Global Water for Sustainability PROGRAM

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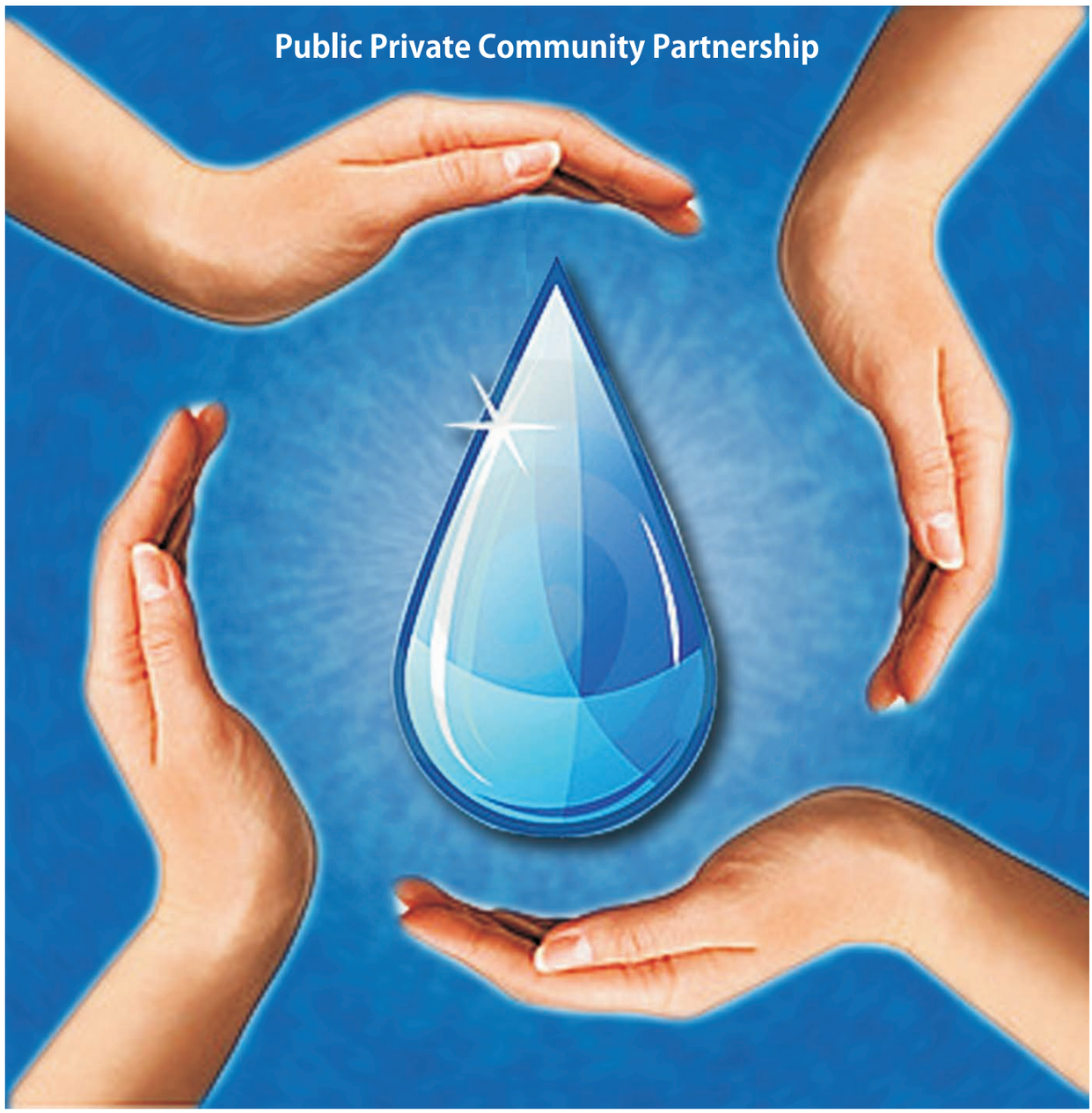
# PPCP Guidebook on Water




CII
Confederation of Indian Industry
Since 1895

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This guidebook has been prepared by the CII-Water Institute by way of review of literature available from various sources and inputs received from Government/ Industry/ NGOs/ Academia. The guidebook reflects the experience of CII in implementing PPCP projects in the water sector.

While every care has been taken in compiling this guidebook, CII-Water Institute accepts no claim for compensation, if any entry is wrong, abbreviated, omitted or inserted incorrectly either as to the wording space or position in the guidebook.

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* * *

FOREWORD

# Foreword

Water is linked to every aspect of human life. Depleting water resources in India, resulting in a continuous decline in per capita availability is a matter of serious concern. One of the several ways to arrest the decline is to develop Public–Private–Community Partnerships (PPCP) for managing the scarce water resources in the country.

The Confederation of Indian Industry (CII) has taken a pro active role in forging a multi stakeholder alliance under India Business Alliance on Water (IBAW) to act as a platform for structured multi-stakeholder dialogue, creation of an enabling policy environment, sharing knowledge and catalyzing PPCP in water.

PPCP has emerged as an innovative instrument in attracting investment from private parties to address the infrastructural deficit in various sectors, including water. Private sector involvement in such a unique venture is possible through awareness generation, flexibility in choice of option in consonance with local needs and above all making it a win-win situation for all stakeholders. Therefore it is imperative to increase the capacity of the private player and also create a second tier water investor who can venture into PPCP projects.

Against this background Global Water for Sustainability (GLOWS) proposed to partner with CII to build local capacity for Indian Industry/Corporate through multi-level training activities, and share lessons learned and advancements made in improved water management, through dissemination activities with local and global partners. This guidebook on PPCP is a direct outcome of the support received from GLOWS programme.

I hope this guidebook will be instrumental in motivating the Indian industry for forging PPCP alliances to promote better availability of water in the country.

**N K Ranganath**

Chairman, Water Management Council
CII-Godrej GBC

### Hypothesis

In the present context of scarce and depleting water resources, a Public Private Community Partnership (PPCP) model embracing multistakeholder participation seems as a good option to increase water availability in the country.

# Objective

**The objective of the guidebook is to identify all the factors in making PPCP approach a viable proposition to tackle the gigantic issue of water availability in the country. This guidebook aims to identify the key factors viz- role of stakeholders, areas of activity and other relevant issues, etc - and provide a template for making PPCP model a success in the country.**

# Executive Summary

Water is inextricably linked with every facet of human development. Its unavailability, deterioration in quality and neglect drastically impedes the quality of human life. The per capita availability of water which stood at 5177 $m^3$/year in the year 1951 has exponentially reduced to 1654 $m^3$/year in 2007. In view of the above timely action is called for averting the catastrophic consequences of water shortage in the country.

It is in this context the concept of PPCP has gained momentum in many parts of the globe toward better management of water resources. However PPCP is still in a nascent stage in the country and appropriate measures are called for ensuring the accruing of desired benefits. Therefore there is a need to propagate the concept of PPCP through proper advocacy at appropriate platform and simultaneously implement pilot projects to demonstrate the benefits.

This guidebook captures the endeavor of the CII along with other stakeholders in the implementation of PPCP projects in water sector. The guidebook envisages setting up of a process for further building upon the learning acquired and provides an insight into the following:

- Emerging challenges and opportunities for PPCP in water sector
- Capture success stories of PPCP projects
- Identify triggers facilitating PPCP projects
- Define role of each stakeholder in PPCP

A blow by blow account of the chapters in the guidebook follows:

## Chapter 1

**Introduction:** A brief analysis on the existing water resources which put the facts and figure into proper perspective while projecting country's water situation.

## Chapter 2

**Public Private Community Partnership:** An insight into the conceptual clarity on PPCP is dealt with. It also provides a skeletal view of the roles of various stakeholders, benefits of accruing from PPCP and investment opportunities in PPCP.

## Chapter 3

**Key Elements of Successful PPCP:** The basic ingredients, Policy framework, capacity building, discussion with stakeholder and proper monitoring & evaluation are reflected.

## Chapter 4

**Types of PPCP in Water:** The possible projects in water sector in watershed management and rural water supply incorporating PPCP approach are highlighted.

## Chapter 5

**Successful Stories of PPCP in Water Management:** Few case studies implemented in the water sector incorporating PPCP approach are captured to demonstrate the efficacy of multistakeholder partnership in addressing the issue of water at the community level in an integrated and holistic manner. (The case studies are placed at Annexure I-IX).

## Chapter 6

**Recommendations:** It recommends formulation of State Water Policy for every State highlighting multistakeholder partnership; requisite policy framework for giving teeth to implementation of PPCP; extend tax exemption to private player investing in PPCP; availability of platform for propagating PPCP; developing feasible business model; and capacity building of stakeholders.

## Chapter 7

**Conclusion:** Concludes on the importance of PPCP in the present context.

The guidebook is an attempt to disseminate information pertaining to various aspects relating to PPCP among the concerned stakeholders and to facilitate PPCP becoming a successful approach to tackle the issue of depleting water resources in India.

* * *

# List of Abbreviations

| | |
|---|---|
| ADB | Asian Development Bank |
| BCM | Billion Cubic Metres |
| BIS | Bureau of Indian Standards |
| BOOT | Built-Own-Operate-Transfer |
| BSR | Basic Scheduled Rates |
| $CaCO_3$ | Calcium Carbonate |
| CAPEX | Capital Expenditure |
| CII | Confederation of Indian Industry |
| CII - Godrej GBC | CII-Sohrabji Godrej Green Business Centre |
| DPR | Detailed Project Report |
| FES | Foundation for Ecological Security |
| GoI | Government of India |
| GoR | Government of Rajasthan |
| GP | Gram Panchayat |
| GVC | Gram Vikash Committee |
| IBAW | India Business Alliance on Water |
| ITC | Indian Tobacco Company |
| JBF | Jal Bhagirathi Foundation |
| JNNURM | Jawaharlal Nehru National Urban Renewal Mission |
| LHWRF | Lupin Human Welfare & Research Foundation |
| MoU | Memorandum of Understanding |
| NGOs | Non Government Organizations |
| O&M | Operation & Maintenance |
| OPEX | Operational Expenditure |
| PHED | Public Health Engineering Department |
| PMC | Project Management Committee |
| PPCP | Public Private Community Partnership |
| ppm | parts per million |
| PRIs | Panchayati Raj Institutions |
| RCBAW | Rajasthan Community Business Alliance on Water |
| RO | Reverse Osmosis |
| RWH | Rain Water Harvesting |
| SARD | Society for All Round Development |
| SHGs | Self Help Groups |
| TDS | Total Dissolved Solids |
| UNDP | United Nations Development Programme |
| UNICEF | United Nations International Children's Emergency Fund |
| WUA | Water Users Association |

# Contents

Chapter - 1

# INTRODUCTION

## 1.1 Water Resources - Overview

India roughly accounts for about 2.5 % of land mass, 4.5 % fresh water sources and 16 % of the World's Population. The country's finite and fragile water resources are stressed and depleting, while sectoral demands (including drinking water, industry, agriculture, and others) are growing rapidly in line with urbanization, population increases, rising incomes and industrial growth. Water, a necessity and an essential part of life, has become a source of serious concern. Figure – 1.1 shows the water resources of the country at a glance.

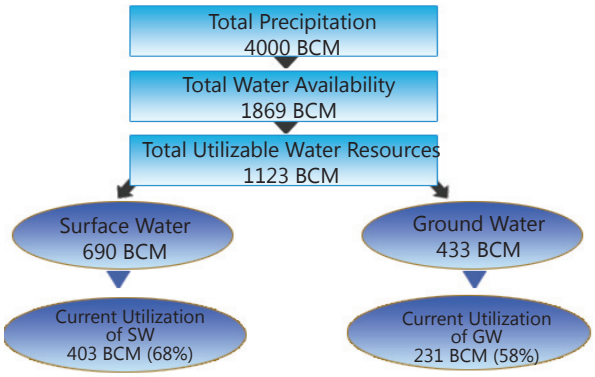


**Figure 1.1 :** Water Resources of India

**Source:** (Water 2010, organized by CII, New Delhi)

## 1.2 Rainfall

The country receives an average annual rainfall equivalent of about 4,000 billion cubic metres (BCM). This source of water is unevenly distributed both spatially as well as temporally. Most of the rainfall is confined to the monsoon season, from June to September, and levels of precipitation vary from 100 mm a year in Western Rajasthan to over 9,000 mm a year in the North-Eastern state of Meghalaya. With 3,000 BCM of rainfall concentrated over the four monsoon months and the other 1,000 BCM spread over the remaining eight months, India's rivers carry 90 per cent of the water during the period from June-November. Thus, only 10 per cent of the river flow is available during the other six months.

## 1.3 Surface Water

Though India is considered rich in terms of annual rainfall and total water resources, its uneven geographical distribution causes severe regional and temporal shortages. The main rivers, the Ganges, Bramhaputra, Mahanadi, Godavari, Krishna, Kaveri, Indus, Narmada, and Tapti, flow into the Bay of Bengal and Arabian Sea. Thus affecting the per capita availability of surface water. Table 1.1 provides details of the population of India and per capita water availability as well as utilizable surface water for some of the years from 1951 to 2050 (projected).

| Sl. no. | Year | Population(in million) | Per-capita surface water availability | Per-capita utilizable surface water |
|---|---|---|---|---|
| 1 | 1951 | 361 | 5410 | 1911 |
| 2 | 1955 | 395 | 4944 | 1746 |
| 3 | 1991 | 846 | 2309 | 816 |
| 4 | 2001 | 1027 | 1902 | 672 |
| 5 | 2025 (Projected) | a. 1286 (low growth) | 1519 | 495 |
| | | b. 1333 (high growth) | 1465 | |
| 6 | 2050 (Projected) | a. 1346 (low growth) | 1451 | 421 |
| | | b. 1581 (high growth) | 1235 | |

**Table 1.1:** Per capita per year availability and utilizable surface water in India (in $m^3$)

**Source:** (http://www.ias.ac.in/currsci/sep102005/794.pdf)

## 1.4 Ground Water

India is the largest user of groundwater in the world, with an estimated use of 230 cubic kilometers of groundwater every year – more than a quarter of the global total. Today, groundwater supports approximately 60 percent of irrigated agriculture and more than 80 percent of rural and urban water supplies, says a new World Bank report. However, groundwater resources are being depleted at an alarming rate. Today, 29 percent of groundwater blocks are semi-critical, critical, or overexploited, and the situation is deteriorating rapidly. By 2025, an estimated 60 percent of India 's groundwater blocks will be in a critical condition.

## 1.5 Per Capita Availability of Water

The per capita availability of water from all sources for the country as a whole has fallen from 5177 $m^3$/year in 1951 to 1654 $m^3$/year in 2007. Refer figure 1.2.

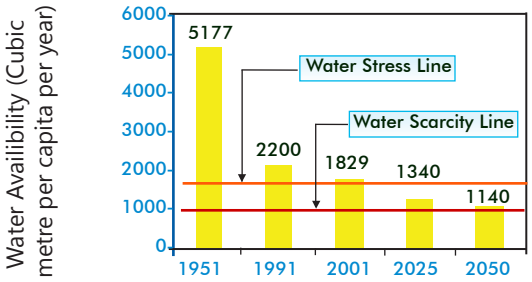


**Figure 1.2 :** Per Capita Water Availability (National Average)

**Source:** (Water 2010, organized by CII, New Delhi)

The Government has taken various measures for addressing the water requirement for the nation as a whole. But the involvement of all stakeholders in the process assumes importance. It is in this context a multistakeholder partnership is gaining momentum to address the accumulated neglect in the water sector. A multistakeholder partnership encompassing the participation of - Government, Private sector, NGOs and Community under the banner Public Private Community Partnership (PPCP) is being experimented in various parts of the globe to emerge as an mechanism to address the issue of water in a more holistic and participative manner.

Chapter - 2

# PUBLIC PRIVATE COMMUNITY PARTNERSHIP

Public Private Community Partnership (PPCP) is an approach to achieve inclusive growth and sustainable development with equitable association of Government, Private Sector and Community

## 2.1 Concept

Most of the services have been traditionally provided through in-house facilities of Governments, financed and managed directly by them. Experience confirms that all the works listed in the local area development plans cannot be taken up by the Government or any development agency unilaterally. Hence there is a need to develop new models to involve other stakeholders as well in the development, design and process.

A new approach emerging in the area of development involves the public sector, the private sector and the community which is popularly being known as Public Private Community Partnership (PPCP). The approach looks at engaging private bodies and community in shape of their organization / associations in a synergetic operational mode to achieve development in a sustained manner.

The PPCP can be understood as a business entity in which the three partners come together to eradicate poverty and improve the living standards of the community at the 'bottom of the pyramid' (with the business development approach) and in due course share mutual benefits. In this partnership model, public relates to Government including PRIs; private relates to an individual entrepreneur as well as a large corporate sector firm; and community relates to common people including their groups or associations.

Consultation at the village level on implementation of project

Site inspection

In this win-win framework, private sector would benefit in terms of long term business propositions with new range of clients/market, public sector would benefit by getting additional resources and participation for meeting their mandate and the communities would gain by acquiring new skills, knowledge and technology (in the form of embedded services from private sector with Government's facilitation). The cumulative benefits will be of the civil society wherein all the stakeholders are gaining in the Nation building process.

A planned promotion of PPCP aims to create local capacity in promoting activities having local comparative advantage by (i) building capacity of the local community to identify and utilize such scopes, (ii) promoting active role of line departments and local Governments as promoters and at times also as partners of such ventures, (iii) involving appropriate private , both from within as also from outside the District, as investor/market facilitator in this process and (iv) gradually institutionalizing a mechanism of self-identification of comparative advantages by each economic agent public/private/community in such local-local/ local-national/ local-international ventures.

Ponds Desilted in Bharatpur District

## 2.2 PPCP Model of Development

**A. PPCP vision needs to reflect the following:**

i. Goals and outcomes of development of the proposed productive sector

ii. Indicate cause of backwardness

iii. Identify potential local PPCP activities

iv. Plans of private agents

v. Have a time line and outcomes

B. Besides as a part of the stock taking exercise it should also indicate:

i. Funds that a village can generate to reach the vision

ii. Resources available through other (e.g. public and private) sources

iii. Schemes which can support funds

C. Once included as a part of the District vision it should also provide guidelines to the PRIs at different levels to formulate plans in the form of activity mapping based on concepts of economies of scale, financial subsidiary, etc.

D. Project activities which can not be carried out by one village panchayat will be executed by intermediate panchayat level and that which cannot be carried out by one intermediate panchayat will be carried out by district panchayat level. There is need to enable clustering of village panchayats through a system of contracts and MoUs.

## 2.3 Stakeholders and their Role in PPCP

It is incumbent upon all stakeholders to discharge their roles and responsibilities for realizing the objective of the project. The designated role for each kind of stakeholder in the PPCP process is presented in the table 2.1

Table 2.1: Role of different stakeholders

| Role | Stakeholders | | | |
|---|---|---|---|---|
| | Government | Industry | NGOs | Community |
| Facilitator | ■ | | | |
| Expedite Clearance of Projects | ■ | | | |
| Credibility to the Initiative | ■ | | | ■ |
| Funding of the Project | ■ | ■ | | |
| Define Project Deliverables | ■ | | | ■ |
| Database Creation for Implementing PPCP Projects | ■ | | | |
| Implementation | | ■ | ■ | ■ |
| Technical Expertise | | ■ | | |
| Initiator of Project | ■ | ■ | ■ | ■ |
| Develop & Implement Business Model PPCP Projects | | ■ | ■ | ■ |
| Interface between Community & Other Stakeholders | | | ■ | |
| Grass Root Efficiency | | | ■ | |
| Mapping of Local Requirements | | | ■ | |
| Capacity Building | ■ | ■ | ■ | |
| Awareness on Relevance of PPCP | ■ | ■ | ■ | ■ |
| Expression of Needs | | | | ■ |
| Ultimate Beneficiary | | | | ■ |
| Operation & Maintenance | | | | ■ |

Note: Details of the roles and responsibilities are given in Appendix - A (Page 25-30)

## 2.4 Investment Opportunity for PPCP in Water

The developing and developed countries invest around USD 400 Billion every year on water and sanitation, the possibility of investment in the same with a business proposition has immense potential. As per estimation the country's water industry is worth a billion dollar of which nearly 1/3rd investment is on equipment. Similarly non conventional method for utilization of water is gaining momentum for which setting up of desalination plants for brackish or sea water can provide investment opportunities worth USD 56 Billion. In view of the prevailing scenario it would not be an exaggeration to view water as a better pick than oil.

Various sources indicate increase in investment opportunities in water sector globally. The World Commission on Water estimates investment to increase by two folds from USD 70 Billion in 2005 to USD 140 Billion by 2025. Even Asian Development Bank (ADB) is in the process of doubling its investment in water sector since 2006 to 2010. ADB will also extend financial support to Jawaharlal Nehru National Urban Renewal Mission (JNNURM) to the tune of USD 270 Million in the next seven years. The flow of Venture Capital will be a reality in the near future as Venture Capitalist view mega investment opportunities in water sector. Therefore the Government must take proactive measures to attract the interest and retain confidence of Venture Capitalist in the sector.

To implement recommendations of National Action Plan on Climate Change with respect to water, the Government of India (GoI) has made Budgetary provision of Rs.28656 Crore in the XIth Plan, which is nearly 150 % increase as compared to Xth Plan. Specifically in the urban sector for the implementation of JNNURM, the GoI has to invest nearly USD 10 Billion by 2012. According to the Planning Commission there is potential for investment opportunity of USD 50 Billion in the water sector.

In view of the challenges emerging in the water sector with respect to planning, management, investment and sustainability, PPCP is emerging as an alternative. However the impending crisis calls for affirmative, effective and proactive measures from all sections of the society in realizing the effective management of one of the scarce natural resources – water. PPCP is obviously not the only antidote to address the pressing issue of water that affects livelihood but definitely is one of the most feasible proposition.

Chapter - 3

# KEY ELEMENTS OF SUCCESSFUL PPCP

## 3.1 Step by Step Approach for PPCP Projects

Any partnership is forged for pursuing a common objective with unanimity in approach and direction. The guiding elements in establishing a partnership varies depending on the prevailing circumstance. Figure 3.1 reflects the key elements for materializing multi stakeholder partnership.


**Figure 3.1:** Key Elements of PPCP

## 3.2 Capacity Building of Stakeholders

In the steps outlined earlier, capacity building assumes significant importance and is a key ingredient for the successful implementation of PPCP projects. The roles and responsibilities of various stakeholders for capacity building are outlined in figure 3.2.

| Area / Stakeholder | Government | Industry | NGOs | Community |
|---|---|---|---|---|
| Database Preparation | | | | |
| Negotiating | | | | |
| Evaluating Proposal | | | | |
| Designing of MoU | | | | |
| Monitoring | | | | |
| Developing Projects | | | | |
| Implementation of project at grassroots level | | | | |
| Management of PPPCP Project | | | | |
| Evolve Business Model | | | | |
| Technical operation | | | | |
| O&M | | | | |
| Sustainability | | | | |

**Figure 3.2:** Capacity Building of Stakeholders

Chapter - 4

# TYPES OF PPCP IN WATER

## 4.1 Introduction

This chapter on the types of PPCP projects describes two basic types of participatory approach for water management. The participatory approach is described with respect to Watershed and rural drinking water supply. This presents an idea of the much practiced approach with community involvement including various stakeholders industry, Government & NGO's for the successful implementation of the projects

## 4.2 Watershed and its approach

In recent years India has looked to watershed development as a way to realize its hopes for agricultural development in rainfed and semi-arid areas. These areas were bypassed by the green revolution and have experienced little or no growth in agricultural production for several decades. By capturing scarce water resources and improving the management of soil and vegetation, watershed development has the potential to create conditions conducive to higher agricultural productivity, while conserving natural resources.

Water Harvesting Structure

The Watershed concept is popular among development planners and agricultural scientists because it promises a "win-win" solution in which natural resource conservation and agricultural productivity are complementary. The projects to succeed on a large scale must find a way for all stakeholders to share in the net gains generated.

Chapter 5 on success stories presents case studies with qualitative and quantitative information about the benefits of the projects on the different stakeholders such as industry, Government, NGO's and the different interest groups in the villages such as farmers with & without irrigation.

The watershed projects cannot succeed without full participation of project beneficiaries and careful attention to social organizations. This is because the costs and benefits of watershed interventions are location specific and unevenly distributed among the people affected.

PPCP in Watershed Projects has resulted in accruement of the following benefits:

1. Improved medical facilities
2. Better roads
3. Better drinking water supply
4. Increased irrigation and improved educational facilities, etc

## 4.3 PPCP in Rural Water Supply

The focus is on demand driven strategy, wherein community participation is internalized at village level through rigorous social process for community mobilization and software activities like information, communication, education and capacity building on various aspects of management and implementation of water supply systems etc.

The cornerstone of the decentralization process is the formation of Village Water and Sanitation Committees known as *Pani Samitis,* which are sub-committees of the Gram Panchayat, the lowest rung of the three tiered Panchayati Raj system. These committees with representation from all groups in the village are empowered and their capacities built to take up the in-village water supply works. This is the link for public private community partnership projects in rural water supply schemes.

Having participated in planning and contributed to the capital costs, the community experiences a great sense of ownership and sees a role for itself in the operation and management of the system and its long term sustainability. The involvement of all stakeholders adds immense value to this perspective of the community achieving a sense of ownership which leads to long term sustainability.

The societal benefits from the initiative include social equity and inclusion, resolution of conflicts in villages, sensitization for better hygiene practices, emergence of local leadership, innovations at the grassroots level, efficiency of service delivery in water supply sector and a consequent wiliness to pay for services.

## 4.4 Opportunities for PPCP in Rural Water Supply

The very concept of PPCP in rural water supply revolves around building a sense of ownership among the beneficiary the community.

Providing safe drinking water to all in rural India is a challenging task. Given the diversity of the country and its people, solutions have to be diverse. One has to look at an approach that seeks the participation of users through interventions engaging the communities with various Government Schemes and Policies.

Citizens should be made aware of the demand for clean drinking water as a Right. Such an integrated approach would incorporate collaborative efforts of various sectors involving the Government, industry, civil society and needless to say the people.

The above aspects are best tackled by a PPCP approach which can play a big role in guaranteeing safe water supply to the rural masses of the country.

Chapter – 5

# SUCCESS STORIES OF PPCP IN WATER MANAGEMENT

## 5.1 List of Case Studies

The list of case studies included in this chapter cover the specific areas of work / activity carried out under the PPCP concept. Some of the probable areas are listed below:

- Rain Water Harvesting
- Reverse Osmosis
- Construction of Rural Water Harvesting Schemes & Treatment of Raw Water
- Recycling of Municipal Waste Water
- NGOs Participation in Construction of Water Harvesting Structures
- NGOs Participation in Handholding of WUAs for Capacity Building
- Irrigation Projects
- Watershed Development
- Large Scale use of Sprinklers & Drip Irrigation
- Crop Diversification
- Ground Water Recharge

## 5.2 National

**Case Study I** : Improving Watersheds and Agriculture – ITC Rural Development Trust

**Case Study II** : Setting up Desalination Plant – JBF

**Case Study III** : Construction of Water Harvesting Structure – Seva Mandir

**Case Study IV** : Desilting of Ponds - Lupin

**Case Study V** : Water Harvesting Structure- ITC Rural Development Trust

**Case Study VI** : Watershed Development - Siruthuli

**Case Study VII** : Watershed Development - Bannari Amman Sugars

## 5.3 International

**Case Study VIII** : Improve water availability in South Africa - Nestlé South Africa

**Case Study IX** : Sustainable solutions for water needs of low-income communities, Buenos Aires, Argentina - Suez-Lyonnaise des Eaux

**Note:** Details of the case study are placed as Annexure I-IX.

## 5.4 Summary of Key Learning's from the Case Studies: National/International

PPCP projects have enabled the following:

- Creation of Water Users Association for managing water resources
- Provide market linkages to farmers through the existing network of private sector partners
- Instilled confidence among SHGs to embark on water related economic activities
- Increase the number of household having access to potable drinking water
- Made it possible for the farmers to engage in multiple cropping thereby improving their economic well being
- Promoted community partnership as a pre requisite for success
- Facilitated greater responsiveness by the local Government
- Promoted a feeling of ownership among the community thereby instilling a desire to do better
- Promoted better design implementation as well as use of local knowledge
- Created a large additional command area for watershed development
- Improved the quality of pond water
- In some projects made water available perennially
- Provided regular employment opportunities thus preventing migration of agricultural labor
- Provided opportunity to farmers to cultivate long term cash crop due to better availability of water
- Partnership programmes work best when they are "grass roots up" not "top down" oriented
- Skills and knowledge must be passed on so that people have the ability to solve their own problems
- Simple local techniques need to be identified to solve local problems
- Companies can partner and provide financial, managerial and administrative support for the development process
- Private sector participation in Government projects can accelerate economic growth and create job opportunities
- Working relationship from top-down to a participatory and strategic approach taking advantage of each institution skills
- Clear definition of contractual obligations
- Efficient mechanism of partnership and negotiations among the various actors involved
- Implementation within the company of a social Policy to develop services that respond to the demand and willingness to pay of low-income dwellers and that are compatible with current tariffs and subsidies

Chapter - 6

# RECOMMENDATIONS

## 6.1 Summary

Based on the experience of water related projects implemented incorporating a PPCP approach and the international case studies reviewed the following key recommendation are made:

- Formulation of State Water Policy for every State highlighting multistakeholder partnership
- Requisite Policy Framework including legal aspects for contracts for giving teeth to implementation of PPCP
- Guidelines for operation and maintenance of PPCP projects
- Extend tax exemption to private player investing in PPCP
- Availability of platform for propagating and publicity of PPCP projects for sustained awareness creation on the benefits
- Developing feasible business model, including guidelines for management of funds by each partner
- Capacity building of stakeholders to fulfill the assigned roles and responsibilities for the success of PPCP projects

A detailed account of the measures incumbent upon each stakeholder in realizing the benefits of PPCP is enumerated below:

## 6.2 Government

The role of Government assumes importance in making headway in forging PPCP. However certain critical ingredients like formulation of State Water Policy, framework for PPCP, Budgetary provision for such initiative, tax benefits and documentation can go a long way in materializing multistakeholder partnership at the grassroots level.

**A.** **State Water Policy:** It is incumbent upon the respective State Governments to put in place "State Water Policy" highlighting the overarching approach in making an effective dent on the management of water resource. The existence of "State Water Policy" provides a clear cut mandate to Government in term of various aspects of water resource planning, institutional mechanism, water allocation priorities, participatory approach to water resource development, private sector participation and the likes.

i. The State Water Policy should categorically spell out the scope for multistakeholder partnership. Accordingly the respective State Government can promulgate Policy Legislation on PPCP. The Promulgation must clearly define the nature & scope of activity, funding mechanism, mode of implementation, formalities for forging alliance and the tentative role of each stakeholders.

ii. Likewise the State Government has to prepare a list of water projects which can be implemented incorporating PPCP mode. The potential PPCP projects may cover – RWH, waste water treatment, revival of traditional water bodies, setting up desalination plant, ground water recharge and the likes. For all the different projects the roles & responsibilities of stakeholders has to be clearly established.

**B.** **Framework for PPCP:** A clear framework is necessary for mainstreaming PPCP projects to make them acceptable across various stakeholders. The framework must guide the authorities on the development, implementation and management of multistakholder partnership projects. The initiative can be supported by Policy framework or by specific laws as in the case of Orissa and Gujarat respectively.

i. Formulation of Policy framework has to facilitate enabling environment by introducing transparency in financial and administrative operations

ii. The framework needs to be flexible in nature to address the specific requirement of PPCP in the contemporary context

iii. The creation of dedicated cell for looking into various aspects of PPCP by pooling expertise from different sector is inevitable for ensuring smooth implementation of the project

iv. A guideline on forging PPCP among various stakeholders can be instrumental in averting conflicts and thereby making the process non-cumbersome

**C.** **Criteria for Project Clearance:** The basic criteria for project clearance must be in conformity with the sustainable management of water resource by ensuring community participation, introduction of user eco-friendly technology, capacity building of stakeholders, investment by private player and feasible business model.

**D.** **Budgetary Allocation:** The Government has to earmark funds in their Annual Budget for undertaking PPCP projects.

i. Separate Budgetary allocation for such initiative can provide fillip to the process

ii The financial assistance from the Government must be in conformity with the funding mechanism for specific projects

**E.** **Proactive Role in Soliciting Private Sector Participation:** The Government must take a proactive role in soliciting private sector participation in PPCP projects.

i. Evolving a pricing mechanism for waste water treatment can attract private sector participation in water sector

ii. Pricing of water can also influence water treatment companies to bring in cost effective cutting edge technology

iii. The Government can explore setting up waste water treatment plant and provision of drinking water supply on a BOOT model

iv. Database of credible NGOs working in water sector can be useful for private sector / industry for implementing PPCP projects in remote areas

**F.** **Tax Exemption:** Tax exemption may be provided to industry / private sector @ 150% for investing in PPCP projects.

i. The industry / private sector may be exempted from tax for a period of initial 10 years

ii. A different tax slab may be introduced for industry / private sector investing after 10 years

**G.** **Priority Lending to PPCP Projects:** The financial institution has to accord priority lending facility to PPCP projects.

i. Financial institution must earmark 10% of net banking credit for such projects

ii. The rate of credit charged under PPCP has to be relatively cheaper in comparison with others

**H. Documentation of PPCP Projects:** There is an urgent need to have PPCP in a manner where the interest of the private player is not compromised. Therefore it is imperative to document benchmarking and Regulatory mechanism guiding PPCP.

i. Few successful initiative of PPCP in the country must be documented in crisp manner to demonstrate the efficacy of the same in water management

ii. Dissemination of information can also ensure the participation from a larger section of the private sector / industry / NGOs that have remained oblivion to the concept of PPCP

iii. Successful case study will portray on the mechanism for addressing the various dimensions of PPCP

## 6.3 Industry

Industry has immense potential in affecting the process of forging PPCP alliance with varied stakeholders. However the business objective is the main driving factor for ensuring their participation.

**A. Capacity Building of Industry:** The private sector / industry are deeply saddened in various PPCP water projects in the country. Therefore it is imperative to increase their capacity and also need to create a second tier water investor who can venture into PPCP projects.

i. The industrial association can be instrumental in undertaking capacity building measures along with multilateral agencies on developing and implementing PPCP projects

ii. Special field visit may be organized for the industry for gaining insight into the nuances of such partnership

iii. A group of industry having expertise can guide other industry partners in embarking on multistakeholder partnership

iv. Designing of contractual agreement for PPCP project

**B. Capacity Building of NGOs:** The trained industry in turn can take up the task of building up the capacity of NGOs.

i. Based on the needs of the community able to design area specific partnership projects

ii. Orient NGOs on fiscal costing, contractual management and evaluation of project

iii. Field visit to project area and facilitating interaction with multilateral agency / other stakeholders

iv. Designing of feasible business model for PPCP projects

**C. Implement Business Model Projects:** The model must clearly take into account operation of business, functions, revenue and expenses that the business generates.

i. Putting in place appropriate human resources and tangible assets for supporting activities

ii. The projects must be financially feasible for being eligible for funding from financial institutions

iii. Availability of bank guarantee for PPCP projects

iv. Recovery of CAPEX and OPEX cost of the project over a period of time

## 6.4 NGOs

The involvement of credible NGOs can further boost up the implementation of PPCP projects at the community level.

A. **Awareness Generation:** The NGOs should disseminate information on the efficacy of PPCP and mobilize the community to render support to the initiative

B. **Implement Projects:** Design area specific PPCP strategy for implementation of projects

## 6.5 Miscellaneous

A. **State wise Platform for Propagating PPCP:** Availability of State wise platform for propagating PPCP is crucial in orienting the Government and other stakeholders on the relevance of the same in the contemporary context

B. **Typical Business Model:** The development of a typical business model encompassing customer priority & satisfaction and recovery of cost is inevitable for ensuring the sustainability of the enterprise

C. **MoU:** For each phase of implementation of the project activity specific MoU be signed between parties. In the planning phase the Government and NGO can enter into an agreement for undertaking capacity building exercises for the community. Likewise community and Government must have a MoU in place for implementation and O&M

D. **Management of Funds:** For implementing projects requiring heavy capital investment, it is necessary to put in place a proper system for ensuring the prudent and fiscal management of funds

E. **Customized to Local Needs:** The Rajasthan experience sets the ground and provides a way forward for embarking upon PPCP. However the replication in other parts of the country calls for customizing to local needs for efficacy

F. **Need Analysis:** Any concerned stakeholders can undertake the need analysis and accordingly submit a proposal to the Government for considering implementation incorporating PPCP approach

G. **Monitoring:** The proposed monitoring mechanism and the role & responsibility of each stakeholder in the process must be conceptualized prior to the implementation of the project

H. **Capacity Building:** Based on the type of project the requisite capacity has to be developed for each stakeholder. In fact capacity building measures must be in overall terms accorded into the project

I. **Dissemination:** An effective Public Relations & media campaign for dissemination of information and creation of awareness on PPCP in water must be in place

Chapter – 7

# CONCLUSION

In the contemporary context a PPCP embracing multistakeholder participation would be pivotal in emergence of a proper water management system. Though PPCP is a way to deal with this scarce resource for improving its output but it is equally important to create a trust among the stakeholders, change their mindset and arrive at a consensus. As water has no alternative therefore the perception of various stakeholders involved needs to be heeded while forging PPCP.

PPCP is being adhered to and nurtured as a feasible option by the Government for addressing the huge infrastructural discrepancy. It is an opportunity to complement financial and technical resources for enhancing performance in the accumulated neglect of water sector. Private sector & community involvement in such unique venture is possible through awareness generation, flexibility in choice of option in consonance with local needs and above all making it an "all win" situation for the stakeholders. However for the effective management of the fragile resources the participation of all stakeholders is a must.

There are many dimensions to PPCP so it is really a daunting challenge for comprehending a feasible workable model. However the following constituents can contribute in making PPCP approach successful:

i. Requisite Policy framework
ii. Preparation of database for project implementation
iii. Discussion with stakeholders
iv. Adequate capacity building of stakeholders
v. Effective dissemination of information
vi. Proper monitoring & evaluation

All the above strategies can go a long way in making **Public Private Community Partnership** success in India.

**APPENDIX-A**

(Refers to Chapter 2 page 5)

# Roles and Responsibilities of Stakeholders

## Government

The role of Government is of utmost importance in realizing the objectives of forging the alliance. A brief of the role of the Government is highlighted below:

**A.** **Facilitator:** As a facilitator, the Government can bring the entire stakeholder in arriving at a consensus to avert any sort of differences affecting the formation of alliance and setting out deliverables.

i. Put a programme plan for implementation with the consent of stakeholders and provide a road map to proceed further

ii. Incase of any conflict arising among stakeholders with respect to discharge of responsibilities, the intervention of the Government must not thwart the entire process of alliance building

iii. A contingency plan must be ready to deal with unavoidable circumstances beyond the control of any stakeholder

iv. Hasten getting approval and clearance from various agencies in connection with the project activity

v. Designate a Nodal Department to oversee the progress of the activity

**B.** **Speedy Clearance of Project:** Based on the merits of the project, the Government can play a pivotal role in ensuring speedy clearance of the project.

i. Mediate with concerned departments for the clearance of the project

ii. Provide relevant information to the concerned department and the stakeholders for expediting approval of project

iii. Convene a one-to-one meeting of the stakeholder with the department concerned

**C.** **Lends Credibility to the Initiative:** No doubt the involvement of the Government can aid in attracting private sector participation and also lend credibility to the entire initiative.

i. The private sector will not hesitate to invest in projects which has the blessing of the Government

ii. Similarly other stakeholders and the community in particular will be assured of the seriousness of the initiative

**D.** **Funding of the Project:** The capital cost of the project is mostly arrived by adhering to the Basic Scheduled Rates (BSR) approved by the Government. Therefore the Government must bear a major / part funding of the project.

i. It is also feasible to dovetail funds from other developmental programs of the Government

ii. Based on the nature of the project area and other indicator, a minimum percentage of funding from the Government may be arrived at

**E.** **Define Project Deliverables:** The benefits accruing from the implementation of the project must be defined clearly. In water related PPCP projects the social, economic and environmental deliverables can create an impact in the project area.

**F.** **Creation of Database for Implementing PPCP Projects:** The creation & availability of database can provide fillip to forge partnership and expedite implementation of the project.

i. The Government needs to prepare a list of priority project area for impacting the quality of life of the people. This list must be readily available in public domain so that the interested private parties can initiate proposal development from their side

## Industry

The industry has to take a pro active role in forging PPCP alliance for ensuring the prudent management of water resources.

**A.** **Donor:** The industry is very much capable of funding the capital cost of the project

i. Funds can be mobilized by an industry or a group of industry in undertaking a PPCP water related project with a business proposition

ii. They may establish a "Developmental Trust" and as a donor agency guide the stakeholders in pursuit of the objective

**B.** **Implementation:** The industry must act as an implementing partner at the grass root level.

i. The actual implementation of the work has to be the responsibility of the industry. However the industry can sign a sub-contract with a local NGO for smooth operation of the project

ii. Involvement of industry leads to introduction of innovation in approach

**C.** **Technical Expertise:** The industry has special skill or practical knowledge in conceptualizing and implementing project relating to or based on analysis of market indicators, such as trading volume and fluctuations in securities prices, rather than underlying economic conditions such as corporate earnings, inflation, and unemployment.

i. The industry is better equipped to provide sound advice and information on every aspect of project implementation

ii. They even excel in data analysis, developing database, designing software, undertake business analysis, project managers, web designers, and other software development professional

iii. Skill in undertaking scientific field investigations and research

**D.** **Initiator of Project:** The conceptualization of the project may be initiated by the industry and the same may be shared with the Government & other stakeholders.

i. The industry has an upper hand in designing projects for the community situated in their vicinity

ii. They may also act as originator of projects in backward and underdeveloped project areas

iii. Prior to start of their operation in a geographical area the industry can explore the possibility of designing projects for the said inhabitants

iv. Anticipates customers' needs and suggests ways to improve processes to fulfill customer needs

**E. Develop & Implement Business Model PPCP Projects:** The conceptualization of the project should be in the spirit of the PPCP and reflecting a typical business model for self sustenance. The business model is simply a working description that includes the general details about the operations of a business. The components that are contained within a business model will address all functions of a business, including factors such as the expenses, revenues, operating strategies, corporate structure, sales and marketing procedures.

Following ingredients of business model may be incorporated:

i. An idea of the problem encountered by the customer, service rendered to address the problem and the value of the service from the customers perspective

ii. Unlocking potential of innovation by targeting various segments in the market

iii. Generation of revenue, profit margin, cost of operation and design appropriate cost structure

iv. Develop a sustainable mechanism in terms of recovery of cost and adaptation of niche strategy

**F. Contribute a Major or Part Funding of the Project:** In the advent of a business proposition it is incumbent upon the industry to bear the capital cost of the project.

i. Depending upon the negotiation with various stakeholders the industry may decide whether to fund the project completely or partially

ii. However it is advisable for the industry to bear the entire capital cost of the project

## NGOs

NGOs can play an important role in materializing partnership at the grass root level. They can even mobilize the community for extending their support and cooperation to the initiative.

**A. Interface between Community and other Stakeholders:** The NGOs work in close association with the community in various developmental works. They are aware of the community dynamics operating for effective functioning at the grassroots level.

i. Facilitate platform for interaction among community and other stakeholders viz,. industry / private party/ multilateral agency

ii. Provide forum to the community to voice their needs & aspirations at appropriate level

**B. Credibility:** NGOs credibility counts a lot not only in the process of forging partnership but also in due course of implementation of the project

i. Monitors progress in accordance with qualitative and quantitative set indicators

ii. Ensure sustainability of the project through active participation of the community and other stakeholders

iii. Undertakes periodic assessment for timely completion of work

iv. Introduces accountability and transparency in operation

v. Disclose relevant financial or personal association which may be a cause of conflict in future

**C. Grass Root Level Efficacy:** Bring together Government, community and other stakeholders to address issue plaguing the quality of life of the inhabitants.

i. Reach and rapport with the communities located in interior areas

ii. Mobilize the community for gaining their perspective on the project

iii. Design implementation of the programme taking into account the community dynamics for averting conflict in operation

iv. Facilitate dissemination of information and capacity building of the community for addressing their problem in the best possible manner

**D. Mapping Local Requirements based on Needs:** The purpose is to identify and utilize assets for the betterment of the community rather than focus on the problem.

i. Adhere to tools like – interview, public forum, focus group discussion, surveys, asset mapping and secondary data analysis, for determining the needs of the community

ii. Based on the needs requisite developmental programme may be designed for the community

**E. Implementing Partners for Industry / Government:** At the grassroots level NGOs can undertake the implementation of the programme along with community.

i. Accountable to the community and industry / Government

ii. Ensure the timely completion of the project

iii. Provide a regular report to the industry / Government regarding the progress of work

**F. Undertake Capacity Building Measures for Community:** Capacity building measures ensures development of certain skill for upgrading the performance level of the target audience.

i. Management of natural resources in a sustainable manner

ii. Implementation of various developmental programmes of the Government

iii. Improvement in overall quality of life of the community

## Community

The community has to realize the importance of their involvement in the success of the project

**A. Expression of Needs:** The community should be forthcoming in expressing their real needs

**B. Awareness on Relevance of PPCP:** The community needs to be oriented on the various issues relating to PPCP and their relevance in the current scenario

i. Role and responsibilities of individual stakeholders

ii. Mode of implementation of the programme

iii. Importance of business model for sustaining the initiative

iv. Extend support to other stakeholders for ensuring smooth implementation of the programme

**C.** **Ultimate Beneficiary:** It is imperative to ensure accruing of desired and intended benefits to the community from the project.

i. Improvement in the quality of life of the people

ii. Reduction in occurrence of water borne diseases among infants

iii. Availability of water at the community level

**D.** **O&M:** Proper operation and maintenance.

i. Collection of user charge from the community

## Benefits of PPCP

**A.** **All Win Situation:** PPCP ensures "all win" situation for the stakeholders involved in the initiative.

i. Availability of water for the community

ii. Business proposition to the private party

iii. Provision of basic service at the community and the Government is not burdened with O&M of the system

**B.** **Creation of Livelihood Opportunity:** The multistakeholder partnership also leads to the creation of livelihood opportunity at the community level

i. Improves purchasing capacity of the community

ii. Curtailment in the rate of migration

iii. Access to other basic amenities

**C.** **Expertise in Managing Projects:** Involvement of various stakeholders brings in varied expertise in the field of project management. The forte of each partner is exploited in pursuit of the project objective.

i. Public sector facilitates clearance & approval from respective agencies and line departments

ii. Private sector excels in financial planning, material planning and overall implementation & execution

iii. NGOs can mobilize the community in voicing their concern regarding the project and eliciting their support

**D.** **Flow of Funds from Private Sector:** The fiscal deficit in undertaking a project is taken care of by way of investment from the private sector.

i. Timely availability of funds tends to ensure smooth implementation of the programme

ii. Burden of the community in absorbing the capital cost is also addressed

**E.** **Government within Budgetary provision can implement more Projects:** Additional flow of funds from the private sector results in saving of the State exchequer. The funds saved can be used by the Government to invest in other projects.

i. The Government can leverage its funds to the tune of 30-40% under PPCP

**F.** **Facilitates attainment of water positive status for industry:** Involvement of the industry in PPCP water projects can help them to conserve & manage water "beyond the fence" and thereby become water positive companies.

i. Humungous scope exists for heavy water user industry to attain water positive status by engaging in "beyond the fence" water related activities

ii. Water polluting industries consuming less quantity of water but polluting exorbitantly amount of water can venture in "beyond the fence" activities to become water positive

Therefore in the contemporary context PPCP model embracing multistakeholder participation seems the feasible option in the evolution of a proper system of participatory governance of natural resources.

Annexure - I

# CASE STUDY – I

## PROJECT TITLE: IMPROVING WATERSHEDS AND AGRICULTURE – ITC RURAL DEVELOPMENT TRUST

**Profile:** ITC is one of India's foremost private sector companies with a market capitalization of nearly USD 14 Billion and a turnover of over USD 5 Billion. As a corporate citizen with enduring relationships in rural India, ITC has a history of collaboration with communities and Government institutions to enhance farm productivity and the rural resource base. ITC's commitments in agricultural R&D and knowledge sharing have spanned vital aspects of competitiveness – efficient farm practices, soil and water management. ITC's watershed development initiatives promote two vital objectives – water conservation and soil enrichment, enabling farmers to extend the cultivation cycle and return to multiple cropping

**Background of the Project:** The Kalyanpur watershed area in Mandalgadh Panchyat Samiti of Bhilwara District falls in the semi-arid region with an annual rainfall of 700mm. This area is undulating in nature and due to structural disturbances rocks are highly fractured. Geo-hydrologically these fracture planes have opened the space for percolation of water and therefore, the area is good in terms of recharge capacity. In response the ITC is undertaking watershed development on PPCP mode to promote growth in dry land areas. Watershed connects land units through flow of water, nutrients and sediments.

Kalyanpur watershed area, Bhilwara district

**Project partners:** Government of Rajasthan (GoR), ITC and Gram Panchayat of Mandalgarh. ITC has engaged Foundation for Ecological Security (FES), an NGO for project implementation

**Project Methodology/Strategy:** The ITC's watershed development programme covers 26,700 hectares in the country. ITC Limited has signed a Memorandum of Understanding (MoU) with the GoR for an integrated watershed development project in Bhilwara district. The project has been sanctioned under the Integrated Wasteland Development Project of the Government of India. The project will undertake soil and moisture conservation work on 5,000 hectares in five years.

For demonstrating a PPCP mode, the capital cost of the project amounting to Rs 6 crore is being borne between the GoR, ITC and community in the ratio of 40:40:20 respectively. However funds mobilized by the community is deposited in a bank and has been set aside for operation and maintenance of the assets created under the project. For the actual implementation of the project ITC has signed a sub- Project Agreement with FES, a grass root NGO. A detailed project report was prepared to derive the actual cost of treatment with special focus on addressing the livelihood needs of the community.

The project is being implemented by Panchayati Raj Institutions (PRIs) with the support of an empowered Project Management Committee (PMC). This watershed project will focus on activities like efficient water use, agri-marketing, crop diversification, micro credit, etc.

The Water Users Associations are trained by ITC to implement and maintain micro watershed projects. Adequate measures were taken to ensure equal representation from all sections of the society in the formation of the decision making body of WUA, as participation of the Panchyati Raj functionaries/local self Government is pivotal for the effective implementation of the project.

**Outcomes**

- 5000 ha of land - both arable and non-arable would be treated
- Annual income of the farmers would be enhanced by 30%
- Nearly 100 water users association would be created for the management water resources
- Market linkage to farmers would be provided through existing network of ITC's *e- Choupals*

**Results Achieved**

- 19 capacity building programmes for various stakeholders have been conducted
- Improved agriculture practice demonstration
- 7 water harvesting structures have been constructed
- Various soil conservation practices have been adopted

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Annexure - II

# CASE STUDY – II

## PROJECT TITLE: SETTING UP DESALINATION PLANT

**Profile:** Jal Bhagirathi Foundation (JBF) is one of Rajasthan's leading NGO's. Founded in 2002, the NGO has undertaken innumerable projects and has grown at a stupendous pace. With no signs of slowing down the NGO has stretched its wings across several villages in Rajasthan to affect the lives of innumerable people.

**Background of the Project:** Pachpadra Revenue village located in Barmer District of Rajasthan suffers for the lack of availability of safe drinking water. On account of erratic rainfall, perennial water shortage is witnessed in the area. People in the area depend exclusively on ground water which is highly saline in nature making it unfit for human consumption. In the absence of any reliable and safe source for drinking water, the population consumes the saline water prevalent in the area. Sweet water in the area is supplied by private vendors only to the affluent families that can afford the same. However this sweet water is also not safe for drinking. As the village is thinly populated and widely scattered, the proposition of pipe water supply never materialized. So it can be inferred that the community has been consuming water that is not at all fit for human consumption leading to prevalence of diseases especially among the children.

**Project partners:** The Jal Bhagirathi Foundation a NGO working in the area explored the possibilities of providing safe drinking water to the people by forging a Public Private Community Partnership under the initiative of Rajasthan Community Business Alliance on Water (RCBAW). In sequel to this, JBF mobilized the community for bearing the least possible cost towards setting up of a Reverse Osmosis (RO) plant and negotiated with the supplier of the plant & the Government of Rajasthan for materializing this innovative venture.

**Project Methodology/Strategy:** For realizing the objectives of the project the project partners have been assigned different roles as mentioned below:

**A)** **Government of Rajasthan (GoR):** The GoR entrusted its agency, the Public Health Engineering Department (PHED) to lay the pipeline or tunneling areas, trenching, dredging and direct drilling. It was even incumbent upon the GoR to facilitate the sanctioning of necessary environmental clearance certification for setting up the desalination plant. Furthermore to start with atleast 10,000 liters of raw water per day is supplied regularly by the PHED to the desalination plant and the capacity of the same may be increased as per the demand.

**B)** **M/s Environze Global Ltd:** M/s Environze Global Ltd is a private party that designed, manufactured, supplied, installed, tested and commissioned the RO plant. Even the O&M of the plant is with the M/s Environze Global Ltd. till the period of the project. The entire capital cost for installing the desalination plant is borne by M/s Environze Global Ltd. It is assured that the treated water quality has a pH of 6.5-8.5, TDS <500 ppm, Turbidity <1 NTU and hardness < 10 ppm as $CaCO_3$ making it fit for human consumption. However payment would not materialize in favour of M/s Environze Global Ltd. if there is any compromise on the quality of water.

**C)** **JBF:** JBF facilitated the formation of Jal Sabha/Water Users Association (WUA) that is considered as the first step towards the evolvement of community based supervision and monitoring System for water related issue. Furthermore JBF not only facilitated the interface of M/s Environze Global Ltd. with GoR but also of the former with WUA and Gram Panchyat. It even imparted necessary training at the community level for building up the capacity of the stakeholders involved in the management of the project.

D) **Gram Panchayat (GP):** The GP provided land for setting up of the RO plant and construction of raw water tank. It also assisted JBF in the process of social mobilization and took the community into confidence in averting any sort of conflict that might affect the implementation of the project.

E) **Water Users Association (WUA):** The collection of water charges from individual household and its distribution is the responsibility of the Jal Sabha or WUA. It is incumbent upon WUA to ensure timely payment of fees to M/s Environze Global Ltd.

RO Plant in Pachpadra, Barmer district

**Outcomes:** With the commissioning of the plant, potable water is made available to the community @ 15 paise per liter. As a result there is increase in the number of households consuming desalinated water confirming Bureau of Indian Standards (BIS). This has ultimately led to the significant reduction in the occurrence of water borne diseases, especially among the children. This venture instilled a sense of confidence among the SHGs to embark on a feasible economic activity with respect to water. The SHGs are selling the water from the plant at nearby market place, bus stand and railway station. The changes brought about with the concentrated efforts of all stakeholders, has brought about a ray of hope in the villages located in the vicinity of Pachpadra. They are also exploring to replicate the process in their village.

**Results Achieved:** As a result of PPCP the community has demonstrated to address the availability of water at the local level .SHGs are in the process to take up feasible economic activity relating to water. There is also improvement in the health status of the community.

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Annexure - III

# CASE STUDY – III

## PROJECT TITLE: CONSTRUCTION OF WATER HARVESTING STRUCTURE

**Profile:** Seva Mandir is a Non-Governmental Organization (NGO) working for the development of the rural and tribal population in Udaipur and Rajsamand districts of Southern Rajasthan. The mission, briefly, is to construct the conditions in which citizens of plural backgrounds and perspectives can come together and work to benefit and empower the least advantaged in society.

**Background of the Project:** Pathrapadi is a tribal village located in the foothill of Aravalli in Udaipur District of Rajasthan. People in the project area consume ground water for domestic purposes and also use the same for meeting their irrigation needs. The ground water is affected with multiple water quality problems, the consumption of which has drastic effect on the human health. In the absence of any other reliable and safe source for drinking water the tribal are forced to consume the degraded water. A perineal stream that once used to flow from the mountains has been converted to a seasonal one due to the fluctuating monsoon pattern.

Twice embankment was constructed across the stream before and after independence but severe compromise on the technical aspect led to the collapse of the structure. For the lack of proper irrigation facilities the productivity of the land is on the decline. The maximum water depth in well during the summer and winter is 2 feet and 8 feet respectively. In such a scenario the farmer struggle even to cultivate single crop every year and the same is also meager for their subsistence. As a result drought is a common phenomenon in every two year. Unable to bear the scourge of nature, feeling deeply dejected and without any alternative source of livelihood the villagers are migrating to Gujarat in search of work mainly as unskilled workers in the informal sector.

**Project partners:** The Gram Vikash Committee (GVC) or the village development committee unanimously decided to seek the assistance of NGO, Seva Mandir in repairing and renovating the breached earthen embankment existing across the stream. The stakeholders - GoR, Seva Mandir and the Pathrapadi community will ensure the implementation of the project on PPCP model.

**Project Methodology/Strategy:** Prior to the actual implementation of the project an agreement was signed between the GoR and Seva Mandir. A brief of the responsibilities entrusted to each stakeholder follows:

**A)** **Government of Rajasthan (GoR):** The GoR entrusted its agency the Water Resource Department, Udaipur Division for overall supervision and monitoring of the work. It is the responsibility of the department to duly check measure the work during the course of implementation and provide technical inputs.

**B)** **Seva Mandir:** Seva Mandir facilitated the interface between the GoR and the community. It will undertake software and hardware activities for ensuring the sustainability of the project. The designs, drawings and specification of the work were prepared by the NGO and placed for approval from the GoR. Even the actual construction of work with the assistance of the community is also the responsibility of Seva Mandir.

**C)** **Community:** The community represented by the GVC will extend cooperation for timely completion of the work and obtain no objection from the farmers whose land would be submerged on construction of the WHS. Assist the NGO in the process of social mobilization and other soft ware activities. Take up the O&M of the structure.

Apart from the construction of the hardware structure the following software activities are proposed at the community level:

**Awareness Generation:** Orientation of the ignoramus mass on various facets relating to water conservation, harvesting & management, conjunctive use of surface & ground water, crop management, mixed farming, soil nutrient management and multiple cropping needs

**Formation of WUA:** Water Users Association (WUA) are the institutional structure at the grass root level for monitoring, supervising and executing activities related to water.

**Capacity Building:** NGO Seva Mandir and Line Departments of the GoR would impart requisite training to various stakeholders at the community

Implementation of Project in Pathrapadi village, Udaipur district

**Outcomes:** As farming is the main occupation of the area the sustainability of the structure can ensure in addressing their livelihood concern. In this connection the NGO has formulated plans relating to taking up relevant activities for strengthening the agriculture sector. The farmers have been oriented on use of improved seeds and adapting suitable cropping pattern. Now it is possible for them to undertake multiple cropping instead of singular. The construction of the structure will not only harvest the run off water but also aid in recharging of the depleting ground water. Water available will cater to the irrigation and drinking needs of both human & cattle population.

**Results Achieved**

- ✦ Involvement of the community since the inception of the project
- ✦ Curtailment in the rate of migration
- ✦ Conjunctive use of surface and ground water
- ✦ Readiness of the community to bear the O&M cost of the structures created

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Annexure - IV

# CASE STUDY – IV

## PROJECT TITLE: DESILTING OF PONDS

**Profile:** The pharmaceutical company Lupin has been working with the community in Bharatpur District of Rajasthan. The Lupin Human Welfare & Research Foundation (LHWRF), ensures providing an alternative model of rural development by fostering public private community partnership in areas related to water resource management, livelihood generation, health care and the likes.

**Background of the Project:** In Bharatpur District, the main source of drinking water is ground water which is totally saline in nature. Ponds, which were excavated as an alternate source for drinking water, have been neglected with the introduction of tube wells and hand pumps. Falling into disuse and abandonment over a long period of time these ponds are now filled with heavy soil, sediment, silt, sludge, litters and other deposits that not only affected the quantity but also the quality of the water. Due to lack of rainfall, ground water level depleted further making it even more salty. Renovation or desilting of ponds is the only antidote to confront the water scarcity in the district. For reviving the use of ponds, LHWRF has undertaken the challenge on a pilot basis in two Blocks of the District.

**Project partners:** With the assistance of the Government of Rajasthan (GoR) and the community, LHWRF undertook the execution of desilting of 55 ponds in Kuhmer and Sewar Blocks of Bharatpur District. The total cost of the project is estimated at Rs 99.73 lakhs. It is agreed that the capital cost of the project would be borne by GoR, LHWRF and the community in the ratio of 70:10:20 respectively.

The Water Resource Division, Bharatpur, an agency of GoR is entrusted with the responsibility of monitoring the work at the ground level. LHWRF has undertaken the implementation of both hardware and software activities in the project area through preparation of detailed estimates, designs, drawings, lay down specification and excavation of the pond. Simultaneously software activities relating to social mobilization, awareness generation, capacity building and formation of WUA would be the look out of LHWRF. The contribution of the community is not only limited to cash but also in the form of labour.

**Project Methodology/Strategy:** As a part of desilting of ponds, the following activities would be undertaken at the community level:

**A)** **Awareness Generation:** Orientation of the community on water conservation and harvesting as well as influencing the community to practice integrated water resource management.

**B)** **Formation of Water Users Association (WUA):** WUA are the institutional structures at the grass root level for monitoring, supervising and executing activities related to water. WUA would ensure the proper upkeep of the water bodies in the community.

**C)** **Capacity Building:** Lupin and Line Departments of the Government of Rajasthan would impart requisite training to various stakeholders at the community level. This capacity building exercise of the stakeholders would ensure the sustainability of the project.

**D)** **Economic Activity:** In order to ensure the proper upkeep of the pond, a feasible economic activity would be undertaken. The community has mooted the idea of undertaking fishery and plantation at the site.

E) **Water quality monitoring:** It is even proposed by the community to regularly monitor the quality of the water in the ponds.

**Outcomes:** With the completion of the project the following benefits would accrue to the community:

- Year round availability of potable water
- Improvement in water quality
- Increase in ground water level
- Recharging of well constructed on banks of pond
- Reduction in water borne diseases
- Restoration of traditional water sources

Ponds Desilted

**Results Achieved**

- LHWRF intervention has ensured greater responsiveness by the local government officials
- Economic sustainability in the village through feeling of ownership by the community
- Better design implementation desiltation and bunding using dredged soil through local knowledge
- Better water quality of pond water and its cleanliness resulting through community inputs and cost sharing

**Contact Person**

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Annexure - V

# CASE STUDY – V

## PROJECT TITLE: CONSTRUCTION OF WATER HARVESTING STRUCTURE

**Profile:** As a corporate citizen with enduring relationships in rural India, ITC has a history of collaboration with communities and government institutions to enhance farm productivity and the rural resource base. ITC's commitments in agricultural R&D and knowledge sharing have spanned vital aspects of competitiveness – efficient farm practices, soil and water management. ITC's watershed development initiatives promote two vital objectives – water conservation and soil enrichment, enabling farmers to extend the cultivation cycle and return to multiple cropping.

**Background of the Project:** The project area in Jhalra Patan Tehsil, District Jhalawar, Rajasthan, lags behind in irrigation facilities, due to undulating topography, lack of soil moisture and neglect of watershed initiatives. In many cases, the failure of farming in the project area is attributed to lack of proper guidance and availability of institutional marketing facilities. As a result the farmers depend on the middlemen, who in turn siphon maximum profit in the process.

**Project partners:** For demonstrating a PPCP mode the cost of the project is borne by the GoR, ITC and the community. 15% of the project cost is borne by the community in the form of cash and the rest is equally share by the GoR and ITC. For the actual implementation of the project ITC has signed a sub- Project Agreement with Society for All Round Development (SARD), a grass root level implementing NGO.

**Project Methodology/Strategy:** The following activities are proposed for realizing the objective of the project:

**A)** **Awareness Campaign:** Through web casting of audio-visuals on water conservation & harvesting, street plays, workshop, training program and exposure visit, the farmers were oriented on various aspects of judicious water use and use of appropriate farming techniques.

**B)** **Construction of WHS:** The idea behind constructing water harvesting structures is to create additional storage space for irrigation, ground water recharge and catering to the drinking water needs of human & cattle population.

**C)** **Renovation of existing rain water harvesting structures:** The structures created prior to the inception of the project are not accruing desired benefits either due to technical snag, poor maintenance and neglect by the community. Therefore the renovation of such structures assumes importance with the participation of the community for ensuring its sustainability.

**D)** **Promotion of Improved Agricultural Practices:** Region specific plan has been chalked out with the involvement of all stakeholders for sustainable improvement in agricultural practices for enhancing income of farmers in the command area of the WHS. The focus of the intervention would be on reducing the input costs through the promotion of organic manuring and transfer of efficient technology.

**E)** **Water Users Association:** Formation of WUA for pre and post project management of structures involving all direct and indirect beneficiaries of the command area. They will plan, execute and monitor project activities; form by laws & regulation for distribution and management of water; collect user fees and indulge in collective marketing of their agriculture produce through the *e-choupals*.

F) **Market Linkage:** *e-Choupal* is conceived as a more efficient supply chain aimed at delivering value to its customers around the world on a sustainable basis. It is a market-led business model that can enhance the competitiveness of Indian agriculture and trigger a virtuous cycle of higher productivity, higher incomes, and enlarged capacity for farmer risk management, larger investments and higher quality and productivity. ITC would take care to involve farmers in the designing and management of the entire *'e-Choupal'* initiative. The active participation of farmers in this rural initiative would create a sense of ownership in the project among the farmers and would view the *'e-Choupal'* as the new age cooperative for all practical purpose.

**Outcomes:** Atleast 30 WUAs will be formed for ensuring effective water management at the community level. Facilitate market linkages with remunerative prices for agricultural produce of farmers through networking with *e-choulpals*.

WHS in Sanouti, Pratapgarh

**Results Achieved**

- 500 hectares of additional command area will be created
- Demonstrated a framework to promote synergies between relevant stakeholders towards optimizing the delivery process
- Capacity building of stakeholders is in process

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Annexure - VI

# CASE STUDY – VI

## PROJECT TITLE: WATERSHED DEVELOPMENT

**Profile:** Siruthuli, meaning "small drop" in Tamil, is a people's initiative to conserve, develop and manage water resources in the district of Coimbatore. It is formed as a trust by few conscientious corporate houses operating in Coimbatore.

**Background of the Project:** The excessive growth in population, massive irrigation and unprecedented industrial development in Coimbatore affected the quality and quantity of groundwater in a drastic manner. As per UNDP statistic the District is witnessing fastest depletion of water table beyond 150 meters. Similarly the perennial status of the Noyal river has been immensely compromised on account of encroachment for human activities and unregulated disposal site for - sewages, hospital wastes, dyeing, and chemical industries. Further, aggravating the dismal situation is the erratic and irregular nature of the monsoon directly affecting both the qualitative & quantitative dimension of surface and ground water in the region. The cumulative neglect of water management has resulted in recurrent drought in the area.

**Project partners:** Realizing the pressing issue of water and its related consequence on every aspect of human life, few private organizations took up the cudgel to embark upon actionable path of water management. The initiative was driven by Bannari Amman Group of Companies; Pricol Ltd.; LMW Group of Companies; ELGI Group of Companies; and Sri Sankara Eye Society as a part to go beyond their CSR activity. This led to the formation of the 'Siruthuli' initiative in pursuit of the following objectives:

- Reviving the heritage of Coimbatore vis-à-vis its traditional water management system
- Preventing environmental degradation by launching a drive against non-bio degradable wastes
- Mass education programmes to provide awareness to the larger community to protect the environment
- To foster inter-community relationship through a wider participation by the community to build up a strong social solidarity

**Project Methodology/Strategy:** As a part of the project activity the following activities were undertaken at the community level:

**A)** **Awareness Generation:** The community was oriented to extend their cooperation in managing the water resources.

**B)** **Construction of Rainwater Harvesting Structure:** Requisite rainwater harvesting structures were constructed to harness the runoff monsoon for recharging the depleting ground water.

**C)** **Restoration of Noyyal River:** Noyyal Advisory Committee was constituted encompassing members from- AREED Ministry of Durable Development, Govt. of France; Bharathiyar University; TNAU; AFPRO and Center for World Solidarity, for rendering service for revival and restoration of the river.

**D)** **Desilting:** The desilting, repair and improvement work of Chithirai Chavadi Anicut, which feeds the Noyyal river was undertaken for ensuring sufficient storage of rain water.

**Outcomes:** The following benefits accrued as result of various activities undertaken:

- Recharging of over 600 bore well / open well
- 1600 hectares of agricultural land irrigated
- Livelihood of 500 families affected in a positive manner
- Creation of water hole for animals in the boundary of Western Ghats
- Improvement in the water table

Restoration of Water bodies

**Results Achieved**

- 150 RWH structure created in the district of Coimbatore for capturing the monsoon run off
- Issue of flooding and water stagnation addressed due to the construction of harvesting structures
- 7 tanks covering 800 acres of tank bed areas resulted in storage of 229 metric cubic feet of water
- Better water quality of pond water and its cleanliness resulting through community inputs and cost sharing
- Perennial water availability in 12 km radius

**Contact Person**

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Annexure - VII

# CASE STUDY – VII

## PROJECT TITLE: WATERSHED DEVELOPMENT IN SATYAMANGALAM VILLAGE IN ERODE DISTRICT

**Profile:** Bannari Amman Sugars or Bannari Amman Sugars Limited is an India-based integrated sugar manufacturing company. Bannari Amman Sugars is an offshoot of the legendary Bannari Amman Group which is one of India's largest industrial conglomerates. The company is engaged extensively in promoting water management beyond the fence with participation of all stakeholders.

**Background of the project:** To improve the ground water potential, the Foundation surveyed the streams that run across Sathyamangalam area in 15 locations to increase the ground water recharge through construction of rain water harvesting structures, promote soil and water conservation methods, reduce the velocity of rainwater thereby controlling soil erosion, increase the income of farming communities through crop production under water saving irrigation systems, awareness among farming communities on summer ploughing, mulching, formation of field bunds and leveling the land etc..

**Project Partners:** The project partners include Sri Bannari Amman Group, Government of Tamil Nadu and the inhabitants of Sathyamangalam *Taluk*.

Water Harvesting in Sathyamangalam Taluk, Erode District

**Project Methodology / Strategy:** The strategy for the projects was to tackle the challenges in the District such as non availability of water supply throughout the year in the well, reduction in area under crop cultivation, removal of silt deposited in water storage structures and the declining annual rainfall. The water management was based on the approach as below:

- Feasibility study involving the respective catchment area
- Identification of rainwater harvesting location
- Forming water users association
- Planning and designing of water harvesting structures
- Sourcing of construction materials
- Involving local communities to work as "*shramdaan*"/ or arrangements of construction labourers and other necessary inputs

- Supervision of construction by themselves
- Planting of trees around the bunds to prevent soil erosion
- Maintenance of water harvesting structures

**Outcomes and results achieved:** The landless people are getting regular employment opportunities preventing migration of agricultural laborers. The cultivation area has increased nearly about 60 % and the farmers are making more profits. Due to the increased water table, the farmers cultivate long term cash crops like turmeric, sugarcane, banana etc which enables labourers to get employment throughout the year. The awareness on rainwater harvesting among the farming community is increasing. Assured drinking water supply in the villages nearby.

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Annexure - VIII

# CASE STUDY – VIII

## PROJECT TITLE: IMPROVE WATER AVAILABILITY IN SOUTH AFRICA

**Profile:** In 1866 Henri Nestlé, a Swiss pharmacist, established the world-renowned Nestlé brand amid a spirit of innovation and goodwill. The first Nestlé products arrived in South Africa during the 1870s, and the company's presence in the country was formally entrenched on 7 July 1916. Nestlé operates in many countries in the world and is committed to its business principles in all countries and takes into consideration local Legislation, cultural and religious practices. The 10 basic principles for responsible consumer communication include the importance of healthy eating and an active lifestyle and encouraging a healthy, balanced diet as well as promoting the health benefits of products.

**Background of the Project:** One of the regions of the world most severely affected by the scarcity of water is the Southern part of Africa. Water supply is a major problem above all in rural areas. Women spend five hours a day for collecting water for their families and in addition springs from which they collect water often used by animals as well and therefore are polluted.

**Project partners:** Nestlé South Africa, Eco-Link, a Non-Governmental Organization based in the Mpumalanga Lowveld, South Africa, Department of Water Affairs, Republic of South Africa

**Project Methodology/Strategy:** A large part of the population in South Africa does not have access to safe water. Nestlé, Eco-Link and LEAP worked together developed simple sustainable solution for the water problem. Nestlé is working with Eco-Link to work with communities for developing skills, knowledge and resources to improve their own living conditions. Eco-Link also works to find ways to harvest limited water resources together with better water and waste management to help overcome problems with water-borne diseases.

Nestle – conceptualized eco links project for Rainwater Harvesting. The project focuses on

- Providing under served communities with access to skills, knowledge and resources
- Training communities to identify water sources of underground springs
- To harvest rain water, storage tanks are constructed with simple design and minimal cost. They are designed to capture and store rainwater from roofs of buildings
- Rainwater harvesting design
  - Construction consists of inexpensive corrugated metal sheets to form a cylinder
  - The cylinder is then encircled with chain link fence. Tank is finished with a coating of cement, stone and sand. A wooden cover is provided for the tank and a tap below for collecting the water
  - Partnered with Earth Care that focuses on community garden and nutrition education

Nestlé South Africa has also joined with the Department of Water Affairs and Forestry in Reconstruction and Development- Working for Water Program. This program, part of the National Water Conservation Campaign, involves clearing invasive alien plants from South Africa's mountain catchments areas, water courses and wetlands in low lying areas to increase the runoff of water. Clearing of these "thirsty" plants can result in water conservation at catchments area. This has also created work for thousands of unemployed people.

To create environmental awareness courses for underprivileged rural communities Nestlé runs LEAP programme. This programme also teaches skills needed to build rainwater tanks, grow vegetables and establish traditional healer's plant nursery.

Nestlé South Africa ensures sustainability of the project by developing educational programmes and materials which will allow continual expansion of the knowledge and skills necessary to apply these simple technologies.

**Lessons learned**

1. Partnership programmes work best when they are "grass roots up" not "top down" oriented
2. Skills and knowledge must be passed on so that people have the ability to solve their own problems
3. Simple local techniques need to be identified to solve local problems
4. Companies can partner and provide financial, managerial and administrative support for the development process
5. Private sector participation in Government projects can accelerate economic growth and create job opportunities

Annexure - IX

# CASE STUDY – IX

## PROJECT TITLE: SUSTAINABLE SOLUTIONS FOR WATER NEEDS OF LOW-INCOME COMMUNITIES BUENOS AIRES

**Profile:** Suez Lyonnaise des Eaux has transformed itself into one of the world's leading multi-utility powerhouses, offering private water, gas, electricity and waste-management services in more than 120 countries.

**Background of the Project:** In the 1930s, Buenos Aires had 2.4 Million people, and an extensive city water system supplied every household with drinking water. By the early 1990s, Buenos Aires had 9.1 Million people and 6.5 Million were connected to potable water mains. Rapid population growth, especially in sprawling, poorly planned suburbs, had simply overwhelmed the Government's capacity to provide water and sanitation services. In order to expand the services quickly the Buenos Aires Water System was privatized in 1993. Lyonnaise des Eaux, leading the private Aguas Argentinas consortium which now operates the city water system, is playing a major role in this effort.

**Project partners:** International Institute for Environment and Development- Latin America (IIED-AL), Municipality, Aguas Argentinas consortium and Lyonnaise des Eaux.

**Project Methodology/Strategy:** In 1997, Aguas Argentinas signed an agreement with non-profit International Institute for Environment and Development- Latin America (IIED-AL) to develop strategies for water and sanitation supply to low-income areas.

The work and strategic design inputs include:

- Mapping low income settlements
- Definition of priorities of action plan
- Operational support for specific neighborhoods
- Development of corporate capacity building program on poverty issues

Based on the concessionaires' experience, various Public Private Partnerships have developed. The main approaches are:

- **Participative Water Service Scheme:** A tripartite contract was signed between the concessionaire, the municipality and the community. This has involved around 15 projects and 30,000 inhabitants are served.
- **NGO Intervention Scheme:** Quadripartite contract including concessionaire, the township, the neighborhood and an NGO. The NGO coordinated relations between the participants.
- **Employment Generating Unit Scheme:** Tripartite agreement including the concessionaire, the Provincial Government and the Municipality. The Provincial Government pays the cost of material and advances the cost of labor. The scheme has involved five projects with 115000 inhabitants.

Role of each partner has facilitated in success of the project. The NGO enables coordination and plays an important role as a facilitator or catalyst in the process.

The company is responsible for project design and supervision during the implementation phase. Local institutions (Municipalities) offer logistic support and construction materials and local communities volunteer labour. In such

a scheme, the NGO provides social training to the company, coordination and technical assistance to the public institutions and internal organization, and capacity-strengthening to local communities and their leaders.

The three types of Public Private Community Partnerships have led to varying degrees of success.

**Lessons learned**

1. Working relationship from top-down to a participatory and strategic approach taking advantage of each institution skills
2. Clear definition of contractual obligations
3. Efficient mechanism of partnership and negotiations among the various actors involved
4. Implementation within the company of a social Policy to develop services that respond to the demand and willingness to pay of low-income dwellers and that are compatible with current tariffs and subsidies

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# GLOBAL WATER FOR SUSTAINABILITY (GLOWS)

The Global Water for Sustainability (GLOWS) program is a consortium financed by the United States Agency for International Development (USAID) working to increase social, economic, and environmental benefits to people of the developing world. The GLOWS Consortium is led by Florida International University and includes CARE, WaterAid America, Winrock International, World Vision, and the World Wildlife Fund (WWF).

**GLOWS** is the freshwater component of USAID's Global Program for Integrated Management of Coastal and Freshwater Systems (IMCAFS), which also features the Sustainable Coastal Communities and Ecosystems (SUCCESS) program. SUCCESS emphasizes coastal resources, aquaculture, and fisheries management, under the leadership of the University of Rhode Island's Coastal Resources Center

**GLOWS'** mission is to promote the integrated management of water resources and aquatic ecosystems world-wide by:

- Strengthening Cooperative Governance and Strategic Decision-Making by;
  - Promoting citizen participation, community involvement, intergovernmental cooperation and collaborative approaches to decision-making in IWRM
  - Building capacity of government officials and administrators, NGOs, and community members in effective development, planning, management, and administration of complex IWRM activities
- Supporting innovative and sustainable technical interventions by;
  - Promoting best practices in water demand management and pollution prevention
  - Fostering sustainable fisheries, aquaculture and aquatic ecosystem protection
  - Working with communities to provide sustainable water and sanitation services
- Fostering global learning and local capacity building in IWRM by;
  - Sharing information and disseminating lessons with USAID Missions and other peers in the field
  - Recruiting and training talented citizens of USAID Mission countries, in order to cultivate local and regional leadership and capacity to implement world-class IWRM activities

As a part of the above initiative the Confederation of Indian Industry (CII) organized training and awareness creation program in Hyderabad, Gurgaon, Kolkota, Coimbatore and New Delhi. Nearly 350 participants from Government, Industry, NGOs, Academia, International Development Agency and Donor Agency participated in the program.

Please visit: http://globalwaters.net/

Training programme at Coimbatore


Training programme at Kolkata

## About CII

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 115 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 environment, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2010-11. Businesses are part of civil society and creating livelihoods is the best act of corporate social responsibility.

Education, Employability, Innovation and Entrepreneurship. While Education and Employability help create a qualified and skilled workforce, Innovation and Entrepreneurship would drive growth and employment generation.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, and USA, and institutional partnerships with 223 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

## About CII-Water Institute

CII - Water Institute is a joint initiative of the Confederation of Indian Industry (CII) and the Government of Rajasthan. The overall objective of the institute is to address the critical aspect of water at the national and state level.

### Services Rendered

- Industrial Water Management.
- Facilitating PPCP projects in water through IBAW.
- Facilitate policy frame work at state and national level for urban water management wastewater reuse.
- Facilitate improved water and waste water management in municipalities.
- Promote rain water harvesting in industry, commercial and residential complexes.
- Promote water efficient devices.

### Events

- Water Summit
- Water Award
- Water Investors Meet


**Confederation of Indian Industry**

**Since 1895**

**CII - Water Institute**

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