ITC’s Water Stewardship Mission
41 Projects (ongoing & completed)

Total Target Area – 5.46 lakh acres across 5 States – Madhya Pradesh, Maharashtra, Andhra Pradesh, Rajasthan & Bihar

Partners – State Governments & NABARD

Schemes – MGNREGA, MJSA, IWMP & IWDP

Watershed Development Projects

Covering over 1 million acres

Public Private Partnerships

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Knowledge Partners

- Alliance for Water Stewardship
- World Business Council for Sustainable Development
- International Water Management Institute
- WWF India

* Figures in this publication are as on 30.06.2019.
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 million acres across 16 states
- **Demand side management**
  - Enhancing agricultural water use efficiency; improving water efficiency within its operations
- **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 16,000 Water Harvesting Structures built
More than 1,000 Well Recharge Units installed
Over 37 million CuM Water Storage Capacity created
I TC 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, I TC is deploying managed aquifer recharge aligned to conventional watershed development interventions to increase effective groundwater recharge. In addition, I TC works on demand side management in agriculture.

**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, I TC is deploying managed aquifer recharge aligned to conventional watershed development interventions to increase effective groundwater recharge. In addition, I TC works on demand side management in agriculture.

**Project Locations**

- **Ghad River** - Pune & Ahmednagar, Maharashtra
- **Upper Bhawani River (sub-basin)** - Coimbatore, Tamil Nadu
- **Mureru River** - Bhadradri Kothagudem, Telangana
- **Kolans River** - Bhopal, Madhya Pradesh
Improving Agricultural Water Use Efficiency

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.

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

Coverage **150,000** acres across 4 states

- **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 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.

Water Positive for 17 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 17 years.

Water Balance at ITC

The total rainwater harvesting potential created by ITC so far is over three times the net water consumption of its operations.

- **Net Water Consumption** = Fresh Water - Treated Effluents Discharged
- **Total RWH** potential created for the year = RWH potential created within ITC Units + RWH potential created through Watershed Projects cumulative for that year

* Rainwater Harvesting
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**
Koyyalagudem 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 to view videos on ITC’s water management initiatives.