



**CONSULTATIVE MEETING ON WATER &  
WASTEWATER MANAGEMENT**

**19-20 APRIL 2010, SHIGA JAPAN**

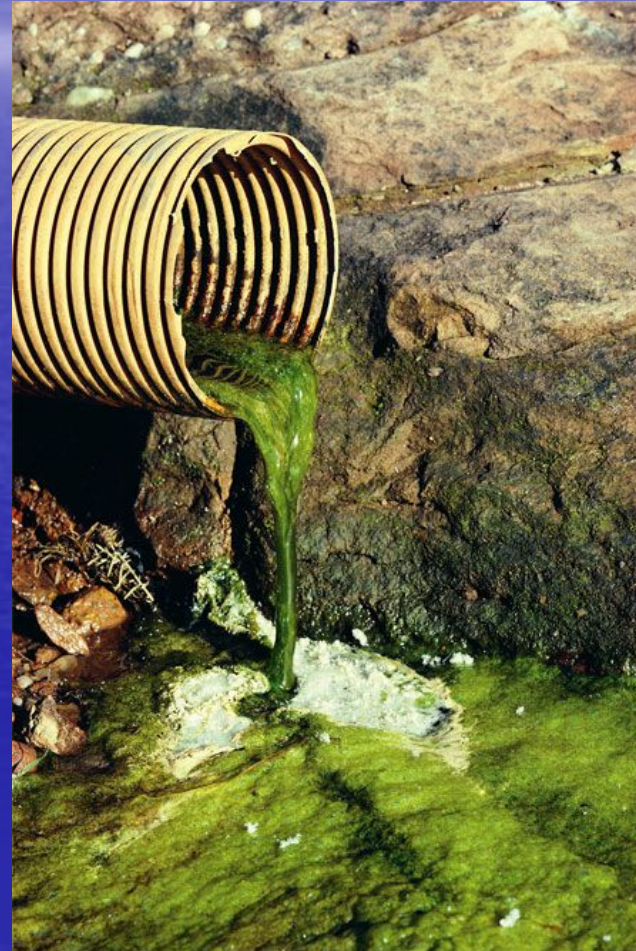
**ENHANCING PARTNERSHIPS & NETWORKING WITH  
INDUSTRY AT LOCAL & NATIONAL LEVELS IN INDIA**

**BY**

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# EVIDENCE OF WATER & WASTE WATER<sub>mis</sub>-MANAGEMENT

- A PICTURE IS WORTH A THOUSAND WORDS



# **CONSUMERS & GENERATORS OF WATER & WASTEWATER**

- **INDIVIDUAL HOUSE HOLDS**
- **AGRICULTURE & OTHER FARMING**
- **GOVERNMENT INSTITUTIONS & ESTABLISHMENTS**
- **BUSINESS CENTRES, SHOPS, ESTABLISHMENTS, RESTAURANTS & HOTELS**
- **SCHOOLS & UNIVERSITIES**
- **DEFENSE ESTABLISHMENTS**
- **INDUSTRY-MICRO, SMALL., MEDIUM & LARGE MANUFACTURING & SERVICE SECTORS**
- **..... THE LIST IS ENDLESS.....**

**PRACTICALLY NO HUMAN ACTIVITY CAN BE PERFORMED WITHOUT USING WATER OR GENERATING WASTE WATER & INDIA IS NO EXCEPTION TO THIS**

# **INDUSTRY STAKE HOLDERS**

- **LARGE ENTERPRISES**
- **MICRO SMALL & MEDIUM ENTERPRISES**

# **INDUSTRY STAKE HOLDERS**

**LARGE INDUSTRIES BY AND LARGE  
RECOGNISE THE NEED FOR WATER &  
WASTE WATER MANAGEMENT & ARE  
TAKING MEASURES TO MANAGE THE  
WATER CYCLE EFFECTIVELY**

# INDUSTRY STAKE HOLDERS

- **OVER 26.1 MILLION MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIA**

This includes 1.5million registered units and 24.6 million un-registered units. Of the total, 28% are in manufacturing and 72% in services. These units are largely in Apparel (14.03 %) followed by Food Products and Beverages (13.53%) and Maintenance of Personal and Household goods (9.25%). The MSME sector accounts for employment of 59.7 million persons, of which, 9.5 million are in registered units and 50.3 million in the un-registered units.

# **WATER MANAGEMENT**

- MOST EFFORTS HAVE CONCENTRATED ON WATER CONSUMPTION REDUCTION
- RECYCLE OR RE-USE
- CONSERVATION OF WATER
- RAIN WATER HARVESTING

# **WASTE WATER MANAGEMENT IN MSME SECTOR THE TRADITIONAL APPROACH**

MOST OF THE EFFORTS SO FAR  
CONCENTRATED ON END OF THE PIPE  
SOLUTIONS LIKE SETTING UP COMMON  
EFFLUENT TREATMENT PLANTS (CETP) IN THE  
MSME SEGMENT.

THIS WAS DONE WITH A HOPE THAT NOT  
ONLY IT WOULD HELP THE INDUSTRIES IN  
POLLUTION ABATEMENT BUT ALSO AS A STEP  
TOWARDS THE CLEAN ENVIRONMENT

# CETP FUNDING

- Subsidy 25% of the total project cost
- Central Subsidy 25% of the total project cost
- Entrepreneurs contribution 20% of the total project cost
- Loan from financial institutes like (IDBI, ICICI, any nationalized Banks, State Industrial Financial Corp, etc.) 30% of the total project cost

## **EXPERIENCE OF CAPACITY BUILDING IN WASTE MINIMISATION**

- DEMONSTRATION PROJECTS ON WASTE MINIMISATION IN 1993-1995 FOCUSED ON THREE SECTORS WHERE WATER REDUCTION, RECYCLE & REUSE WAS AN UNDERLYING THEME
- PARTNERSHIP WITH LOCAL INDUSTRY PLAYERS WITH SIMILAR PRODUCT PIPELINE & LOCATION PROXIMITY
- SETTING UP OF SPECIAL AGENCIES LIKE NCPC FOR CP

# **EXPERIENCE OF CAPACITY BUILDING IN WASTE MINIMISATION CONTD.**

- EVOLUTION OF WASTE MINIMISATION CIRCLES
- TRAINING OF CONSULTANTS FOR MANAGING WASTE MINIMISATION CIRCLES ACROSS INDUSTRY SEGMENTS
- PARTNERSHIPS WITH LOCAL, STATE LEVEL & NATIONAL LEVEL INDUSTRY ASSOCIATIONS TO POPULARISE WM & CP
- PARTNERSHIPS WITH ACADEMIC INSTITUTIONS FOR SETTING UP CURRICULAM THAT INCLUDES WM, CP & EST TECHNIQUES.....(INDRAPRASTHA UNIVERSITY PG PROGRAMME & ...TIET PATIALA)

# TYPES OF PARTNERSHIP

- CETP SOCIETIES
- WM CIRCLES
- LOCAL RESOURCE CONSERVATION GROUPS
- SOCIAL ACTION GROUPS
- PUBLIC PRIVATE PARTNERSHIPS
- ENVIRONMENT CELLS OF INDUSTRY ASSOCIATIONS FORGE PARTNERSHIPS WITH THEIR MEMBERS AT LOCAL STATE & NATIONAL LEVEL

# **TYPES OF PARTNERSHIPS**

- PUBLIC ACTION GROUPS
- ONLINE NETWORKS AND PORTALS
- MATERIAL EXCHANGE PORTALS
- NON GOVERNMENTAL ORGANISATIONS

**ALL OF THEM CAN PARTNER WITH  
UNEP**

# **SOME UNEXPLORED POTENTIAL PARTNERS**

- ALUMNI ASSOCIATIONS OF SCHOOLS, COLLEGES & OTHER EDUCATIONAL INSTITUTIONS
- CONDEMINIUM SOCIETIES & RESIDENTS' WELFARE ASSOCIATIONS
- GRAM PANCHYATS (VILLAGE LEVEL LOCAL BODIES)
- RELEGIOUS CONGREGATIONS
- E-GROUPS ON SOCIAL NETWORKS

# **BARRIERS TO SUSTAINABLE PARTNERSHIPS**

- LACK OF AWARENESS
- LACK OF COMMON OBJECTIVES
- ECONOMIC CRITERIA
- FUNDING ISSUES
- NO BENEFITS SEEN
- TECHNOLOGY ISSUES
- RESISTANCE TO CHANGE OR HABIT
- LACK OF PRIDE IN IMPLEMENTING SOLUTIONS

# WHERE DO WE GO FROM HERE

- LOOK FOR YOUR IDEAL PARTNER
- PROPOSE....
- ENGAGE....
- MARRY YOUR OBJECTIVES WITH YOUR PARTNER'S NEEDS
- LIVE HAPPILY EVER AFTER
- JUST IN CASE THE PARTNERSHIP DOES NOT WORKOUT, THERE ARE ALWAYS DIVORCÉ LAWYERS

