

**Government of Madhya Pradesh  
Panchayat & Rural Development Department  
Rajiv Gandhi Mission For Watershed Management**

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**Inviting Corporate/Industrial/Business Sector/Houses,  
their companies/organisations/foundations For a  
Public Private Partnership (PPP) under Watershed  
Management Programme - Request for Proposal**

**BACKGROUND :**

In Madhya Pradesh only 30% agricultural land have any kind of assured irrigation. With its most cropped area belonging to the rainfed category, the incidence of drought has become more or less a perpetual feature. Added to this the relentless exploitation of the natural resources base in the form of soil cover, vegetative cover and ground water due to increased biotic pressure mounting the pressure on fragile eco-system. As consequences the livelihood of rural people's in rainfed agriculture areas is under constant threat.

It is possible to improve the livelihood status in rainfed agriculture areas by conserving the soil and water resources and optimizing their use with a view to regenerate the natural vegetation and increasing agricultural productivity for which watershed management is the most appropriate and scientific approach. Keeping this philosophy in view the Government of Madhya Pradesh had started Rajiv Gandhi Mission for Watershed Management in August, 1994 with the aim of reducing the vulnerability to droughts, improving the incomes and livelihood of people and also providing short-term employment opportunities.

At present Rajiv Gandhi Mission for Watershed Management (RGMWM) is the nodal agency under the aegis of Rural Development Department, Government of Madhya Pradesh for planning and implementation of Watershed Management Programme in Madhya Pradesh funded under various government schemes.

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## **MISSION OBJECTIVE :**

- Augmentation, conservation and optimum utilization of soil and water resources in rainfed areas.
- Reducing the vulnerability to droughts and fluctuations in agricultural production.
- To restore ecological degradation and improving the environmental resource base.
- To develop an easily available repository of scientific and technological inputs for detailed and area specific planning available to the field level implementing agencies.
- To maximize people's participation in the planning, implementation, management and maintenance of watershed development activities.
- To focus on disadvantaged communities through equitable distribution of resources and sharing of benefits.

## **MISSION STRATEGY :**

The Mission does not view watershed management as the programme, merely for soil and water conservation or engineering interventions, but provides the opportunity to neglected and weaker sections of rural public to have the access to resources. The most important element of the strategy envisaged for Rajiv Gandhi Mission for Watershed Management is to make rural people the hub of all development activities. This task sounds simpler than it actually is, because of heterogeneous groups of rural public which is stratified by caste, ethnicity, sex, religion, class, asset level, occupation, literacy, etc. Therefore to bring these diverse groups together to come forward with their aspirations and needs and to convert community demand into community action, the bottom to top participative strategy has been adopted by Mission, which hinged on:

- Establishing multidisciplinary coordinating structures at block and district level to act as the facilitator for community organisation, capability building, planning and implementation and community action processes.
- Making rural people the key actors in the programme from planning and implementation to maintenance, monitoring and management for which necessary community structures at village level in participatory manner have been evolved.
- Harnessing all available techno-scientific resources to support the decision making process of the people.
- Developing a "cascade" approach to the idea of soil and water conservation whereby it is seen not as an accumulation of isolated water harvesting structures but as a completely integrated group of soil conservation-water impounding structures each drawing upon and adding to the other.
- Location specific and need based action plans.
- Preference to low cost, indigenous and simple technologies, local materials and skills.
- Tying up area development as well as beneficiary oriented programmes
- Involving Expert Personnel, Voluntary Groups, Consultants and organisations best equipped for the Mission aims.
- Equitable sharing of gains and benefits to ensure distributive justice.

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## **PROPOSED PARTNERSHIP**

The RGMWM is implementing Watershed Development Projects either directly through government department or through NGOs. Considering the choice of work available under Watershed Management Programme and realising its potential, the RGMWM is willing to broaden the scope of its implementation by involving Corporate/Industrial/Business Sector, their companies/organisations/foundations under their Corporate Social Responsibility (CSR) initiative. Under the proposed partnership the state government will provide an allocated project cost for planning and implementation of Watershed Development Projects and CSR initiatives shall be expected to add value towards watershed plus approach through administrative, managerial, technical, financial, trading and other kind of support/assistance. The proposed partnership between Government and private sector for Watershed Management Programme will incorporate following objectives :-

- to develop and demonstrate replicable Public Private Partnership (PPP) models for innovative and synergistic watershed planning, implementation, management and monitoring
- value addition to the Watershed Development Projects for sustainable livelihoods and economic benefits by enhancing agro-biomass production, implementation of income generation activities/micro enterprises, providing backward and forward market linkages and micro-finance solutions etc.
- to involve the private sector in Watershed Development Projects and its various components as key stakeholder.
- skill upgradation, empowerment and strengthening of managerial, technical and financial capacity of village community/village institutions for planning, implementation and monitoring of Watershed Development Projects including management and maintenance of created assets
- effective and result oriented utilisation of available funds and to develop efficient physical and financial monitoring system.

In the context of above the RGMWM is inviting proposals from Corporate/Industrial/Business Sector/Houses, their companies, organisations, foundations for planning, implementation, management and monitoring of Watershed Development Projects in various districts of Madhya Pradesh under a PPP programme.

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**Interested organisations are expected to fulfill following criteria :-**

- should have legal status like authorized registration
- should have experience of atleast 3 years in the field of planning, implementation, management and monitoring of natural resource conservation and management projects/watershed development projects/agriculture sector related projects
- should have experience of Public Private Partnership
- should have experience of micro finance/micro enterprises/agri-business and agri-extension work. Experience of such activities in Madhya Pradesh will be an added advantage
- should have sufficient managerial and technical staff for planning, implementation, management and monitoring of such projects.

**Interested organisations are requested to submit their proposals incorporating the following information/details :-**

1. Name and brief profile of the organisation
2. Legal status of the organisation
  - formal registration of the organisation
  - audited statements of accounts of previous 3 financial years
  - annual report of previous 3 years
3. Details of professional capacities including
  - Organisation profile giving details of management structure, technical experts and active members with their experiences
  - Details of key activities and major achievements of the organisation
  - Details of experience in the subject mentioned in RPF
  - Details of major achievements in the subject mentioned in RPF
  - Details of collaboration with government agencies under PPP and CSR initiatives carried out in the past specially w.r.t. Watershed Management Programme
4. Brief about the model proposed for partnership in terms of strategy, activities to be undertaken, implementation mechanism, role of respective partners, managerial/administrative/technical/financial/other contribution, the benefit it would bring to the existing model of delivery and impacts on targeted community and support short from government.

Interested organisation are requested to submit their completed proposals to the Director, Rajiv Gandhi Mission for Watershed Management, IInd Floor, Vindhyachal Bhavan, Bhopal – 462 004 within 30 days of publication of this advertisement. The envelope should be duly super scribed as "Proposal for Public Private Partnership Under Watershed Management Programme".

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