

Executive Summary

Farm Pond On Demand (Maharashtra)

Background/ Initiatives Undertaken

- “**Farm pond on demand**” was announced by Hon. Chief Minister with the objective of **providing protective irrigation to overcome water scarcity and make Maharashtra a drought-free state**
- The beneficiary application and participation is done **online** through **Aaple Sarkar** for **greater transparency** which ensures **unbiased and quick selection (Avg. TAT of 15 days)**
- The **subsidy amount** is received by the farmer **within 7 days** through **DBT (Aadhaar-seeded accounts)** after construction of the farm pond

Key Achievements/ Impact

- More than **1.5 lakh applications** have been received out of which more than **85 thousand applications** have been approved
- **15,000 Farm ponds** have been built covering land of **22,500 hectare area**
- On an average, there is **2x increase in the yield per farmer** and it takes **7 days for receipt of payment** after photo-upload
- This initiative has helped in **improvement of water availability in Rabi Season**, thereby **improving the yield** and **assuring protective irrigation**
- The initiative has also helped in **improvement in water table, change in crop-pattern** (from Soyabean, Tur to Cucumber, Bitter gourd, Lilys etc) and **supplementary income through pisciculture**



Farm Pond On Demand (Maharashtra)

Background

Hon'ble Chief Minister, Shri. Devendra Fadnavis, announced the ambitious "Farm pond on demand" program with an objective of providing protective irrigation to overcome water scarcity in the State. Farmer suicides was a major concern and the focus was to enable preparedness of the State for handling drought situations. Vidharbha and Marathwada were the main targets under this initiative.

Approach Adopted

A user friendly online form was developed to enable efficiency and transparency in the farm pond application process. The overall process involves the following:

- Online Application: An application for the farm-pond is made online by the farmer through the Aaple Sarkar Portal
- Committee Approval & Site Selection: This application is reviewed by the relevant Taluka-level agricultural committee and the approval/rejection is communicated to the farmer.
- Construction of Farm Pond: After site selection by Agriculture Assistant, farm-pond is constructed by the farmer.
- Receipt of Subsidy: After construction of farm-pond, the agriculture assistant uploads a photo and the farm-pond is GIS mapped. Subsidy is received in the farmer's bank account within 7 days.

Awareness Generation



Construction of farm pond



- **Third Party Evaluation:** A third party evaluation is conducted by college students through Unnat Maharashtra program to boost transparency.

Awareness Generation

For generating awareness and increasing coverage, hoardings, TV ads, print ads, advertisements on back panels of buses, radio jingles etc were used. A special episode on the scheme was aired as part of Janata Durbar series on Doordarshan. The period between March to May was crucial to undertake publicity under this scheme, as it is the season when Rabi crops have been harvested and Kharif season is yet to begin. Thus, the farmer has time to construct farm ponds.

Impact

The key outcomes of the project are highlighted below:

- 15,000 farm ponds have been built under this initiative covering 22,500 hectare area
- On an average there is average approximately 2x increase in the yield per farmer
- On an average it takes 7 days for receipt of payment after photo-upload.
- This initiative has helped in improving water availability in Rabi season, thereby improving yield and assuring protective irrigation.
- The initiative has led to improvement in water table, change in crop-pattern (Soyabean-Tur to Cucumber, Bittergourd, Lilys etc.) and generation of supplementary income through pisciculture.

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