



## **A lifeline canal for 700 drought-hit farmers crowdfunded & ready!** ***Campaign collects INR 3,00,000+ in 10 days***

**Bangalore/Mumbai, June 20, 2016:** Like other places in Marathwada region of Maharashtra, the village of Horti with 700 farmers has been suffering from drought for the last 3 years due to insufficient rains. This has left the fields of Horti as barren wastelands for the last two agricultural seasons. And when rains do come this year, because of insufficient rainwater harvesting infrastructure, they may just return to the same dismal situation again.

Seeing this desperate situation, Suryoday Parivar, an NGO, came forward with the idea to build a canal for them bordering their fields. They designed this canal to be 8 Km long, 15 feet deep, and 60 feet wide, so that it becomes a giant reservoir for these farmers.

The target was to build this 8 km canal with a budget of INR 6,00,000. The farmers could muster up just about 3L INR for it. The question was, where would the remaining money come from? Which is when they met with folks from **Fueladream.com**, who introduced the concept of crowdfunding to them. The farmers were quite skeptical of this whole idea, wondering why people whom they didn't even know, would want to give them money for this. Nevertheless, they started a campaign to raise these funds in 45 days so they could build the canal well in time for monsoons.

The campaign received an overwhelming response from contributors on the platform and overshot the target in only 10 days. The villagers were speechless that so many unknown generous people, from across India, reached out to help them. They started the work in disbelief and completed the work in early June, and started waiting for the rains. The pre monsoon showers arrived in the early, second week of June, and the canal started to fill! The farmers were overjoyed.

**A villager involved in the campaign says,** “We have never seen this much water being collected in this area, all for our use. Every farmer here, and their next 3 generations, won't forget this episode. Our sincere gratitude to all those who supported us – May God bless you all!”

**Speaking about the success, Ranganath Thota, Founder and CEO says,** “We are thrilled to have been a part of this story. And, more importantly, humbled by the outpouring of generosity this campaign has seen from people across the country. We have witnessed India standing up for Marathwada – we salute all the contributors.”

Strengthened by this response, Suryodaya Parivar is raising money for another similar canal in the drought hit village of Murta in Osmanabad, which has already reached 75% of its 3L INR goal. <https://www.fueladream.com/home/campaign/226>

With two such canals almost funded, Suryodaya Parivar is also focusing on the children, who have been orphaned in the drought disaster - not just their fathers, even their mothers have committed suicide, unable to bear the misery. They have set up an orphanage for 31 such kids in Sangola, near Latur. Not just their basic necessities & well-being, but even their education is being looked after by the NGO. <https://www.fueladream.com/home/campaign/228>



## About FuelADream.com

**FuelADream.com** is a crowd funding 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 fueled.

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

**For further queries, get in touch with**

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