



I have known Ayyappa Masagi's work through his organization Water Literacy Foundation (WLF) for the last 5 years and continue to remain an admirer of his passion and commitment to the cause of water harvesting and conservation. His dream to turn Karnataka and India into a water surplus land drives his work with creativity and determination that have won him many awards and converted many to support and further WLF's work.

Water literacy Foundation looks at every terrain whether urban or rural as a hunting ground to try out many different techniques. With Masagi's knowledge and understanding of the formation of land and the many different methods that he has created or adapted, WLF is able to formulate a unique solution to each place. In rural areas WLF puts a comprehensive set of water management strategies in the hands of farmers creating drought prone areas into green belts. Besides education and awareness building, WLF demonstrates effective strategies for reclaiming wells and building water enclosures, helping neighbors work together with local materials to keep costs low. Through these efforts farmers become self-sufficient, increasing their income and dramatically reducing their dependence on external sources of water. They also become advocates for strong water management policies throughout India, joining campaigns founded by WLF to make their voices heard.

In urban areas WLF works with housing sites as well as corporate buildings water harvesting and setting up systems for conservation and recycling of water adapting all the time to consumer needs. The educational and awareness building programs continue side by side. Under the guidance of Masagi WLF is continually innovating, building new structures for water management. For his entrepreneurial work, creativity and commitment to help poor farmers improve their economic condition by teaching them to take charge of their water resources he was awarded the Ashoka fellowship in 2004. He continues to be a star Fellow.

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