



## DS Group Launches Hydro Economic Zone

### Why in News?

- Recently DS (Dharampal Satyapal) group launched the second 'Jal Economic Zone' (an integrated watershed development project) in Khandwa and Betul districts of Madhya Pradesh.

### Key Points

- The DS Group has launched this development project in Madhya Pradesh after successfully implementing the first programme (hydro economic zone) in Alsegarh and Kurabad watershed areas in Udaipur.
- The proposed intervention will be implemented in 3000-hectare area of Barud gram panchayat in Chaigaon Makhan block of Khandwa district and 2400-hectare area of Dabhona gram panchayat in Athener block of Betul district.
- The company has partnered with grassroots organizations - Arpan Seva Sansthan and Haritika - for the implementation of the project in these two districts.
- The 'Creation of Hydro Economic Zone' through integrated watershed development projects focuses on enhancing natural resources, especially water and soil, to increase its productivity.
- These projects include construction of recharging and storage structures, renovation of existing inert or underutilized water bodies, soil conservation measures, introduction of efficient irrigation practices and creation of institutions for long-term sustainability.
- Water availability at the surface and subsurface level increases manifold due to watershed structures, leading to an increase in irrigated area and improved crop productivity, resulting in improved economic conditions of communities in intervention zones.
- The project promotes efficient use of water through better irrigation practices such as drip irrigation and rain guns along with harvesting of climate-friendly crops.
- To ensure long-term sustainability, the company empowers local communities and builds institutions such as water use groups, farmers' groups, or any other appropriate community institutions.
- It may be mentioned that DS Group, established in the year 1929, is a multi-business corporation and one of the leading FMCG (Fast Moving Consumer Goods) groups with a strong Indian and international presence.