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Integrated Water Resource Development and Management (IWRDM) Programme

Pur and Rase Villages | Khed Taluka | Pune District, Maharashtra

Tetra Pak India Pvt. Ltd. in partnership with Alternative Development Initiatives (ADI)



Tetra Pak India Pvt. Ltd., in partnership with Alternative Development Initiatives (ADI), is implementing the IWRDM Programme in Pur and Rase villages of Khed Taluka. The programme combines water-harvesting and recharge works with rainfall and groundwater monitoring, efficient agricultural water use, community institutions, livelihood training and school awareness.

Programme journey

1 — Khed Taluka Assessment
188 villages assessed

2 — Shortlisting
6 villages shortlisted for detailed assessment

3 — Phase I | 2024–25
Pur taken up for implementation

4 — Phase II | 2025–26
Rase added; water-resource works and monitoring expanded

5 — Phase III | 2026–27
Continued monitoring, efficient agriculture, livelihoods, school activities and community stewardship

Population of Pur and Rase

Pur	Rase	Total
1,247	**3,129**	**4,376**
635 males | 612 females	1,606 males | 1,523 females	2,241 males | 2,135 females

Programme components

- Water-harvesting structures and recharge measures
- Rainfall and groundwater monitoring
- Efficient agricultural water use and water budgeting
- Community institutions, livelihood training and school awareness

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Water-Harvesting Structures in Pur and Rase

Pre-intervention and current condition

The existing village water-harvesting structures in Pur and Rase were rejuvenated to reinstate water-holding capacity and support groundwater recharge. The photographs below show the pre-intervention and current conditions of the two structures.

Pur

Pur — Pre-intervention



Pur — Current condition



Rase

Rase — Pre-intervention



Rase — Current condition



Water-Holding Capacity *(Million Litres)*

	Pur	Rase	Combined
Pre-intervention	11.16 ML	11.27 ML	22.42 ML
Reinstated / Current	32.13 ML	26.76 ML	58.89 ML

Estimated Annual Groundwater Recharge Potential *(ML/year)*

Pur	Rase	Combined
40.16 ML/year	**33.45 ML/year**	**73.61 ML/year**

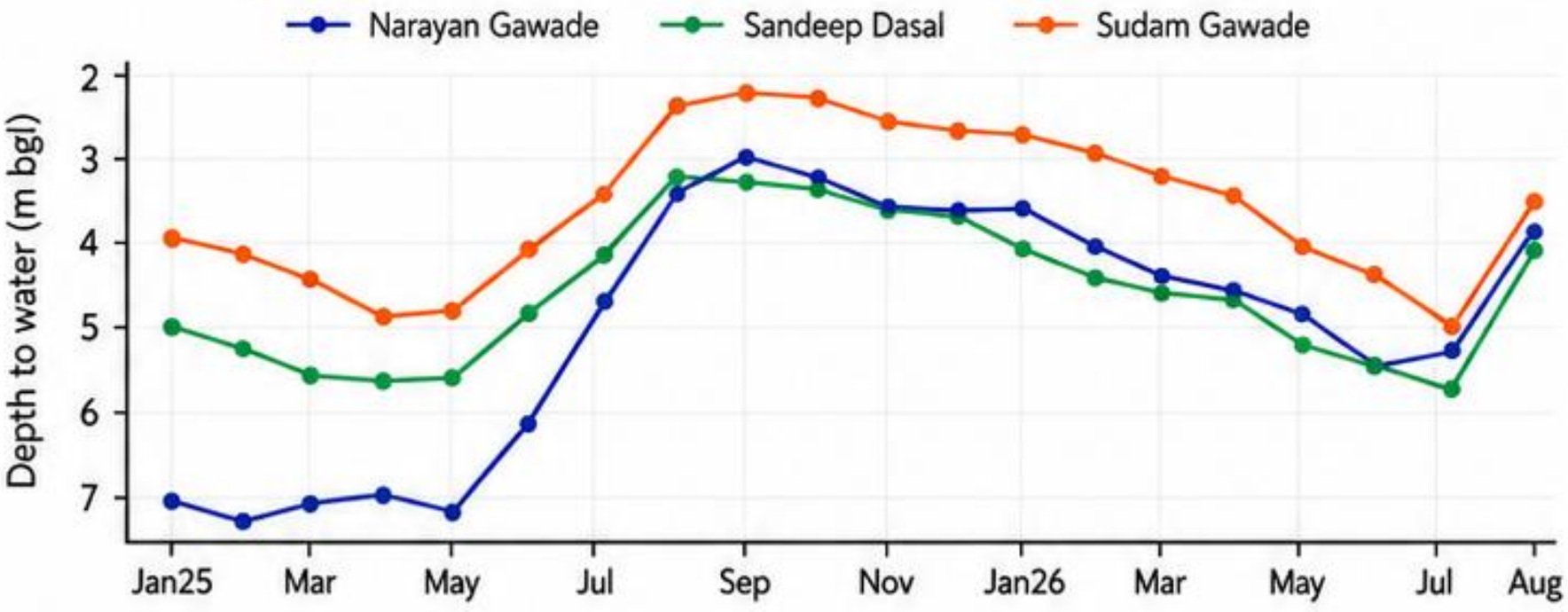
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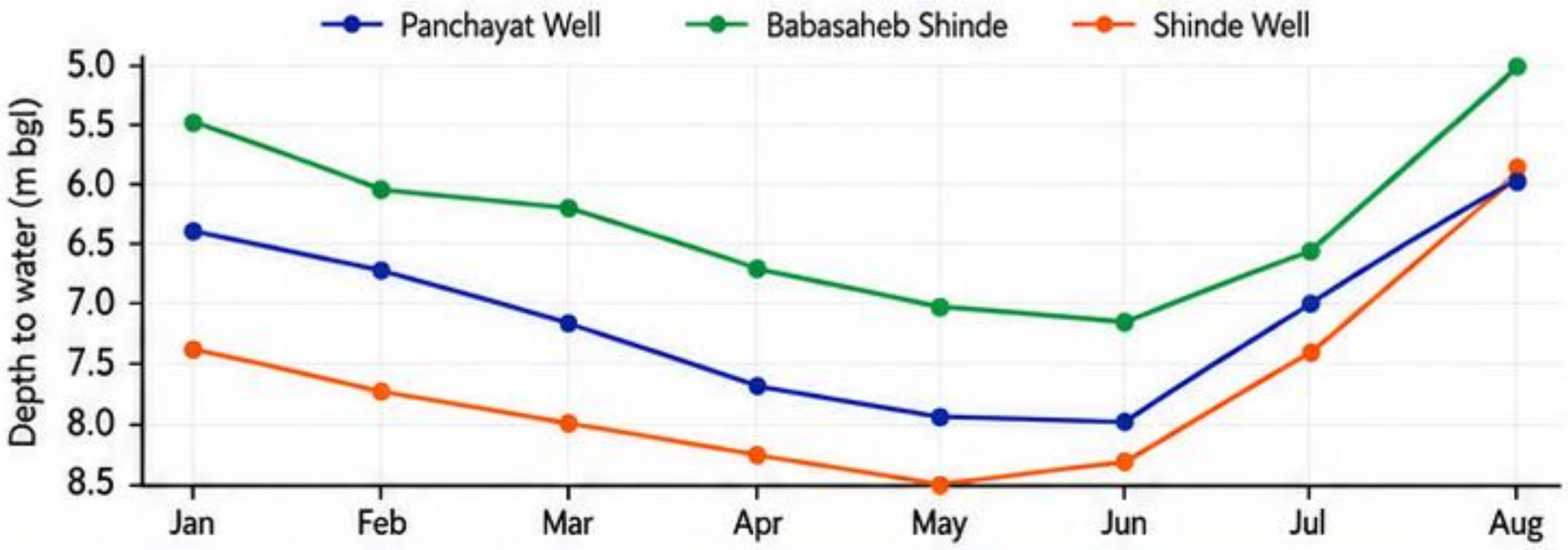
Groundwater Monitoring and Programme Activities

Groundwater levels are monitored in both villages to understand seasonal changes over time. Smaller depth-to-water values (m bgl) indicate a shallower water table. The observed trends are interpreted together with rainfall, aquifer conditions, groundwater abstraction and local water use.

Pur Village – Groundwater Monitoring | Jan 2025–Aug 2026



Rase Village – Groundwater Monitoring | Jan–Aug 2026



Alongside the works

- Community meetings and field visits
- Women's training and livelihood activities
- School and environmental awareness
- Plantation and village participation

Community meetings and field visits



Regular meetings and field visits supported discussion of water issues, monitoring, maintenance and community participation.

Women's training activities



Skill-building and exposure activities supported women's livelihood learning and participation.

School awareness sessions



School activities focused on environmental awareness, water conservation and student participation.

2025 rainfall recorded: Pur — 588.7 mm | Rase — 596.2 mm. Groundwater levels are also influenced by rainfall, aquifer conditions, pumping and local water use; the monitoring results therefore should not be read as the effect of the programme alone.

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Livelihoods, School Activities and Beneficiary Testimonials

6 SHGs

61 Women in SHGs

23 Training, awareness & community activities

830 Cumulative attendances

Livelihoods

Women's training and guidance covered stitching, soap making, mehendi, beauty-parlour work, Aari work and other livelihood skills. SHG meetings and exposure activities also supported learning and participation.



School Activities

School awareness sessions and student activities focused on environmental awareness, water conservation, plantation and responsible use of local resources.



Efficient Agriculture

2026–27 focus: 20 drip-irrigation pilots — 5 in Pur and 15 in Rase — along with seasonal water budgeting and continued farmer capacity building to support more efficient agricultural water use.



Beneficiary testimonials



Anuja Sagar Gawade
Pur

"Through the training available from ADI, my dreams are getting a new direction. I now feel confident that I am trained to take up livelihood work. Earlier, by the end of December, the pond and wells used to run out of water; now the pond does not dry up until March, and the problem of water for farming in the upper part of the village has reduced."



Pranjal Aniket Kute
Rase

"I myself noticed one thing: because of the training, the tendency among women to learn and do something new has started to increase. Some women do stitching work, while some make soap. I myself am doing Aari work."



Sainath Ratan Gawade
Pur

"Because of the pond work, water-storage capacity has increased. Water remains in the pond until March, the problem of water for livestock has been resolved, and my land below the pond has benefited."



Shilpa Anil Kolekar
Rase

"Using this guidance, I take beauty-parlour and mehendi orders. I also take Aari-work orders and do home-based work."