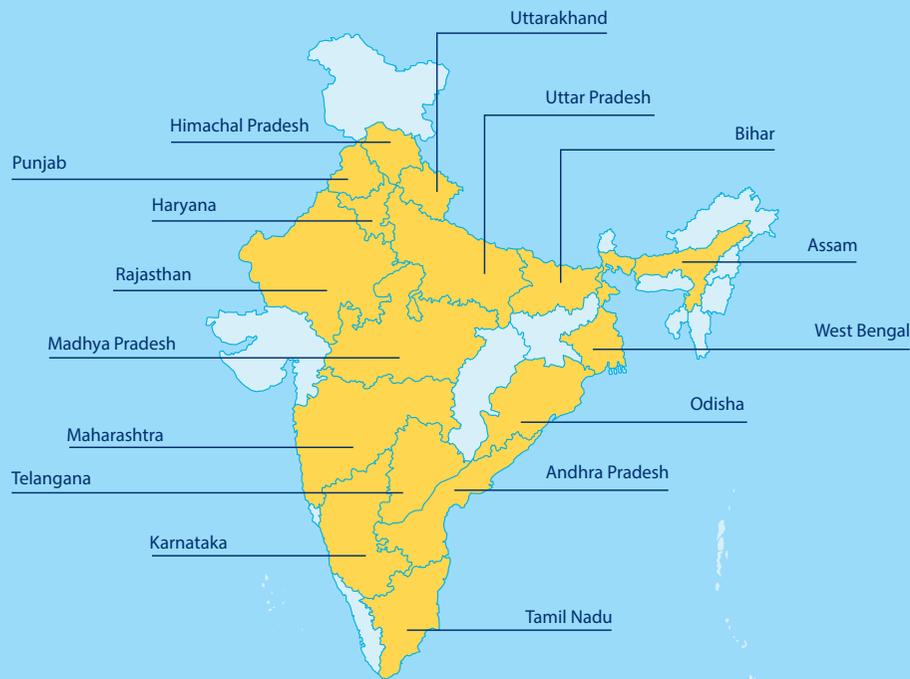


# ITC's Water Stewardship Mission



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Saath  
Badhein*

# Watershed Development Projects **Covering over 1.5 million acres**



**50 districts**  
across **16 states**

Benefiting nearly  
**438,000** people

## Public Private Partnerships

- 46 Projects (ongoing & completed)
- Total Target Area – 16.33 lakh acres across 7 States – Karnataka, Telangana, Andhra Pradesh, Bihar, Rajasthan, Madhya Pradesh, Maharashtra
- Partners – State Governments & NABARD
- Schemes – MGNREGA, MJSA, IWMP, IWDP, RGJSY

## Knowledge Partners

- Alliance for Water Stewardship
- World Business Council for Sustainable Development
- International Water Management Institute
- WWF India
- Indian Council of Agricultural Research (ICAR)
- Tamil Nadu Agricultural University (TNAU)
- Borlaugh Institute for South Asia (BISA)
- Vasantdada Sugar Institute (VSI) and many other Agri institutions

\* Figures in this publication are as on 27.10.2023.





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Enduring Value

Deeply rooted in India's soil, ITC is inspired by its vision to serve national priorities. This commitment is manifest in its credo of 'Nation First – Sab Saath Badhein'.

ITC's Water Stewardship Programme is closely aligned with the Government's flagship mission, Jal Shakti Abhiyan, and other national initiatives like More Crop per Drop and the National Water Mission. ITC continues to expand its interventions to achieve water security for stakeholders and is wholly committed to the national goal of securing a sustainable water future for India.

### **ITC's 3-fold approach**

- **Large-scale Integrated Watershed Development initiative**  
– Projects cumulatively covering over 1.5 million acres across 16 states
- **Demand side management – Enhancing agricultural water use efficiency; improving water efficiency within its operation**
- **Within units – Maximising water efficiency across all operations**

## **ITC's Water Stewardship Mission**

# **Achieving Water Security for Stakeholders**



# Watershed Development Interventions



ITC supports small and marginal farmers to form Water User Groups (WUGs), thereby ensuring community-based participatory management of local water resources. Water harvesting structures are built and low-cost technologies employed to arrest erosion, enhance moisture retention, conserve rainwater and recharge groundwater.

**Over 26,000**  
Water Harvesting  
Structures built



**More than 3,500**  
Well Recharge Units  
installed



**Over 51.16**  
Million KL Water  
Storage Capacity  
created





Ahar-Pyne systems  
Bihar



Community Tanks  
Andhra Pradesh, Telangana, Karnataka



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Rainwater Nalla systems  
All project locations across 16 states



**Upto 40%**  
improvement in  
Groundwater Table  
across project areas



## Reviving Traditional Structures

ITC projects aim to synergise traditional knowledge and methods with modern techniques. Specific interventions in select project areas have focused on reviving local traditional water harvesting systems like Ahar-Pyne, Community Tanks and Rainwater Nallas.

## River Basin Rejuvenation

ITC has initiated four projects to achieve water positive status in river basin areas where it has a unit or business presence. Carrying out hydro-geological studies to map high potential recharge zones, ITC deploys managed aquifer recharge aligned to conventional watershed development interventions to increase effective groundwater recharge. In a span of 5 years, the Ghod River Basin has turned water positive.

## Project Locations

- Ghod River – Pune & Ahmednagar, Maharashtra
- Upper Bhawani River (sub-basin) – Coimbatore, Tamil Nadu
- Mureru River – Bhadradi Kothagudem, Telangana
- Kolans River – Bhopal, Madhya Pradesh

Water Savings across crops **20 – 45%**

Coverage **1,180,000** acres across 11 states

Total Water Savings **780** Million KL

# Improving Agricultural Water Use Efficiency

Million KL

 **Aligned to More Crop per Drop**

ITC promotes crop-specific precision agronomic practices and micro-irrigation to reduce water consumption and achieve more crop per drop. Demonstration Plots, Farmer Field Schools and technical partnerships with reputed institutes (e.g. TNAU, Vasant dada Sugar Institute, IWMI, WWF) help farmers to adopt advanced practices and save up to 20 to 45% water for crops.



Drip & Sprinkler Irrigation



Direct Seeding (Rice)



Zero Tillage Sowing Method (Wheat)



Seedling-based Planting (Sugar Cane)



Broad Bed Furrow Sowing Method (Soybean)

# Maximising Water Efficiency Inside the Fence



ITC's Foods unit at Malur was Asia's first food processing facility and ITC's Paperboards and Specialty Papers unit in Kovai was the 2nd facility in the world & first in India to be awarded the AWS Platinum level certification, the highest recognition for water stewardship in the world.



ITC received the 1st prize in the 'Best Industry for CSR Activities' category at the third National Water Awards by Ministry of Jal Shakti, Government of India in 2021-22.

ITC's goal is to make its operations as water efficient as possible. All units implement action plans to work towards reducing net water consumption, maximising rainwater harvesting and achieving zero effluent discharge through technology upgradation, advanced processes, stringent audits and international benchmarking.



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## Water Positive for 21 Consecutive Years

ITC's integrated strategy – comprehensive measures across all operating units combined with large-scale water harvesting through its Watershed Development Interventions beyond the fence – have enabled it to be water positive for the last 2 decades.

Total rainwater harvesting potential (RWH) of nearly 50 million kl (cumulative) created is over 3 times the net water consumed by ITC's operations in FY 2022-23.

### ITC's Bold Sustainability 2.0 Targets

- ITC Businesses are targeting a reduction of 30% in specific water consumption by 2030 compared to an FY 2018-19 baseline.
- Creation of rainwater harvesting potential equivalent to over 5 times the net water consumption by 2030.
- Certification of all sites in high water stressed areas as per the international water stewardship standard by Alliance for Water Stewardship (AWS) by 2035-36.
- Improve crop water use efficiency in agri-value chains through demand side management interventions and enable savings of 2,000 million kilolitres of water by 2030.

## Beneficiary Experiences – ITC's Water Management Initiatives for Farmers



*Like me, other farmers who had to depend on bore wells, now have enough water and we can grow 4 kinds of crops on this soil.*

**Surya Rao**

Koyalagudem village,  
West Godavari district,  
Andhra Pradesh

*Recharging underground aquifers raises the water table more quickly. De-silting nalla beds, building check dams and sunken ponds have contributed to further increasing the water table in the area.*

**Dharam Singh Verma**

Khedli village, Sehore district,  
Madhya Pradesh

*Using the Zero Tillage machine to sow wheat enables farmers to spend less money, use less water and get a better crop in less time.*

**Nandkishore Singh**

Bhusichak village, Munger district,  
Bihar

*\* Visit [www.itcportal.com](http://www.itcportal.com) to view videos on ITC's water management initiatives.*



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