

# Indian Business Alliance On Water



Competing for water resources can be directly linked to issues of water governance. Consequently, resolving the challenges in this area must be a key priority to achieve sustainable water resources development and management.

The water situation and its issues differ from region to region, and from country to country. It is estimated that about 1.2 billion people, i.e. one out of every five people, do not have access to safe drinking water. The situation may deteriorate further in the future. It is, therefore, the responsibility of leaders of the world to make every possible effort to improve them.

India's accelerated and continuous economic growth has resulted in increased stress on water demand for industrial, agricultural and domestic purposes. Moreover, competition over water resource uses and wastewater discharges have intensified over the past decades, reaching a point where water shortages, water quality degradation and aquatic ecosystem destruction are seriously affecting prospects for economic

and social development, political stability, as well as ecosystem integrity.

The engagement of all sectors of society and, in particular, bridging the needs and interests of the private sector with those of the public sector and communities should be encouraged. As such, Public - Private - Community Partnerships (PPCP) have great potential to address India's water challenges and ensure long-term sustainable wealth in India.

Against this background, and building on the long term strategic partnership, the CII-Sohrabji Godrej Green Business Centre (CII - Godrej GBC) in partnership with the World Economic Forum has formed the **Indian Business Alliance on Water (IBAW)**.



**IBAW** is a non-biased, multi-sector platform formed to stimulate Public - Private - Community Partnerships in water and watershed management. USAID and UNDP are supporting the formation and the initial activities of **IBAW**.



**Water is the elixir of life**

# Indian Business Alliance on Water

The overall objective of the **IBAW** is to act as a unique platform for catalyzing Public – Private – Community Partnerships in water and watershed management through nurturing a structured multi stakeholder dialogue to explore opportunities for cooperation in the water sector, while advocating at the policy level for enhanced water governance.



The **IBAW** is supported and guided by the IBAW Project Steering Committee, with representatives from the CII – Godrej GBC, UNDP, USAID and the World Economic Forum.

The key activities of the **IBAW** include:

- Facilitating implementation of **Icon projects** that serve as a 'Role Model' in multistakeholder public-private-community partnership on water conservation
- Information dissemination through bulletins, case study booklet and workshops & seminars
- Water award for best performing companies on water management with 'beyond the fence' approach

The **Icon projects** planned would be driven by corporates and community based on the following key result areas:

#### Positive Environmental Impact:

Projects must show beneficial effects to the environment and the watershed in which they operate.

#### Positive Social Impact:

Projects must show beneficial effects to improving the living standards of the community in which they operate. They must also have the involvement and active participation of the community.

#### Private Sector Involvement:

Projects must be of significant interest to private sector as part of their normal operations and commitment to Corporate Social Responsibility.

#### Potential for Replication:

Projects must be developed and implemented in such a way that they can serve as a model for similar efforts in other parts of the country or of the world.



#### Be an ICON – Join the Icon Project

If you are interested in partnering with **IBAW**, please contact:



**Confederation of Indian Industry  
CII-Sohrabji Godrej Green Business Centre**

Survey No.64, Kothaguda Post, Near Hi Tech City  
Ranga Reddy District, Hyderabad 500032.

Tel: 091 – 40 – 23112971 – 73; Ext : 211

Fax : 040 – 23112837

Email: [s.vinayagam@ciionline.org](mailto:s.vinayagam@ciionline.org)

**Every drop is precious**