

## ■ Vision

To facilitate India's achieving water adequacy by 2022.

## ■ Mission

To transform water conservation and management practices by involving all stakeholders

One of the greatest challenges facing human development is the conservation and equitable distribution of limited freshwater resources. There are serious concerns over the availability of freshwater in India, which has 16% of the world's population, only 2.45% of the world's land resources and just 4% of the world's freshwater resources.

Both industrial and domestic users have felt a pressing need to have a single point of reference to tackle all water-related issues. It is this need that led CII to begin setting up a unique water institute, the first of its kind in the world. The CII-Triveni Water Institute is bringing the government, industry and civil society together to address water-related issues in a holistic manner.

The institute will focus on industrial, municipal, rural and agricultural water and waste water management practices. The institute currently operates from the CII offices in Jaipur, New Delhi, Bangalore and Pune.

## ■ Services Portfolio

### Advisory Services

- Industrial Water Audits
- Water conservation projects in commercial buildings
- Water audits and feasibility studies in the municipal sector
- Facilitation of rainwater harvesting
- Facilitating implementation of "zero water discharge"
- Water footprint study
- Benchmark study
- Blue rating for companies to assess water efficiency
- Promoting use of water-efficient faucets and fixtures

### Industry Water Management

- Enable industry to achieve 30% water reduction
- Water management studies
- Sharing of best practices
- Zero water discharge

### Blue Rating of Companies

The CII-Triveni Water Institute, in partnership with the Ministry of Water Resources, Government of India, is in the process of launching a water management performance rating for companies, titled "Blue Rating of Companies. This is the first of its kind in the world.

### Water Conservation in Commercial Buildings

- Enable commercial buildings achieve 30% water reduction
- Stakeholder engagement
- Demonstration and dissemination of best practices

### Education

- Certification courses - water managers and engineers
- World class curriculum with international expertise
- Web based virtual education

### Training

- To train working professionals on various managerial and technical aspects of industrial water management
- To develop and promote water accredited professionals
- To design online courses and undertake faculty development programmes
- To develop need-based training programmes for the municipal sector

### ■ Events

- The India International Water Summit: The CII-Triveni Water Institute will launch this Summit in collaboration with the Ministry of Water Resources.

other national and international partners.

- Seminars/workshops on innovative water saving techniques

## ■ Awards

- National Award For Excellence in Water Management

## ■ Partners

- Government of Rajasthan, India
- Water Industry Alliance, South Australia
- Cleantech, Switzerland
- Ministry of Industry, Trade and Labour, Israel

## ■ Business Opportunities

The water industry in India is worth several billion dollars and offers huge business opportunities in many areas. The investment opportunities could be equivalent to US\$ 40 billion. These include:

- Industry water and wastewater infrastructure
- Urban water supply system, including treatment plants
- Sewerage systems of cities, including sewage treatment plants
- Recycling of treated wastewater (both municipality and industry)

- Water saving equipment in farm irrigation
- Improving water-pumping efficiency
- Rainwater harvesting infrastructure
- PPP investments

- Water efficiency in the domestic, industrial and agricultural sectors

## ■ Achievements

### Water Audits

- Till date, 45 water audits have been conducted, resulting in annual water savings of 18 million m<sup>3</sup>/year with an equivalent cost savings of INR 12.55 crores /year (USD 2.54 million/year)

- The Institute has facilitated 'Zero Water Discharge' status in Godrej Industries, Valia and ITC, Mungler.

## ■ Publications

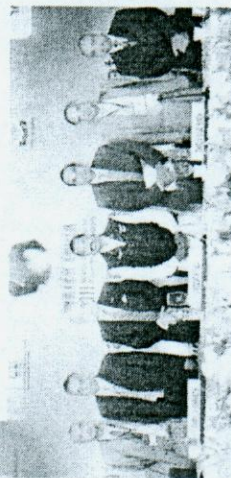
- Water Directory: a single-point resource/database in water management for various stakeholders.
- Our Cup of Joy-India's Best Practices on Water: a compilation of 51 best practices in water management.
- Public Private Community Partnership Guidebook on

Water: outlines how the Public Private Community Partnership (PPCP) approach can be a viable proposition to tackle the issue of water availability in the country.

- Water Manual: disseminates information, helps stakeholders build capacity and addresses water management issues in a comprehensive, holistic and scientific manner.

## CII-Triveni Water Institute

C-32, First Floor,  
Pankaj Singhvi Marg  
Lalkothi Scheme,  
Near Vidhwan Sabha  
Jaipur - 302015  
T: +91-141-5112350/70  
F: +91-141-5112360  
E: pranab.dasgupta@cii.in  
W: greenbusinesscentre.com



Inaugural session of Water India 2011, 11 February, 2011, New Delhi



Launch of CII-Triveni Water Institute on 27 July 2011 at New Delhi



Mr. Pranab Kumar Banerji, Hon'ble, Minister of Water Resources, Government of India addressing the launch address at the launch of CII-Triveni Water Institute on 27 July 2011 at New Delhi



Recipients of the 7th National Award for Excellence in Water Management 2010, 11 December 2010, Hyderabad



## MISSION

To ensure food security and inclusive growth through the integrated development of India's agriculture and food sector

India's agriculture sector has stagnated in every respect after the Green Revolution period. While the sector grew at around 3.5% during the Green Revolution, it declined to 3.2% from 1990-91 to 1999-2000 and has been almost at a standstill since. Food grain production has remained unchanged due to poor management, giving rise to food security concerns.

Farming continues to be challenged by several factors such as land fragmentation and land holding patterns that perpetrate the marginal and subsistence nature of the Indian farm. The average size of the operational holdings has declined to 1.23 ha in 2005-06 as compared to 1.33 ha in 2000-01. More than 83% of farming

households possess less than one hectare of land and occupy 41.14% of the operated area. This has led to a widespread and acute phenomenon of subsistence and marginal farming across most sub-sectors of the agr economy.

CII has set up a Food and Agriculture Centre of Excellence and long-term food security concerns. The Centre will help build efficiencies across the supply chain, right from the farm gate to the end consumer.

## Objectives

The objectives of the Centre include:

- Contributing to an increase in on and off-farm productivity and farmer net incomes
- Facilitating improved coordination of the food and agriculture value chain reducing wastage and increasing the value

added component in the food chain

- Improving global competitiveness of India's agricultural sector by investing in capacity building initiatives and skill development across all supply chain participants

## FOCUS AREAS

The Centre of Excellence would focus on the following:

- Work towards bringing about a quantum jump in the production and productivity (and now storage capacities) of food grains, to counter short, medium and long-term food security concerns of the nation, while improving the sustainable footprint of agriculture.

- Increasing value addition in the entire Agriculture sector, especially perishables, by facilitating a linkage of both the food grains and the perishable sector with the front-end markets namely Retail, Exports and Processing.

- Act as an information hub for sharing of global best practices in Agriculture to help Indian farmers learn from global experiences, and take Indian best practices to other parts of the developing world

- Conducting sectoral research across the different segments of the food industry (Cereals, Foodgrains, Fruits & Vegetables, Meat, Milk) to identify opportunities for enhancing productivity and quality.

The CII-Jubilant Bhartiya Food and Agriculture Centre of Excellence will work in close cooperation with other Centres of Excellence in CII and will establish partnerships with similar Organizations/institutions globally for maximum effectiveness.

## Services Portfolio

- Sharing of best practices in agriculture through publications, learning events and learning missions to agricultural/food institutions and corporates.
- Facilitating technology transfer in the field of agricultural inputs (seeds, pesticides, fertilisers etc), water management, biotechnology, post-harvest technologies and packaging solutions.
- Enhance capacity building by providing training and consultancy services in the area of food safety (including GAP/GMP/HACCP, GFSI approved schemes) and work closely with all stakeholders (i.e. Government, farmers, FSSAI, industry and consumers) on producer, grower and supplier development initiatives.
- Skill development training programmes across the value chain (water management, post harvest technologies, packaging solutions etc.)

## Partners

USAID

The Centre will receive technical support from USAID. With the help of USAID, the Centre will endeavour to position itself as a premier knowledge hub in the field of food and agriculture. USAID's support will be sought in the following areas:

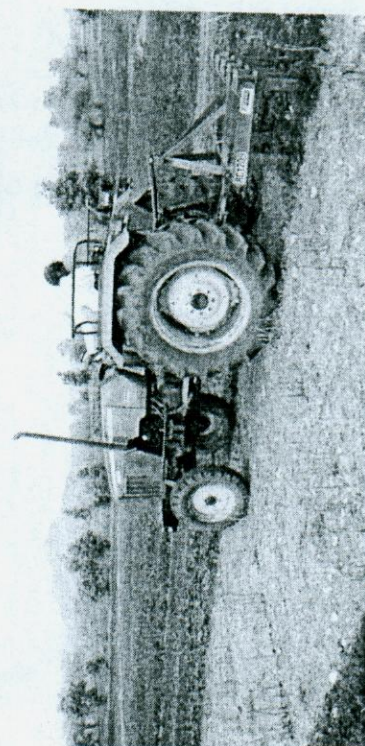
- Capacity building programmes to increase productivity
- Information exchange
- Sharing of US best practices in agriculture
- Access to US technology, expertise and information systems
- Catalysing pilots / demo projects on best practices in food and agriculture
- Replicating successful US programmes to increase productivity

## CII-Jubilant Bhartiya Food & Agriculture Centre of Excellence (FACE)

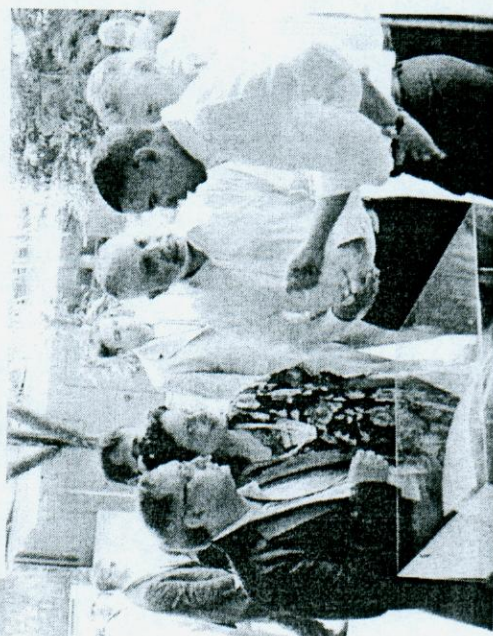
India Habitat Centre  
Core 4A, 4th Floor  
Lodi Road  
New Delhi - 110003  
T: 011-24682230-35  
F: 011-24682226  
E: meetu.kapur@cii.in



Sowing seeds of success



Making way for prosperity



Mr Chandragiri Banerjee, Director General CII and Mr. Hans S. Bhartiya, Past President, CII with Mr. Barank Obama, President of the United States of America



## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 116 years ago, it is India's premier business association, with a direct membership of over 8100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, Skills Development and Governance during the year.

With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 224 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry  
The Manmohar Sondhi Centre  
23, Institutional Area, Lodi Road, New Delhi - 110 003 (India)  
T: 91 11 24629994-7 • F: 91 11 24626149  
E: info@cii.in • W: www.cii.in

Reach us via our Membership Helpline: 00-91-11-435-46244 / 00-91-99104-46244  
CII Helpline Toll free No: 1800-103-1244