

## Case Study - IV

### Transforming Agriculture in Koyyuru Mandal

#### A Case Study on Ramky Foundation's Tribal Development Project and Soil Conservation Initiatives

- **The Initiative: Ramky Foundation's Tribal Development Project in Koyyuru Mandal**

Ramky Foundation, renowned for its commitment to corporate social responsibility, successfully implemented the innovative Tribal Development Project in Koyyuru Mandal, Alluri Sitharama Raju district, Andhra Pradesh, with generous sponsorship from ReSustainability Ltd. This initiative entailed significant efforts toward soil and moisture conservation work, with a primary focus on the construction of farm ponds and field bunds.

- **The Beneficiaries: Empowering Scheduled Caste Farmers**

The beneficiaries of this project are farmers predominantly from the scheduled castes. These hardworking individuals have actively utilized the barriers and uncultivated land, in a region where water scarcity poses significant challenges. Their primary struggle lay in efficiently managing and optimizing the limited resources available for their farming activities.



- **Challenges: Convincing Farmers to Adopt Conservation Measures**

The RF team faced substantial difficulties during the initial stages of the project. In several meetings, the team strived to educate the farmers about the long-term benefits of soil and moisture conservation. Despite these efforts, a large number of farmers remained skeptical, refusing to incorporate these conservation techniques into their farming practices. However, through persistent discussions and negotiations, the foundation eventually persuaded the farmers to implement soil and moisture conservation (SMC) work in their fields.

- **The Solution: A Collaborative Effort for Environment Conservation**

The solution to these challenges came in the form of a collaborative approach based on the specific field conditions. Ramky Foundation effectively executed the construction of farm ponds and field bunds, contributing substantially to the conservation efforts. This accomplishment was made possible through a partnership with the farmers themselves, who made significant contributions to the initiative.



- **Impact: Boosting Moisture Levels and Plant Survival Rates**

The impact of these interventions was significant and readily observable. The moisture levels in the fields saw a substantial increase, dramatically enhancing the viability of farming in the area. The newly constructed farm ponds filled up, providing a much-needed water resource for the region's farmers. They began using this water for their WADI plants, resulting in a marked improvement in plant survival rates.

In conclusion, the tribal development project by Ramky Foundation highlights the transformative power of collaboration and environmental conservation. By overcoming initial resistance and fostering partnerships with local farmers, the foundation has made a tangible difference in the lives of the farming community in Koyyuru Mandal.