safe Drinking Water, Toilets, Rainwater Harvesting, Greenery and Play facilities. Also, stakeholder and children's education for the same.

03

WASH in Villages

Donors such as Asian Paints – Making villages clean and water sufficient through sanitation planning, pond revival, eradicating open defecation and innovative ideas like kitchen waste-based biogas, water distribution points, children led open defecation freedom campaign etc.

04

Safe Drinking Water

Donors such as Bank of America (thru WAI), Asian Paints, Development Alternatives, HSBC – Provision of safe drinking Water in slum communities. Community sensitization on need and outreach program on Household Water Treatment Systems viz Filtration, Chlorination, SODIS and Boiling.

BENEFICIARIES

Working in 165 slums and unauthorized areas in NCR Delhi & Saharanpur– approx 100,000 families.

More than 150 schools in NCR, Maharashtra, UP, Bihar and Hyderabad.

4 Villages in Haryana

Slum and village communities / schools in NCR, UP



FORCE DDMA District West  Verified

Free

COVID वैक्सिनेशन कैम्प

सर्वोत्तम स्वास्थ्य सेवा

सर्वोत्तम स्वास्थ्य सेवा





PJRB-SPARC

(Pandit Jagat Ram Bhargava School of Profitable, Actionable Resource Conservation)

KNOWLEDGE HUB FOR WATER, CLIMATE & WASH

*To Educate, Innovate, Inspire and Enable
for*

Water, WASH and Climate Action

*To make a water abundant world
by a societal shift towards
water & resource conservation*

KEY INTERVENTIONS

Certificate and Diploma Courses

- Market, Industry and Policy aligned Online/Offline courses for students/practitioners



Advisory and Certification

- Water Efficient Crop certification
- Water Efficient Agriculture & Rural Water Security Support

Trainings and Engaged Scholars Programs

- Training programs
- Conferences & Think Tanks
- Engaged Scholars Program for universities

Incubation & Innovation

- Living Learning Lab format for Immersive Innovation
- Mentorship & Incubation
- Demo Sites

SOME EXAMPLES

01

Engaged Scholar Program

Project linked specialist topic modules, embedded within ongoing degree programs. The topic adds a layer of specialized knowledge and exposure to the degree course learning. ESPS programs range from 2 weeks to 6 months with varying levels of field learning. Each program includes:

- Theory classes on the topic and its application in the student's degree course*
- Field project in association with practitioner organization*
- Communication, presentation and report writing*
- Peer to peer learning and Mentoring*

02

Conferences

Recent Conference titled 'Profitable, Water Efficient, Toxin Free Agriculture - Options, Challenges and the Way Forward;

More than 100 Farmers, students, agriculture experts, professors and media participated in the Punjab State conference. presided over by Director Agriculture. Included presentations by senior government officers from agriculture and Water, related departments.

03

Demo Farm

With a view to understand the performance of different methods of agriculture, to demonstrate the same to students and practitioners on field and to enable innovations, at the SPARC I&D Field), a comparative study of water usage, cost and yield was done for Conservation Agriculture, Agri-Homeopathy and Conventional Agriculture. It established Conservation agriculture as the best in all.

04

Courses and Trainings

New-age Diploma and Certificate courses offered for Urban Rainwater Harvesting and Water Audit and Efficiency Certification. Water Efficient Agriculture, Water shed Development, Conservation Agriculture, Market aligned courses that prepare students to be a single point knowledge source on the issue helping communities make informed choices.

Jal Rakshak and Water Guardian trainings and App

SOME EXAMPLES

01

Publications

FORCE documents its experiences on field and of interactions with all stakeholders.

These are analysed and shared with practitioners, policy makers and academia through publications in several formats – both virtual and real.

Notable publications include a book titled 'Effective Social Innovation' and articles on Social Entrepreneurship in Stanford Social Innovation Review

02

Training Programs

Training programs have been organised for practitioners from NGOs and corporates. The topics are based on the FORCE Social Innovation Framework and on technical, community mobilization and advocacy learnings from FORCE's work for Water Security and Sanitation.

03

Incubation

FORCE has offered mentorship and training to social entrepreneurs from India and abroad.

FLOW Solutions is a US based company that developed, prototyped, patented and commercialised a decentralised water supply product that can be used by urban and rural poor with no tap water supply in their homes.

04

Research and Living Learning Lab

FORCE offers uniquely designed research and self-learning opportunities. The packages offer immersive learning opportunities in rural and urban spaces. Innovators are introduced into target communities; their interactions are facilitated and opportunities for brainstorming are given to them. The objective is to allow them to hone their social entrepreneurial ideas and skills.





Effective Social Innovation

Planning Guide for Changemakers

Jyoti Sharma

2/16/2018

Avoiding the Neoliberal Trap in Social Entrepreneurship | Stanford Social Innovation Review

Stanford **SOCIAL**
INNOVATION Review
Informing and inspiring leaders of social change

Social Enterprise

Avoiding the Neoliberal Trap in Social Entrepreneurship

Seven lessons for walking the tight rope between social welfare and business.

By **Jyoti Sharma** | Oct. 18, 2017

Last year I wrote an article describing my fear that, fueled by the good intentions of donors looking for sustainable solutions and a promise of limited responsibility, social entrepreneurship seems to be

2/16/2018

A Neoliberal Takeover of Social Entrepreneurship? | Stanford Social Innovation Review

Stanford **SOCIAL**
INNOVATION Review
Informing and inspiring leaders of social change

Philanthropy & Funding

A Neoliberal Takeover of Social Entrepreneurship?

A model of social entrepreneurship focused on market-based solutions and profit is threatening to crowd out more collaborative approaches.

By **Jyoti Sharma** | Sep. 19, 2016





JAL RAKSHAK

The Water Guardians Network

Water Savors averting the Water crisis...

saving the earth...

protecting lives and livelihoods

Network of motivated, capacitated, empowered people and institutions who have adopted and help others adopt Water, WASH and Climate friendly initiatives

KEY INTERVENTIONS



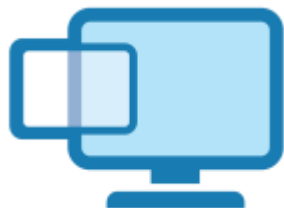
Create Network

Create online and offline spaces for 'Jal Rakshaks' to network and connect with each other



Capacitate

Provide information and training on Water, WASH and Climate Change to Jal Rakshaks



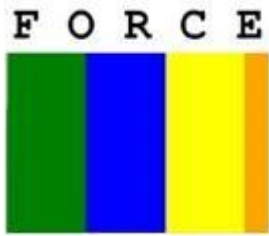
Facilitate

Help Jal Rakshaks implement their ideas – facilitate and support.



Reward

Rewards linked 'Water Carats' and 'Water Credits' based on quantity of water saved or people made aware.



Thank You

