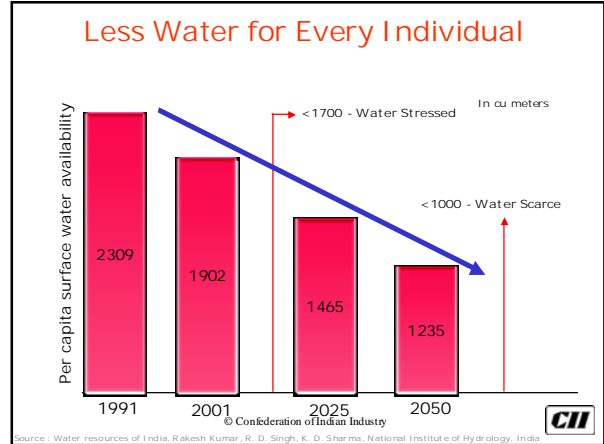


**CII's Initiatives
on
Water**

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Moving towards Physical & Economic Scarcity

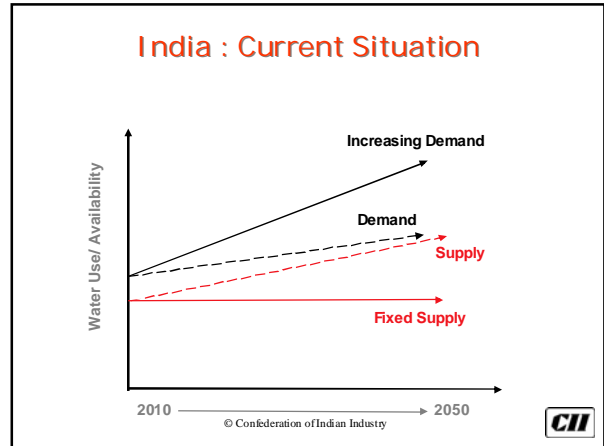
Physical water scarcity: Available water resources < demands.
 Economic water scarcity: Investments required for growing water demand are constrained by financial, human, or institutional capacity

■ Little or no water scarcity
■ Approaching physical water scarcity
■ Not estimated

■ Physical water scarcity
■ Economic water scarcity

Source: International Water Management Institute analysis done for Comprehensive Assessment of Water Management in Agriculture using WaterSim model.

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Investment Potential in Water Sector

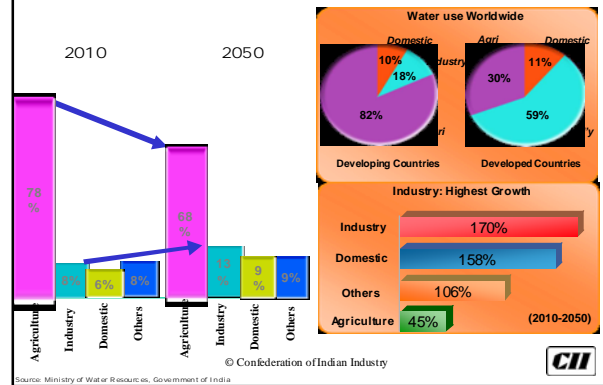
- ✓ Infrastructure Availability & Storage : \$11.35 Billion
 (river cleaning, lake conservation projects, Municipal Water Storage & Drainage, Urban Solid waste management)
 Source: Eleventh Five Year Plan, Planning Commission and Ministry of Urban Development, GOI (KPMG Presentation, Slide no:2)
- ✓ Distribution & Supply Management (Urban) : \$11.0 Billion
 Source: Ministry of Urban Development, GOI
- ✓ Municipal Waste Water Treatment : \$11.0 Billion
 Source: Ministry of Urban Development, GOI
- ✓ Water Efficiency - Agriculture : \$6.0 Billion
 Source: Indian Agricultural Research Institute
 Press release in Hindustan Times, 24th Nov, 2009
- ✓ Rural water access & Quality : \$7.6 Billion (2015 estimate)
 Source: India assessment Report 2002, Planning Commission.

Total Investment potential - \$ 48 billions

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Industry: Highest Growth ... Key Role



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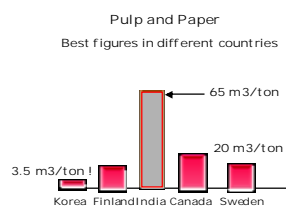
Industry - Water efficiency

- ✓ Water saving potential in Indian industry

Ø 35 – 50 %

Ø Excellent Potential to reduce, reuse and recycle

Ø Reduce water as well as conserve resources



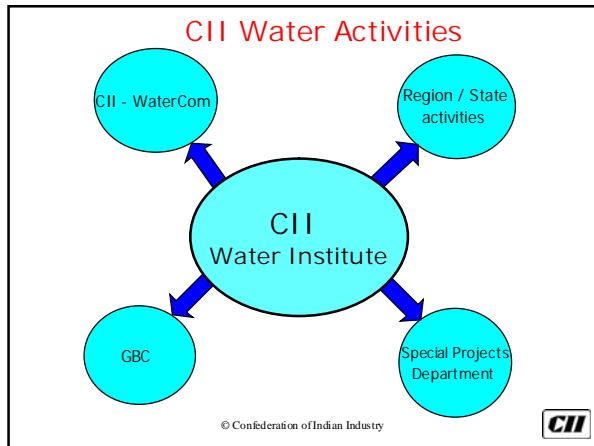
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CII-Water Activities

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Industrial Water Studies

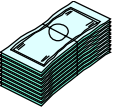
✓ Water audits & Training

- Ø 45 audits till date
- Ø 2 companies facilitated for 'Zero Water Discharge'
 - q Godrej Industries Ltd, Valia
 - q ITC Ltd, Munger



	Annual Water Savings (m ³ /year)	Equivalent Annual Cost Savings (Rs Lakhs/year)
Identified	18 million	1255.00
Achieved* (till date)	4.0 million	150.00

* Balance under implementation




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National Award for Excellence in Water Management

✓ Seventh edition in 2010

✓ Awards for water conservation efforts 'within the fence' and 'beyond the fence'

✓ Innovative water saving products




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Indian Business Alliance on Water (IBAW)


✓ Formed by WEF & CII - Godrej GBC in 2006

- Ø Facilitate 'Public Private community Partnership' projects in Water
- Ø Information dissemination
- Ø USAID, UNDP & SDC supported the IBAW initiatives




Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra


Swiss Agency for Development and Cooperation SDC




USAID
U.S. AID
U.S. DEPARTMENT OF STATE



WORLD ECONOMIC FORUM
AN INTERNATIONAL ORGANIZATION



UNDP
UNITED NATIONS DEVELOPMENT PROGRAM



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Rajasthan Community Business Alliance of Water (RCBAW)

S. No	Organization/Project	Project Budget (INR)
1	ITC (Water Shed)	Rs. 6 crores
2	Doshi Ion (Desalination Project)	Rs. 50 crores
3	Jal Bhagirathi Foundation (Desalination)	Rs. 4.5 lakhs
4	Lupin Human Welfare & Research Foundation (Desilting Pond)	Rs. 1.0 crore
5	Sewa Mandir (WHS)	Rs. 18 lakhs
6	ITC (WHS)	Rs. 65 lakhs
Total Budget for Projects		Rs. 58 crores

6 PPCP projects facilitated - Rs 58 crores investment

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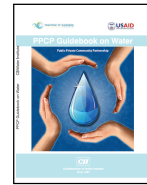


Guidebook on PPCP

- Capacity building of Indian Industry on 'Public Private Community Partnership' (PPCP) projects in water

- Ø 4 Training Programs conducted
- Ø 150 industry personnel covered

- Guidebook on PPCP on Water developed



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Release of 'Our Cup of Joy'



Hon'ble Chief Minister of West Bengal Shri Buddhadeb Bhattacharjee on 6 October 2010 at the CII – National Council Meeting, Kolkata

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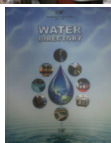


Water Directory...

- Water Directory Developed released on 21st September 2010 at TN Water Summit, Chennai



- Compendium of manufacturers and suppliers of water, water related products, technologies, services, gadgets, etc.



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Water awareness & conservation program for school children

- Program initiated at schools in Hyderabad and Jaipur
- Objective : to create awareness on water conservation through the program
- Completed 25 schools
 - Over 1000 students participated in the program



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Water awareness & conservation program for school children



Time table & stickers on water conservation for school children

Students taking pledge to save water



Students participating in quiz



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Award distribution function

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MoU between GoR and CII
for Setting up of "Water Institute" at Jaipur



MoU in the presence of "Her Excellency Shrimathi Pratibha Patil" during the Water Summit 2006

MoU with Water Industry Alliance

- MoU with Water Industry Alliance, South Australia signed on 6th September 2010 in the presence of South Australian Premier Mr. Mike Rann CNZM MP

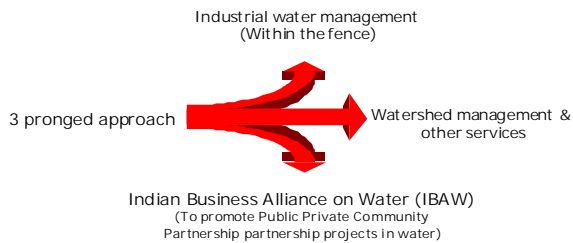


- Capacity building of the CII-Water Institute
- Transfer of innovative technologies from South Australia
- Partner in events organized in India

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Water Institute – Focus..



Located at Jaipur and satellite centres

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Water Institute - Additional Activities

- Facilitating water & waste water management in Municipalities
- Scaling up of PPCP projects through IBAW
- Rain Water Harvesting in Industry, Commercial and Residential Complexes



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Water Institute - Additional Activities Proposed

4. Facilitating Policy Framework for Integrated Water Management
5. Promote Water Efficient Equipment & Devices
6. International projects
7. Agricultural water efficiency improvement



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To Conclude

1. CII Water Institute – the focal point of water activities
2. Focus – Industry, Municipal, PPCP projects and Agricultural Water efficiency
3. CII would be glad to partner with Industry, municipalities and other stakeholders

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Thank You

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