

TRANSFORMING LIVES



Focus - Water Conservation

Gurudev Sri Sri Ravi Shankar Delivers Inaugural Address at Kisan Samruddhi Mahotsav 3.0

28th January 2025: In a powerful display of gratitude for Gurudev Sri Sri Ravi Shankar's commitment to their well-being, over 1,000 farmer-beneficiaries from across Maharashtra, including drought-prone areas like Jalna, Wardha, Akola, Amravati, Buldhana, Beed, and Latur, gathered at The Art of Living International Center to participate in the third edition of the Kisan Samruddhi Mahotsav 3.0.

Among them, 300 farmers from Maharashtra's most drought-stricken regions, once grappling with water scarcity, soil infertility, and financial hardship, self-funded their flights to attend the event. They shared inspiring stories of transformed lives and flourishing livelihoods, all made possible through Gurudev's visionary leadership and The Art of Living Social Projects' farmer-focused initiatives.



Gurudev Sri Sri Ravi Shankar gave the inaugural address at Kisan Samruddhi Mahotsav 3.0

“Let's not spoil the water resources by putting pollutants and chemicals into the water

- Gurudev Sri Sri Ravi Shankar



A Celebration of Change & Gratitude

The Mahotsav was graced by global humanitarian and driving force behind The Art of Living Social Projects' river rejuvenation and water conservation efforts, Gurudev Sri Sri Ravi Shankar, along with Shri Sanjay Rathore, Minister of Soil and Water Conservation, Government of Maharashtra and Hon. Members of the Maharashtra Legislative Assembly.

In addition to the celebration, the Mahotsav featured immersive sessions and workshops on natural farming techniques, water conservation practices, and agricultural innovations to boost productivity and farm income.

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70+ Rivers/streams being rejuvenated

1,05,000+ Recharge structures built

3,45,00,000+ People benefitted

23,28,000+ Farmers trained in natural farming across 23 states

8 States work-in-progress

A Holistic Approach to Farmer Well-being

The Art of Living Social Projects not only focuses on enhancing water availability for farming but also addresses farmers' mental well-being through practices like meditation, yoga, and Sudarshan Kriya (a powerful breathing technique that alleviates stress and fosters inner peace).

Commented Shri Devendra Fadnavis, Hon. Chief Minister of Maharashtra. "The team that Gurudev has built within The Art of Living Social Projects is highly dedicated and enthusiastic, working selflessly."



Smt. Shweta Mahale Patil,
Member of Legislative Assembly,
Maharashtra



Farmers participated enthusiastically and shared their experience at KSM 3.0

Spotlighting the Success of Jalyukt Shivar 2.0

Launched on 26th November 2023, Jalyukt Shivar 2.0 (JYS 2.0) promised to resolve Maharashtra's water crises through a collaboration between the Government of Maharashtra and The Art of Living Social Projects. Spanning 86 tehsils in 24 districts, the project implemented ground-breaking practices like stream deepening, dam construction, and farm pond creation, with the goal of making Maharashtra drought-free.

The Kisan Samruddhi Mahotsav spotlighted the remarkable achievements of JYS 2.0 which has already benefited over 2 lakh people across 10 districts in Maharashtra. Shri Devendra Fadnavis praised The Art of Living Social Projects' pivotal role, noting that the success of the Jalyukt Shivar Yojana owes much to their efforts in desilting, deepening, and straightening streams and rivers.

Restoring Water Flow, Reviving Agriculture

In just 4 to 5 months, 50 nalas (streams) spanning 150 kilometres were scientifically de-silted, deepened, and widened, helping store 2.58 billion litres of water. This massive effort has revived water flow to regions that had suffered neglect for decades, with some streams having been dry for over 70 years.

The transformation in the lives of farmers through JYS 2.0 is deeply inspiring," said Prasana Prabhu, Chairman of The Art of Living Social Projects. "Our approach is holistic, empowering local communities to work toward a greater vision, not just through water body reilivenation but by fostering a sense of ownershin and collective growth."



Smt. Sai Prakash Dahake,
MLA from Karanja Assembly Constituency
in Washim district



Yogesh, Farmer
Nisatkhedha village, Mauda
taluka, Nagpur district

A New Dawn for Farming Communities

"Earlier, we had to stay awake at night to fill water, but now that is no longer necessary," shared Nilesh, a beneficiary farmer from Amravati. With a sense of relief, he added, "I can assure you that there will be no more disputes in the village over water."

Sunny Arane, another farmer, recounted the profound impact of the initiative: "Before the Jalyukt Shivar work, young people viewed farming differently. During the crop season, rainwater would accumulate in the fields, making cultivation impossible."

With the restored water supply, farmers now have the opportunity to grow a second crop, significantly boosting their income and improving water management in Marathwada, Vidarbha, Khandesh, and Western Maharashtra.

"While deepening the river, we used the de-silted yellow soil for building roads and spread the black, top fertile soil in the fields," explained Nilesh. "This increased our yield." Some villages have even seen roads built after 70 years, thanks to these efforts.

The Impact of Natural Farming

Between 2018 and 2020, farmers achieved significant savings, including Rs 66 million in chemical pesticide usage, Rs 2 million in urea usage, and a water-saving equivalent to the annual usage of 14,000 rural residents. However, a major obstacle to converting chemically-farmed land for organic certification is the Government of India's mandated 3-year detoxification timeline, leading to revenue loss.

Yash Mishra, a farmer in Bilaspur, Chattisgarh, detoxified 8 acres of rock-hard land and achieved high yield, low-cost harvests of grain, fruit, and vegetables in just 8 months. Many farmers, like Mishra, benefitted from a reduced timeline for organic certification under The Art of Living's PGS India Programme, witnessing a 42% increase in net profit in 2019. Many farmers, like Mishra, who registered with The Art of Living for Organic Certification under the PGS India Programme of the Ministry of Agriculture, have benefitted from this reduced timeline. Notably, in 2019, farmers cultivating soya bean and sugarcane in the Jalna, Kolhapur, & Latur districts of Maharashtra witnessed an average 42% increase in net profit after converting to natural farming.



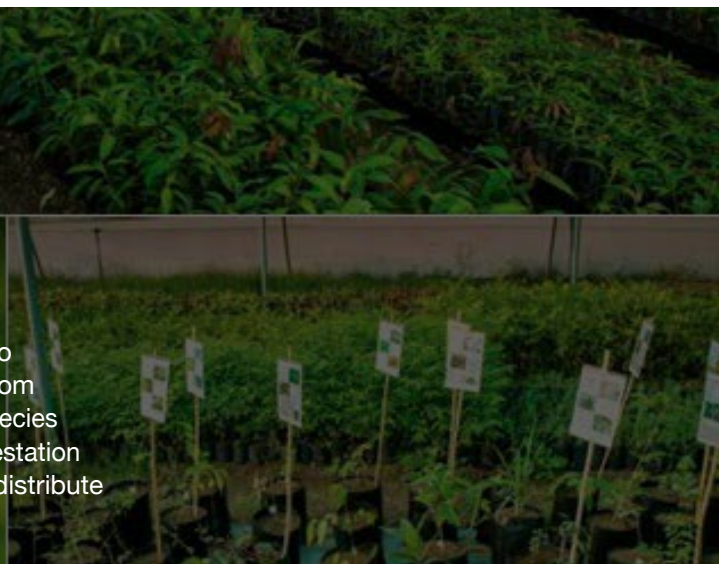
Natural farming has become a game-changer for the farming community in different regions of India.



Mangala Maruti Waghmare, a farmer from Latur, experienced a transformative journey with natural farming, marking a significant shift from conventional chemical methods. Embracing the 1-acre natural farming model proved to be a game-changer, elevating both farm productivity and the overall health of her family. Mangala's success story became an inspiration for more than 100 women, encouraging them to adopt the same model. Her achievements in becoming a self-sufficient small farmer earned Mangala numerous awards, recognising her dedication and contribution to sustainable agriculture.

Nursery Development & Management Project

The Nursery Development and Management Projects aim to provide additional livelihood support to local farmers. Currently, five nurseries are operational as pilot projects in Maharashtra (Beed, Latur, Jalna, Nagpur) and one in Madhya Pradesh (Narmadapuram). One key goal of these nurseries is to conserve rare and endangered species, particularly from the Western Ghats. The Latur nursery houses over 200 species of trees and plants, nurtured for planting at various afforestation sites. It also cultivates grafted Kesar mango plants to distribute to farmers as part of an agroforestry initiative.



Impact in NTPC Korba Villages

The Art of Living collaborated with NTPC Korba for CSR activities, actively addressing health, addiction, and women empowerment issues in remote villages. Objectives include promoting local self-governance, training youth leaders, and fostering community-led development. Programs like the Youth Leadership Training, De-addiction Program, Project Pavitra, and Nav Chetna Shivir were conducted, benefiting hundreds. Additionally, tree plantations, Swachh Bharat campaigns, and marathon/walkathons contributed to holistic community development.



The Art of Living in collaboration with NTPC Korba for the Tree Plantation initiative

Media



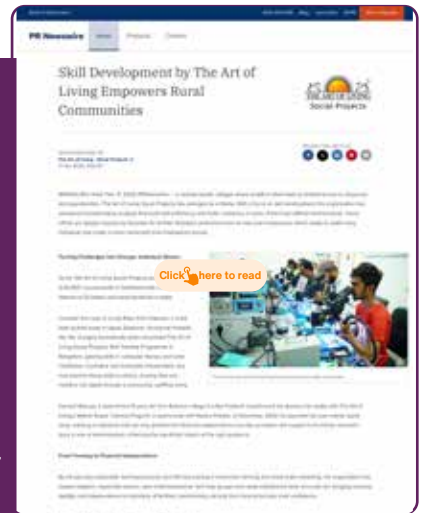
The Art of Living: Reviving India's Lifelines, One River at a Time



The Art of Living's JalTara: A Simple Yet Revolutionary Answer to (I) Water Crisis



Skill Development by The Art of Living Empowers Rural Communities



The Art of Living Signs an MoU with Bharathiya Nadi Parishad and GIZ

We are delighted to announce the signing of a Memorandum of Understanding (MoU) between The Art of Living Social Projects, Bhartiya Nadi Parishad, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) under the WASCA-II initiative.



Prasana Prabhu, Chairman, The Art of Living Social Projects signs an MoU with Bharathiya Nadi Parishad and GIZ



This strategic partnership aims to enhance natural resource management, water security, and climate resilience in rural India.



“It is said Sanghe Shakti Kaliyuge — only unity has power in this era. In Kaliyuga, the power is in the team. You need to function as a group.”

-Gurudev Sri Sri Ravi Shankar



Dharma Sthambha Yojana (DSY)

Dharma Sthambha Yojana (DSY) connects social service projects with socially conscious individuals to drive positive change. It transforms financial contributions into catalysts for uplifting individuals and society, supporting initiatives like Water Conservation, Free Education, Women Empowerment, Skill Training, and more to ensure national sustainability.



Dharma Sthambha Yojana connects individuals with various social service initiatives. Together, let us build a better society and a better nation.

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