Press Release

**‘CII Water Conclave’**

**“DELEGATE THE RESPONSIBILITY OF GROUND WATER MANAGEMENT TO GRASSROOT LEVEL”**

- **Principal Secretary, PHED & GWD, Govt. of Rajasthan**

**Jaipur, 7 July:** It was urged to adopt ‘Subsidiarity Approach’ and delegate the responsibility of ground water management to the grassroot level bodies such as Gram Panchayat; a group of farmers or an industry association today. This was stated by the Principal Secretary, PHED & Ground Water Department, Government of Rajasthan, Mr. JC Mohanty. He was delivering the Keynote Address at the inaugural session of the one day Water Conclave 2016 organized by Confederation of Indian Industries (CII) in partnership with PHED & Ground Water Department, Government of Rajasthan.

Mr. Mohanty further said that apart from imparting training to them, they must also be given the right to punish in case of violation. He also outlined different approaches to alter consumer behavior towards water. He said that ‘Rights and Regulations’ should be clearly defined but we must move away from harsh rules and regulations to an Incentive Based Approach as well focus on Behavior Change Communication.

Mr. Mohanty also highlighted the Chief Minister’s flagship program, ‘Mukhyamantri Jal Swavlamban Abhiyan’ (MJSA), as one of the biggest campaigns for ground water conservation. A whopping 100,000 projects were undertaken in this campaign out of which 80% have already been completed by 30 June, he said.

Earlier the Secretary, PHED & GWD, Government of Rajasthan, Mr. Sandeep Verma said that it is imperative to change consumer behavior, both in rural and urban areas, to make use of waste water. He also gave the example of Latin America where the local communities monitor the consumption of water in each household. They then put red or green stickers indicating the average consumption of water by each household. This has not only helped in creating awareness about water conservation but also reduced the consumption of water by 5 – 7 %.

The Executive Director & CEO, CII Triveni Water Institute, Mr. Kapil Narula, gave a presentation on the ‘Role of Ground Water in Industrial Area Development & Management – Latest Tools and Techniques’. Appreciating the conventional water management techniques of the state, he said that the traditional water conservation methods of Rajasthan have inspired the entire nation. In order to maintain the unique status of Rajasthan in the water management scenario, he said, both the Government and Industry should work in tandem.

While throwing light on the latest tools and techniques for Ground Water Management, he spoke about an online dynamic platform – India Water Tool -- for first level analysis and screening of ground water level, surface water level, ground water quality, among others. He also talked about ‘Watscan’—a tool developed by CII - Triveni Water Institute – for water assessment. These tools will greatly aid in execution and implementation of solutions to solve problems relating to water conservation and management.

Chairperson, CII Northern Region, Ms. Rumjum Chatterjee said that the main area of concern is the way a source as critical as water is used. There is a dire need to change the people’s behavior, mindset and attitude towards how water is used, she said.

In his welcome address, Past Chairman, Rajasthan State Council CII, Mr. Vikram Golcha said that the objective of the conference is to bring together all the stakeholders including policy makers, industry representatives, institutions and academicians to meet and exchange ideas/ views to save as well as to find strategies to restore water. CII is proactively promoting rain water harvesting among its members who are responding positively to this initiative, he further informed.

The Vote of Thanks was delivered by Vice Chairman, Rajasthan State Council, CII, Mr. Basantt Khaitan. As many as 200 members attended the conclave.