

CII News Update

CII-Triveni institute marks corporate India's entry into water conservation *July 27, 2011*

Delivering the key address at the launch of the CII-Triveni Water Institute , organised by Confederation of India Industry (CII) , here today, Mr Pawan Kumar Bansal, Union Minister of Water Resources, reiterated the Government's faith in the ability of the public-private partnership model to alleviate the country's water problems.

“Rising population and changing lifestyle spells the need to inculcate prudent water use practices. The problem of diminishing per capita availability of water can't be viewed as a demand-supply problem. Holistic planning and water management is the need of the hour and I believe the water institute can set new benchmarks so that the industry can play a salutary role in policy formation,” he said.

The Minister, announcing the launch of the institute, said: “The fact that water is limited is a pointer that water either needs to be rationed or adequately priced.”

He called upon the Institute to focus on agriculture which accounts for 85 per cent of the total water use in the country. He said that the institute should train farmers, make them aware and ensure that they adopt practices by which yield is not compromised but water use is lessened.

Also speaking at the programme, Mr Dhruv Vijai Singh, Secretary, Ministry of Water Resources, Government of India said the priority of the government in case of serious water scarcity will be first drinking water, then agriculture (using 85 per cent of total use) and then industry (between 6 and 7 per cent).

He said though the highest industrial use would not exceed the 10 to 11 per cent mark, it still became problematic if food security and drinking water continued to be priority areas. So along with irrigation and urban use, he called upon the industry to introduce best in class technologies and expertise to reduce the use of water. He said the Government would extend every possible support to the new initiative.

Speaking earlier on the occasion, Mr Dhruv M Sawhney, CII Past President and Chairman and Managing Director of Triveni Engineers and Industries Limited, outlined the broad premise of thought behind the institute which would start operating from four centres, namely Delhi, Jaipur, Pune and Bangalore.

Keeping in view the demand-supply imbalance which is going to be a reality in future, he said: “The need of the hour is to galvanise a national movement for waste water management and water conservation.”

“There are four focus areas, namely municipal, domestic, industrial and agricultural. We plan to devise certification courses which will not only create awareness in various sectors but also ensure direct and indirect employability of 10,000 people. We also intend

to introduce, with support from the Government, a performance rating system for firms based on water management practices,” he added.

He stressed that philanthropy or social commitment were not the principal drivers behind the thought that went into conceiving this institute. “Water conservation makes business sense,” was his concluding line.

In his welcome address, Mr Chandrajit Banerjee, Director General, CII, said that the CII-Triveni Water Institute was in line with the seven other institutes of excellence that CII has helped to set up all over the country. “CII always keeps competitiveness of Indian businesses, development issues and sustainability in focus while setting up such institutes,” he said.