

# Press Release

## 9<sup>th</sup> Pulp and Paper Summit

"Towards a Sustainable Pulp and Paper Industry: Water for Growth, Inclusiveness, Globalization and Building Trust"

6<sup>th</sup> & 7<sup>th</sup> June 2024 in New Delhi

**A holistic approach to water management including extensive use of new age real time technologies for measuring and monitoring, recycle & reuse key to water conservation: H.E. Mr. Kimmo Lähdevirta**

**Updated Charter for water recycling and pollution prevention in Pulp and Paper industries to be announced soon: CPCB**

A holistic approach to water management including extensive use of new age real time technologies for measuring and monitoring, recycle & reuse are key to water conservation, stated **H.E. Mr. Kimmo Lähdevirta**, Ambassador of Finland to India during his inaugural address at the 9th Pulp and Paper Summit organized by Confederation of Indian Industry today.

Ambassador Lähdevirt, while emphasizing on efficient and sustainable water management including reducing freshwater abstraction, treating wastewater, and developing wastewater reuse, mentioned about Finnish Waterway, a Finnish approach, to sustainable water management which has successfully safeguarded clean water through holistic governance, smart technology, through societal collaboration from the grassroots to the national level,

**Dr A K Vidyarthi**, (Scientist 'F') Central Pollution Control Board, while complimenting the efforts of the industry shared that the various measures taken by the paper industry to comply to the Charter on Water Recycling and Pollution Prevention in Pulp and Paper Industries in 2015, is visible in the on-ground improvements in specific freshwater consumption and specific wastewater generation. The cumulative efforts of industry have not only helped in meeting the target but go beyond. The success of the efforts has been replicated in other industry as well, he shared.

An updated version of guidelines is under preparation and would be submitted to the pollution control board soon. These guidelines aim to address the emerging challenges of build-up of environment pollution, efficiency of ETP system, issue of solid waste management of non-paper sector etc, he informed

**H.E. Mr. Kimmo Lähdevirta** Ambassador of Finland to India along with Mr Pawan Agarwal, IPMA President **inaugurated the exposition at CII Pulp & Paper Summit** in the presence of Mr Amit Verma Director NITI Aayog, Mr Pavan Khaitan President, IPPTA Saharanpur, Dr Kapil Kumar Narula Executive Director & CEO CII Water Institute and other dignitaries.

**Mr Amit Verma**, Director NITI Aayog underlined that sustainable water management is an important step for pulp and paper industry and could be achieved through adoption of new age technologies available for water treatment and conservation. While highlighting on the need for sustainable supply of raw material for the industry he emphasised on role of research and development (R&D) focussing on developing new plantations species that could be grown in water stressed areas.

**Mr Pawan Agarwal**, Conference Chairman President – Indian Paper Manufacturers Association (IPMA) & Managing Director Naini Papers Limited shared that these are exciting times not only for the paper industry, which stands as a one lakh crore industry, but also the entire stakeholders in the industry. Given the availability of fiber a big challenge for the industry, Mr Agarwal, emphasised on shifting to virgin fiber-based industry and on the need for utilizing degraded land for plantations which would have multiple benefits of carbon sequestration, economic benefits along with the sustainable supply of raw material for the industry.

**Mr Pavan Khaitan**, President, Indian Pulp & Paper Technical Association Vice Chairman & Managing Director Kuantum Papers Ltd underlined that there cannot be a choice between economic growth and sustainability, and both need to co-exist. He mentioned that there is huge opportunity to save and make use of water used in different processes in the paper industry by using various technologies available to reduce water consumption. India industry is taking higher strides towards water conservation and has adopted measures to achieve sustainability in terms of environment, energy and productivity. Quantum has saved 15 percent water in process and aims to reach at 30 per cent in next 10 years, mentioned Mr Khaitan.

**Dr Kapil Kumar Narula**, Executive Director & CEO CII Water Institute emphasised that the partnership of industry is extremely instrumental in catalysing the change that we want to accomplish for achieving water conservation and sustainability.

**6th April 2024**

**New Delhi**