Gujarat state in India, a traditionally agro society is transforming itself into a fast pacing industrial economy at the cost of poor, marginal landholding farmers. In absence of adequate irrigation facility, poor farmers are solely dependant upon rainfed agriculture. More than 18% of total agro community is also badly affected by both soil and aquifer salinity leading to disastrous economic consequences e.g. endemic poverty, high incidence of malnutrition especially among girl child, large scale migration and declining social dignity.

In this backdrop, from 2004 onward a series of technological actions-experiments were undertaken by the writers in enabling the farmers to access cost-effective irrigation technology in ameliorating endemic poverty. The process was successful in delivering "Bhugroo", Innovative Irrigation Technology which got awarded in World Bank IDM 2007.

Post innovation, interesting learning in the adoption process was –Correlation between gender and technology inclusiveness, adaptation of local level ecological knowledge (within community) making the innovation more cost effective.

In last 3 years, a gender centric scaling up process exposed some crucial facts e.g. expansion of learning by women, ensuring equity into the process (to name a few).

This paper focus on the process of how the underprivileged illiterate poor women farmers are acquiring a technical knowledge of scientific innovation and also facilitating other poor women to learn as well as apply it in grassroot with a focus on poverty eradication and ecological sustenance.