



Confederation of Indian Industry

# Making Water Management Everyone's Business

With close to 40 percent of India's land experiencing droughts, 30 percent impacted by desertification and land degradation, increasing urban floods (mostly man-made than natural), there is a strong evidence of how poor water management is impacting our lives and livelihoods. More than 70 percent of total riverine length faces contamination, impacting more than 800 million people with net water scarcity.

Cognizant of the growing water challenge, CII's Centre of Excellence on Water, CII-Triveni Water Institute seeks to transform water conservation and management in India by changing the mind-set and behaviour of stakeholders.

The Institute offers unique services that make use of integrated state-of-the-art digital analytic tools and frameworks. Customized and integrated solutions for water risk evaluation and planning are delivered through WATSCAN application, in addition to water auditing and water pinch services.

Almost 10 percent of India has been mapped using WATSCAN, and close to 4 billion litres of water has been saved through proper siting and on-ground implementation of water conservation strategies. The Institute has also completed more than 300 water audits spread across India covering various industry sectors. These have led to potential annual savings of about 225 billion liters of water, equivalent to supplying two day of fresh water to the entire rural population of India.

*Water scarcity is becoming a reality*

**40%** of population is likely to face severe shortage of drinking water by 2030

**6%** of GDP will be lost by 2050 due to water crisis

**600 million** people face high to extreme water stress

Estimates indicate that India's water demand will exceed supply by a factor of two by 2030\*

Source : NITI Aayog, Composite Water Management Index, 2018

## Helping Villages to Transit from Being Drought Prone to Drought Proof

Since 2017, CII-Triveni Water Institute is partnering with CII Foundation and Standard Chartered Bank on use and application of WATSCAN to some of the most drought prone villages of Maharashtra.

Several supply as well as demand side measures have got implemented across select 4 villages guided by WATSCAN. Supply side interventions include check dams, nala bunds, gabions

and recharge shafts sited appropriately in water accumulation zones. Demand side measures chiefly include sericulture, and shade nets. Together, these initiatives are helping catalyze a transformation towards water and livelihood security.

Continuing with its endeavor, the Program is now reaching out to 20 water-stressed villages spread across Aurangabad and Solapur districts.

## What Gets Measured Gets Managed

CII-Triveni Water Institute has been actively supporting industry

in achieving water efficiency through comprehensive water audits across different sectors. Water audits act as an instrument to identify areas of higher specific water use, assess wastewater pollutant load and determine techniques for mitigation through the application of 4 R (Reduce, Reuse, Replenish and Recycle) principle.

Working closely with Industry the Institute has undertaken over 300+ Water audits, exhibiting water savings equivalent to 20-30% of current water use achievable by adoption of low-medium cost strategies, with an attractive Return on Investment and a Payback period of even less than a year.

## Motivating Stakeholders to Achieve Excellence in Water Management

For over a decade, the CII National Awards for Excellence in Water Management have been celebrating and awarding good and innovative water conservation & management practices undertaken by industries from varied sectors. Since inception, these Awards have recognized over 500 industries – both public and private, for their initiatives towards Efficient Water Management. Last year, 21 companies were awarded under the three categories - "Within the Fence", "Beyond the Fence" and "Innovative Water Saving Product".

Use of new and innovative digital techniques, based on dynamic and data-driven models, are gaining importance for determining solutions to rising water scarcity. CII's WATSCAN is one such digital water evaluation system that provides science-based solutions for improved water resource management. Its widespread application is enabling implementation of robust, credible and process driven strategies, with attractive social, environmental and economic returns.

**Dhruv Sawhney**  
Past President, CII, Chairman, CII-Triveni Water Institute & Chairman & Managing Director, Triveni Turbine Ltd.

CII's dedicated Centre of Excellence on Water is connecting diverse stakeholders for catalyzing change in some of the worst drought prone, groundwater scarce, contaminated regions of the country. Encouraging widespread adoption of innovative water management strategies, CII is making water everyone's business, enabling progress towards achieving water security.

**Chandrajit Banerjee**  
Director General, CII

Water is life. It has become absolutely essential to manage this scarce resource holistically through sustainable development. It is our responsibility to conserve this precious resource for future generations and to protect our planet.

**Rajesh Sharma**  
Chairman, CII National Committee on Water & Chairman & Managing Director, Ion Exchange (India) Ltd

CII through the Water Awards has been spearheading a major movement towards encouraging industry to adopt best practices both within and beyond the fence. It is the time to create watershed based collaborative models with all stakeholders - local government, state government, central government, and also the larger body of policy makers that can make a significant difference to the water conservation, water quality and overall water security issue.

**Dr Anil Kakodkar**  
Chairman, Rajiv Gandhi Science & Technology Commission & Chairman of Jury, CII National Awards for Excellence in Water Management



To reach 24x7 clean water for every human we need to focus on delivering water more effectively and constantly reusing water through cost efficient purification. On World Water Day, I hope for the innovators of the world to come together to solve these problems.

**Ananya Singhal**  
Joint Managing Director, Secure Meters Limited

Water is a finite resource and with the increase in world population the per capita availability in the world is bound to go down. The only way to ensure access to clean water to all is to ensure we consume less, and we recycle all that we consume.

**Ranganath N Krishna**  
Past Co-Chair, CII-National Committee on Water



At Hindustan Zinc, our innovations and technologies to reduce, reclaim and recirculate water have made us a 2.5x water positive company. As a responsible corporate, we are committed to delivering our Sustainability Development Goal 2025 of being 5x water positive.

**Arun Misra**  
CEO, Hindustan Zinc Limited

Industry can play a pivotal role in strengthening India's water security along with the Government. Companies like Grundfos can bring in efficient water solutions to help in water management.

**George Rajkumar**  
Country President, Grundfos India



With increasing urbanization & population, identifying a sustainable relationship between water & energy efficiency, implementing solutions to reduce water loss & improve its efficient consumption, should be our high priority.

**Ravichandran Purushothaman**  
President, Danfoss India

Industry must strive to become water positive and demonstrate leadership role in management of scarce water resources.

**Madhavkrishna Singhania**  
Chief Operating Officer, JK Cement Limited

JSW Steel believes water as a shared resource, has focused to reduce its footprint with strategies to recover, reuse and recycle that resulted in reduced freshwater demand making equitable share with the society.

**Dr Vinod Nowal**  
Deputy Managing Director, JSW Steel Limited

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