

## Press Release

### **Adoption of 5 Rs - Reduce, Reuse, Recycle, Rejuvenate and Respect for water to make India water secured: Shri Asok Kumar, DG , NMCG**

**Mr G Asok Kumar, Director General, National Mission for Clean Ganga, Government of India** stressed that water will play a key role in delivering the vision of making India a \$5 trillion economy. This requires proactive steps towards water conservation and management from all stakeholders. Adoption of 5 Rs - Reduce, Reuse, Recycle, Rejuvenate and Respect towards water is required to make India water secured.

Emphasising on the need for ensuring both quantity and quality of water, he stressed on 6 pillars that NMCG is focussing on to improve the water scenario wrt to both quantity and quality - promotion of organic farming in a big way, restoring bio-diversity of rivers, monetizing treated water by selling to industry, establishment of small decentralized STPs in housing societies and promoting remote monitoring of water quality.

Stressing on the need for recycling and reuse of treated wastewater, Mr Kumar informed that NMCG is adding capacities in this area and “Nirmal Jal Kendras” are being set up under Namami Gange. He further added that current thrust of the Government on recycle and reuse and new models of engagement such as “One City One Operator” and “Hybrid Annuity Model” has opened up opportunities for private sector participation, which has been witnessing a continuous rise.

**Dr Anil K Kakodkar, Chief of Jury, CII National Awards for Excellence in Water Management, and Chairman, Rajiv Gandhi Science & Technology Commission** observed that time is not far when cleaning of groundwater may be considered. He put forth the idea of a coordinated action of industry operating within a watershed in partnership with community to transform the water management practices and also ensures operational sustainability. Complementing Indian industry for undertaking numerous proactive measures towards water resource conservation and management, he urged to strike a water-energy optimization while embarking towards ZLD.

**Mr Nikhil Sawhney, Chairman, CII Triveni Water Institute & Vice Chairman & Managing Director, Triveni Turbine Ltd** shared that as

water being dynamic in nature cannot be tackled with a 'business-as-usual' approach. To be future ready, water conservation and management should be a priority agenda for all and needs to become a people's movement, stressed Mr Sawhney. The focus of government on water has opened up a number of opportunities for the stakeholders and involvement of all stakeholders would pay high economic dividends. Along with this the new digital world of water with new start-ups, technologies, tools and science driven approach will go a long way in transforming the sector, shared Mr Sawhney.

**Mr Rajesh Sharma, Chairman, CII National Committee on Water & Chairman & Managing Director Ion Exchange (India) Ltd** said as water has no alternative, its judicious use and management will increasingly determine India's ability to achieve high economic growth, ensure environmental sustainability and improved quality of life. Wastewater management and treatment, recycle, reuse and recovery will hold key. Collaboration with stakeholders and affirmative actions will make a big difference in the water scenario, stressed Mr Sharma.

New Delhi  
29<sup>th</sup> September 2022