

Preserving the future: Restoring Agriculture through waterbody rejuvenation

In a remarkable turnaround story, Mr. Pazhanivel, a farmer from the village of Kattiyan Kuppam, has witnessed a transformation that has revitalized not just his farm but the entire community. Living with his family of four, he was previously constrained by the dire water scarcity in the region. The Manakollai lake, which was the primary source of water for agriculture and drinking purposes, had completely dried up. This severe shortage meant that despite owning 4 acres of land, he could only cultivate a portion of it, managing to earn a modest income of around 40,000 every three months.



The situation took a positive turn following the intervention by the National Agro Foundation (NAF) and the Asian Paints Ltd. (APL), who spearheaded the rejuvenation of the lake. Around 36000 KL of additional water harvest potential was created. Their efforts have not only restored the lake to its former glory but also ensured a reliable source of water for the agricultural and livestock needs of the community.

After the lake's revival, Mr. Pazhanivel, along with other farmers in the area, has seen a significant improvement in agricultural productivity. The consistent water supply means that they can now fully utilize their lands, leading to a steady income of Rs. 40,000 every three months, similar to Pazhanivel's earnings. Moreover, the availability of water has greatly benefitted the livestock, which previously consumed time in travelling a long distance for water.

The collaborative effort of the Asian Paints Ltd. (APL) and National Agro Foundation (NAF) in rejuvenating the local lake has been a game-changer for Pazhanivel and the entire village. The restoration of the lake has not only addressed the pressing issue of water scarcity but has also unlocked new opportunities for the community. This remarkable turnaround story serves as an inspiring example of how targeted interventions can transform communities and improve the lives of people, particularly in regions facing environmental challenges.

Mr. Thangavel was also a farmer living in the same locality with his family of five. In his heart, the lake once stood as a testament to environmental neglect, its parched bed a stark reminder of the

challenges faced by the local farmers. With only 3 acres at his disposal, Mr. Thangavel struggled to make ends meet, his livelihood severely hampered by the lake's dire condition. The scarcity of water not only affected his agricultural output but also placed a strain on his family's daily life, echoing the hardships faced by the entire community.

The transformation of Manakollai Lake was a turning point, marking the beginning of a new chapter of hope. For Mr. Thangavel, the impact was profound. The revival of the lake meant that he could now fully utilize his 3 acres, leading to increased agricultural productivity and, consequently, a more stable income for his family. The availability of water transformed not just his farm but also his outlook on the future, providing a sense of security.

The story of Manakollai Lake, as told by Mr. Thangavel, is a witness to the power of collective action and the indomitable spirit of the farming community. It highlights the importance of sustainable environmental practices and the positive impact they can have on individual lives and communities as a whole.

