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ITC strengthens 360-degree water stewardship interventions

Company is a part of the 7th India Water Week 2022 and pledges its support to the Jal Shakti Ministry’s efforts to ensure water security

By **Manbeena Chawla** | November 3, 2022



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FMCG firm ITC has forged as many as 50 Public-Private Partnerships (PPPs) with the government and other institutions as part of its integrated and holistic initiatives to achieve water security and rural empowerment across India. ITC’s 360-degree water stewardship programme is in alignment with the government’s key water initiatives including ‘Jal Shakti Abhiiyan’. ‘Atal Bhujal Yojana’ and ‘More Crop Per Drop’.

Driven by the Sustainability 2.0 goals articulated by Chairman, Sanjiv Puri, ITC is scaling up its interventions in replenishing water resources and water usage efficiency. It has also embarked on a programme to achieve water positive status at river basin level with focus on 4 basins across the country. The Ghod river basin has already turned water positive last year.

The company has also partnered with the government in creating large-scale awareness on the need for equitable water management by participating in the ongoing India Water Week 2022. In recognition of its efforts in ensuring water security for all stakeholders, ITC also 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.

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