



ALLIANCE FOR THOUGHT LEADERSHIP AND ACTION FOR AGRI-WATER

MAY 5, 2015, NEW DELHI, INDIA

The ever-expanding water demand of the world's growing population and economy, combined with the impacts of climate change, are already making water scarcity a reality in many parts of the world, including India – and with it we are witnessing a severe damage to livelihoods, human health and natural eco-systems. The report '*Charting our Water Future*' by 2030 Water Resources Group (WRG) highlights that by 2030 (about 15 years from today) demand for water will be more than 50 per cent higher than the supply in most rapidly developing economies such as India. Historic rates of supply expansion and efficiency improvements will close only a fraction of this gap. Unless local, national and international institutions come together and dramatically improve the way we envision and manage water, economic development will be put at risk in many countries.

In order to address India's agri-water conundrum resulting from use of over 80 per cent of the country's water resources within agriculture, there is an urgent need for practitioners, enablers, private sector, knowledge partners, and decision makers to join forces to decode the nexus. Unless water use and distribution efficiencies at a dramatic scale are brought within the agri-water space, business growth and community development would be severely threatened, putting rural livelihoods at risk and impacting industry's ability to grow and offer sustainable, long-term employment.

Hindustan Unilever Foundation (HUF) and 2030 Water Resources Group (2030 WRG) in association with International Water Management Institute (IWMI) and Global Water Partnership (GWP) is organizing a high-level workshop to bring together key stakeholders from India and abroad to develop inclusive and cutting-edge solutions for India's growing water challenges. Linking the global discourse on water for economic, social and environmental growth with local ground-level innovation and action, this workshop will kick-start a knowledge stream and action-focused alliance for agri-water stewardship to catalyze a wave of solutions in the space. The workshop aims to:

- **Innovate:** Incubate technology, finance, knowledge and results-oriented innovation
- **Aggregate:** Synergize partnerships through global-national-local connect
- **Activate:** Trigger replicable solutions at the requisite scale

Knowledge Partners

