



700 drought-hit farmers in Marathawada are building an 8 km canal in 15 days through crowdfunding at Fueladream.com

Mumbai, May 26, 2016: Horti is a small village that none of us has heard of and is located close to the better-known town of LATUR in the drought stricken Marathwada region of Maharashtra. The farmers in Horti are fighting a never-ending battle every year with the lack of water, irrespective of the rainfall they get during monsoons. That is thanks to the depleted ground water levels, poor rainfalls over time & their inability to manage their water resources. They will soon be here BUT the farmers will end up in exactly the same situation as today, UNLESS they have a way to store the run-off water from the rains!

Enter Suryoday Parivar, an NGO located in Indore, which has started building unique canals for farmers that allows them to trap rainwater, run offs & leverage this reservoir of water to both water their fields & replenish their ground water tables. In their latest initiative in HORTI, they plan to build an 8 km long canal that runs through & along the fields of the 700 odd farmers & which, hold your breath – they plan to complete in just 15 days! The other benefit of all this digging and excavation is the soil that is pulled out is used as topsoil by farmers in their fields & improves yields. This initiative is the brainchild and is spearheaded by **Bhaiyyu Maharaj**.

The cost of this 8 km canal is INR 6 Lakhs. The 700 farmer families are contributing 50% of the same. Suryoday Parivar is leveraging technology & crowdfunding in order to raise the balance INR 3 Lakhs. The campaign is also available in Hindi to reach a larger audience - fueladream.com/home/campaign/216/hindi

This could be a precursor to more such initiatives that allow the general population to start impacting rural India & allows NGOs to impact farmers in a manner never envisaged before.

PROJECT PARTICULARS:

Name of the Village – Horti, Osmanabad District, Maharashtra

Length of the Canal being constructed – 8 kms

Time taken for construction – 300 hrs

Farmers Impacted – 700

Individuals impacted – 3200

CANAL DIMENSIONS:

These canals are about 10 feet deep & 16 feet wide & are built to store water in such a way that farmers who have fields on either side of this canal can draw water from them. PLUS, the soil dredged to make the canal is used to fertile soil in the fields & greatly enhances yield.



ABOUT SURYODAY PARIVAR

Led by Shri Bayyaji Maharaj, the organization is committed to the promotion and protection of natural water bodies. They have been encouraging water conservation through rainwater harvesting, construction and deepening of ponds and construction of canal heads. Through these efforts, there has been an increase in the water tables in villages of Maharashtra and Madhya Pradesh.

About FuelADream.com

FuelADream.com is a crowdfunding marketplace for people & organizations that aim to raise funds for creative ideas, causes, charities etc. Founded in Mid-2015 and based in Bangalore, the start-up aims to impact 2.2 billion people in India, Africa & S.E Asia. Fuel A Dream has raised \$ 250,000 in an initial round of funding over the last 8 months from a clutch of individual investors from the corporate world.

Fueladream.com is the brainchild of Ranganath Thota. His team is focused on transforming how people raise and contribute money for ideas, social causes and other activities. FuelADream.com connects the campaign owners (people who want to raise money) to funders in a very productive and engaging way. The Campaign owners who have an innovative idea or a social cause at heart and who want to raise money for them can showcase their stories and get funders (both individuals and corporates) to support them on this platform. The company believes in creating a community of people who understand the power of giving and the impact they can make through this. Whether funding an idea that may change the face of music or getting an electric bike that will change how we commute to work or funding a fashion show by a talented young designer or helping a charity that works with orphans make ends meet or raising a helping hand to aid victims of a flood – there are many a dream that needs to be fuelled.

The campaign is available at this link - fueladream.com/home/campaign/216

For more information, visit <http://fueladream.com/>

Press related information available at – www.fueladream.com/press

For further queries, get in touch with

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