

FICCI Water Mission



Monthly Newsletter:
Issue 6 - February, 2013

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Message from Chairperson

I take pleasure in informing you that I will be leading the FICCI Water Mission. As Chairperson of this prestigious Mission for the year 2013, I look forward to furthering the work initiated during the last two years in close collaboration with the government, industry and the communities.



We will build upon the initiatives already underway, as well as take up new ones in line with the emerging concerns relating to the sector.

The Secretariat organised the launch of the second report of the FICCI-HSBC Knowledge Initiative Series and the Urban Freshwater Booklet this month. The reports were released by Shri. Harish Rawat, Union Minister for Water Resources. The Minister in his interaction urged industries to conserve water as they have the advantage of improved managerial and technical skills.

The newsletter contains an update of major news items relating to water sector, important sectoral reports and information on major international programme on water. We hope that you find the newsletter useful. The secretariat looks forward to your comments and suggestions.

Atul Singh

**Chairperson, FICCI Water Mission
President & CEO, Coca-Cola India.**

Water Mission Activities

Water Disclosure Workshop for Industries

Federation of Indian Chambers of Commerce and Industry (FICCI) and Carbon Disclosure Project (CDP) India organised a workshop to understand the feasibility of water disclosure in India and share experience of Indian companies and investors on January 21, 2013.



Dr. Mihir Shah, Member Planning Commission while addressing the audience, outlined the 10 point paradigm shift proposed in the XII Five Year Plan. He emphasized that time has come for industries to understand water related risks and take measures for conservation of freshwater and recycling of wastewater.

Release of Knowledge Initiative Report -Sustainable Agriculture Water Management

FICCI-HSBC Knowledge Initiative is a bi-annual research compilation on best practices adopted by Indian companies. The second report of the series titled 'Sustainable Agriculture Water Management' highlights best practices adopted by companies in minimizing freshwater intake and enhancing food production.



The case studies included in the publication demonstrate the efforts of Indian companies (namely Coca Cola India, Pepsico India, Monsanto India, Jain Irrigation and ITC Limited) who have undertaken large scale measures to reduce the freshwater intake in agricultural production.

The report was released by Shri. Harish Rawat, Union Minister for Water Resources on February 20, 2013 at FICCI

Release of Urban Fresh Water Booklet - Safeguarding Urban Freshwater Bodies

FICCI Water Mission has joined hands with Earthwatch Institute India to work on a programme on citizen's action for conservation and protection of urban water bodies.

A booklet of 'Safeguarding Urban Freshwater Bodies' have been developed which highlights the importance of these water bodies in maintaining the ecosystem of our towns and cities. It enumerates the growing threats and lists out measures which can be employed by various citizen groups for conserving and saving our urban water bodies.



The booklet was released by Shri. Harish Rawat, Union Minister for water Resources on February 20, 2013 at FICCI

Article - Making the case for Water Disclosure

Romit Sen, Senior Assistant Director, FICCI Water Mission

India's rapidly growing economy is driving increased water usage across different sectors. Various estimates and projections indicate an increasing trend in water demand for agriculture, industrial and domestic uses in the coming decades. At this point, it is imperative for one to enquire into what role Indian industry sees for itself in the emerging scenario; wherein there is rapid depletion of freshwater sources coexisting with the need to sustain a growing economy. A growing economy will translate into increased intake of water for the water intensive industrial sectors like thermal power plants, steel, and textiles. Within the industrial sector, there is also a growing realization on the need to save water for its future growth. As a result, one comes across initiatives undertaken by several industries across different sectors. Having said that, there is a lot more that our industries can do in order to effectively manage water resources.

Case for Disclosure



Proactive disclosure on water use by industries will go a long way in bringing a culture of decision making which accounts for the environmental costs of their decisions. Similar to the disclosure on energy use by industries, disclosure about water usage and trends across years will highlight industries commitment to conserving water. The benefits of measuring water use and wastewater discharge will enable industries develop a water reuse, conservation and management plan.


Disclosure on water use can serve as an important piece of information for a wide range of stakeholders. For investors, it would mean that they have specific information on water use and sustainability measures so that they can divert capital flows to businesses with good water management policies. Civil society can use data to analyse the impact of industrial activity on the state of water resources. Governments would use this information in shaping national and local regulations that encourage sustainable water management.


While disclosure is important, making the right kind of information available is of greater significance. In respect of industrial water use this would mean that industries while reporting on physical use of water also indicate the sources of freshwater. The information should also indicate water related risks in respect to the local context and measures which will be put in place to reduce/better manage water resources. At a later stage, when industries are familiar with the water use in their processes, attempts can be made to account for the water practices of their supply chain. The practice of disclosure can also be seen as a chance for the industry to highlight the impacts of the interventions on water harvesting, recharge on the state of freshwater resources in the area.


(The views expressed in the article is of the author and does not reflect the views of FICCI or its members)


Bulletin Board


-  **'Water credits' for cos on cards** - The concept of water credit to industries adopting water-conservation measures coupled with the introduction of water-efficiency tags on home appliances like washing machine, dishwasher or buildings/homes is expected to get a mention in the coming Budget - <http://www.financialexpress.com/news/water-credits-for-cos-on-cards/1077329>
-  **Ministry moots water efficiency bureau for conservation** - To increase efficiency in water use by 20 percent by 2017, the Ministry of Water Resources has proposed an autonomous body to develop standards for water conservation and evolve mechanisms for water footprints and water auditing. The proposed "National Bureau of Water Use Efficiency (NBWUE)" will have an overall responsibility of improving water use efficiency across sectors such as irrigation, drinking water, industry and power generation, ministry officials said - <http://india.nydailynews.com/business/3d8ec927601387cfd3d423807650e683/ministry-moots-water-efficiency-bureau-for-conservation>


 **Appliances may be rated on the basis of water-efficiency** - Appliances and fixtures such as washing machines, showers and taps that involve the consumption of water may be rated on the basis of their water efficiency. The Ministry of Water Resources is considering the establishment of a Bureau of Water Efficiency (BWE) to rate appliances on the basis of the amount of water consumed by them. Electrical appliances are already rated and awarded stars based on their energy efficiency levels by the Bureau of Energy Efficiency (BEE) under the power ministry. The water rating will be along the lines of BEE – <http://www.livemint.com/Politics/72XvUXac3lBILUaPghfEKM/Appliances-may-be-rated-on-the-basis-of-waterefficiency.html>

 **Water scarcity hits paddy transplantation** - Poor water availability in States such as Andhra Pradesh and Karnataka is hurting rabi paddy transplantation. As a result, the rabi paddy acreage so far is down by about 27 per cent at 14.76 lakh hectares (lh) against last year's 20.42 lh. In Andhra Pradesh, paddy or rice acreage is down by 26 per cent at 6.68 lh (against last year's 9.08 lh). In Karnataka, which has faced drought this year, paddy has been transplanted on a mere 79,000 hectares against 1.27 lh in the same period last year. Paddy acreage is also down in West Bengal at 4.30 lh (against last year's 7 lh) – http://www.thehindubusinessline.com/industry-and-economy/agri-biz/water-scarcity-hits-paddy-transplantation/article4369470.ece?homepage=true&ref=wl_home

 **Contaminated water stunting growth of Indian kids: UNICEF** - Unsafe water and poor sanitation are the biggest causes of infection. "Half of India uses open defecation, as compared to 4% in neighbouring Bangladesh. The faeces - one and a half stadia full each day - contaminates food and water, causing frequent infections," says Cronin. In the country, 43% of children below 5 years are underweight (54 million) and 48% (61 million) are stunted because of under-nutrition – <http://www.hindustantimes.com/India-news/NewDelhi/Contaminated-water-stunting-growth-of-Indian-kids-UNICEF/Article1-1011753.aspx>

 **'Wettest' Cherrapunjee is bone dry** - On the way to Cherrapunjee, at a tiny town called Mawmihthied, girls line up near a water tap with a long queue of empty buckets. As one nears what was once ranked the world's wettest place, there are more such groups waiting to fill up for the day – http://articles.timesofindia.indiatimes.com/2013-02-16/india/37132388_1__cherrapunjee-khasi-water-treatment-plant

 **Drought brings famine fears in Marathwada as 12,000 villages struggle for water** - A Vidarbha-like situation is looming over the Marathwada region in Maharashtra, where two poor monsoons have taken a toll on the lives of the people. More than 12,000 villages in the region are already struggling with water scarcity and now a famine looks imminent given the extent of crop damage in the last year. Poor rainfall has destroyed the Kharif as well as the Rabi crops - http://www.dailymail.co.uk/indiahome/indianews/article-2280197/Drought-brings-famine-fears-Marathwada-12-000-villages-struggle-water.html?ITO=1490&ns_mchannel=rss&ns_campaign=1490

 **Mumbai's Water Bodies could disappear** - A third of the ponds and tanks in the city could be in danger of disappearing, according to findings of a comprehensive mapping of the city's water bodies by the Mumbai Metropolitan Region-Environment Improvement Society (MMR-EIS). The report found 36 of the 103 water bodies in the 'topmost category that need urgent attention' on parameters such as deterioration of water quality, embankment, encroachment, solid waste dumping and evaporation loss due to loss of green cover - <http://www.hindustantimes.com/India-news/Mumbai/City-s-water-bodies-could-disappear/Article1-1009780.aspx>

Call for Papers - Singapore International Water Week 2014

The 6th Singapore International Water Week (SIWW) will be organised in June 2014. SIWW has become a global platform to share and co-create innovative water solutions. In line with global water industry trends and opportunities, SIWW 2014 will feature discussions on four themes, namely: Municipal Water, Industrial Water, Integrated City-Environment-Water, and Future of Water.

Call for Nominations

Singapore International Water Week opens nominations for Lee Kuan Yew Water Prize 2014 to Honour outstanding achievements in global water solutions. The highlight of SIWW, the Lee Kuan Yew Water Prize honours outstanding contributions by individuals or organisations towards solving the world's water challenges by applying innovative technologies or implementing policies and programmes which benefit humanity. Qualified parties, such as leaders of international water companies and water utilities, top academics in water research, policy and management, heads of international organisations, members of government, or distinguished individuals in the water field

are welcome to submit nominations. All nominations will undergo two rounds of rigorous selection. The Nominating Committee will thoroughly evaluate all submitted nominations and make their recommendations to the Water Prize Council, which will then decide on the prize winner. Nominations close on **31 May 2013**.

For more information, visit www.siww.com.sg or email leekuanyewwaterprize@siww.com.sg

Call for Papers

The Water Convention has made the call for papers relating to the different themes of SIWW, 2014. For more information, visit <http://www.siww.com.sg/abstract-submission-procedures>

Sector Report

Water in India: Situation and Prospects

This report provides a comprehensive analysis of the state of water resource development and management in India, based on secondary information. It maps the current challenges and suggests feasible alternatives amidst increasing water scarcity and disenfranchisement of resource bases for the poor and the marginalised. It encompasses both, a depiction of the state of freshwater resources and potential problems and progress towards identified goals, including workable solutions.

Download the report -

http://www.unicef.org/india/media_8098.htm

Comments/ queries can be address to –

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