



The Water Forum - **Conserving Energy,**  
**Preserving Environment.** Towards Tomorrow

# 2012 Environment and Energy conclave

knowledge partner

F R O S T & S U L L I V A N

31 august - 01 september 2012

**ITC Hotel-The Sonar- The Luxury Collection,**  
JBS Haldane Avenue, Opp. Science City, Kolkata 700046



“Anything else you're interested in is not going to happen if you can't breathe the air and drink the water. Don't sit this one out. Do something.”

Carl Sagan

*That's exactly what's on our mind when we are bringing to you the 5th edition of the Chamber's very relevant, very topical and extremely useful for on-the-ground learning, Environment and Energy Conclave on 31st August and 1st September 2012 at the ITC Sonar, Kolkata.*

*We firmly believe in the philosophy that the land belongs to a vast family of which many are dead, few are living, and countless numbers are still unborn. It is for those who are young, those who are actually looking up to us, who are older and those who are yet to walk on this earth that we dedicate this forum to.*

In keeping with our focus on promoting inclusive sustainable development of industry in the areas of preservation of the environment, conservation of energy and development of green technology, we have instituted the annual **Environment and Energy Conclave** (since 2008), which is addressed by thought leaders in energy and environmental policy, senior officials of the Government, policy leaders in conventional and non-conventional energy, overseas Governments and Embassies, Central and State Governments, leading academics and CEOs from all over the country with delegates and speakers from India and abroad. The Conclave is the leading and most relevant forum for discussing environmental and climate challenges and mitigation actions in sync with the industrial growth aspirations. The Conclave also works with overseas partners like the **European Business and Technology Centre (EBTC)** representing overseas Governments in addressing development of clean technology issues and promoting B2B contacts.



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## *Water in our lives...*

Water is a natural resource, fundamental to life, livelihood, food security and sustainable development. It is also a scarce resource. India has more than 17% of the world's population, but has only 4% of world's renewable water resources with 2.6% of world's land area. Large parts of India have already become water-stressed. Rapid growth in demand for water due to population growth, industrialization, urbanization and changing lifestyle poses serious challenges to water security. Climate Change has contributed significantly in the shrinking of resources of freshwater and has resulted in multiplying the demand for water. By 2050, India is likely to be water scarce. There are further limits on utilizable quantities of water owing to uneven distribution over time and space. In addition, there are challenges of frequent floods and droughts in one or the other part of the country. With a growing population and rising needs of a fast developing nation as well as the given indications of the impact of climate change, availability of utilizable water will be under further strains in future with the possibility of deepening water conflicts among different user groups. Low public consciousness about the overall scarcity and economic value of water results in its wastage and inefficient use. In addition, there is unequal distribution and lack of a unified perspective in planning, management and use of water resources.



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## *Water in industry and the business risks of water...*



Growth of industrial water consumption is expected to take a massive jump by 2050. The immense value of water as a utility can be illustrated quite simply. Water is omnipresent in industrial facilities, where it is used for removing or providing heat, preparation of solvent and slurries, washing and rinsing of raw materials, intermediates or final products, incorporation in the final product, cleaning of equipment, meeting hygienic needs, irrigation and a multitude of other processes / activities. From power plants (thermal to hydro and nuclear) and engineering to pulp and paper, textiles, steel, sugar, fertilizers and other manufacturing units, the requirement of water is a must-have for production. Yet, with the availability of water being increasingly restricted, industry costs are rising as the demand for tighter control and monitoring of water usage grows. Problem is that **mostly water usage is not sustainable**. The business impacts may include the following,

- Higher costs of water and water scarcity affecting business operations, raw material supply, intermediate supply chain, and product use in a variety of ways.
- The quality of process water is critical in industrial production systems and contaminated water supply may require additional investment and operations costs for pre-treatment.
- Water scarcity coupled with water withdrawals, will put pressure on local authorities and policymakers to consider water reallocations, regulations and development of water markets that cap usage, suspend permits to draw water, and lead to stricter water quality standards.
- Growing demand for water-efficient products and technologies.



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*A meeting point for international and national leaders from corporates, governments, academia and civil society...*

**The Conclave will promote innovation and investment opportunities surrounding water and will address water-related issues for industrial operations, energy generation, rainwater harvesting, drinking water, etc.**

The National Water Mission aims at conserving water, minimizing wastage, and ensuring more equitable distribution and management of water resources. It also aims to optimize water use efficiency by 20% by developing a framework of regulatory mechanisms. It calls for strategies to accommodate fluctuations in rainfall and river flows by enhancing water storage methods, rain water harvesting and more efficient irrigation systems like drip irrigation. On the other hand, the National Water Policy seeks to propose a framework for creation of an overarching system of laws and institutions and for a plan of action with a unified national perspective.

**In this context, the Water Forum of the Environment and Energy Conclave 2012 is guided by the following principles and has immense takeaways for delegates in keeping with the following :**

- It is a strong educational conference, founded with an emphasis on commercial free discussions on technology.
- The Water Forum presents the latest in scientific advances and practical applications in this field, cutting across a wide range of industries, technologies and functional areas.
- The Forum is an ideal business platform, bringing together project owners and solution providers with stakeholders from both the public and private sectors – end users, researchers, practising engineers, managers, educators, suppliers and contractors.

- The forum will focus on the efficiency of using water, spanning not only the behavioral changes, but also process / operational changes in industries and agriculture. Per capita usage has to go down. Management of water resources needs solutions, which are cost effective and technologically viable.
- It is dedicated to advancing new developments in the treatment, use and reuse of water for industrial and other engineering purposes.
- Join the programme and learn latest applications available in the industry, get educated on current technology and hold wide ranging discussions with your peers active in water treatment.

## The technical sessions will focus on :

- Integration in water resources management
- Water and Sustainable Energy
- An integrated approach to water management
- Water in Industries (Focus: Best practices case studies)
- The Policymakers' Forum :  
The Water /Energy / Sustainability correlation: Towards better development and civic governance
- Learning Session :  
Benchmarks in Water Management
- In Discussion :  
Lessons from the ground –and business concepts in treated groundwater

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## Our Knowledge Partner...

The Water Forum Conclave is being conducted by The Bengal Chamber of Commerce and Industry in collaboration with Frost & Sullivan as our Knowledge Partner for the 2nd consecutive year.

Frost & Sullivan with their vast knowledge in providing insights on emerging technologies, market forecasts, current trends & challenges, identifying new technologies related to Water and Waste Water Treatment, helps take advantage of the emerging opportunities in this segment.

Frost & Sullivan will prepare and present a "White Paper" on the topic titled "Water for the Future - challenges for India & its Industry".



The Bengal Chamber of Commerce and Industry was set up in 1853. For the last one and a half centuries, the Chamber has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India. The Chamber's vision is to be the most valued Partner of Commerce, Industry, Academia, Professionals and Governments for achieving responsible economic growth as well as accomplishing their societal and environmental needs.

Donning its multiple roles as catalyst, initiator, facilitator, business partner and service provider, the Chamber has helped Governments, both at the Centre and State in crafting pioneering and significant legislations..



# Snapshots –

Environment and Energy Conclaves - Snapshot...

# 2008-2011

Energy Conclave 2008, 22nd-23rd August 2008, ITC Sonar, Kolkata

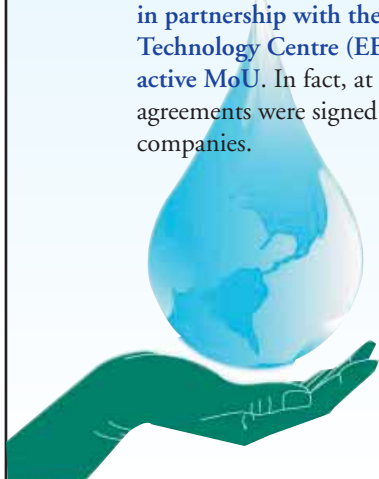
Energy in the Age of Climate Change - Efficiency, Conservation and New Options

Environment and Energy Conclave 2009, 28th-29th August 2009, ITC Sonar, Kolkata  
Solutions for Building Competitive Advantage

Environment and Energy Conclave 2010, 27th-28th August 2010, ITC Sonar, Kolkata  
From Copenhagen to Mexico: Business Sustainability in Emerging Scenarios

Environment and Energy Conclave 2011, 26th-27th August 2011, ITC Sonar, Kolkata  
Sustainable Development and Driving Technology Advances in Future Energy

In 2011, the programme, spread over two days, was attended by around **250 delegates on each day** representing around **100 leading corporates** from India and abroad apart from renowned scientists and academics, and senior-most officials from the Government as well as Foreign Governments in India. **We also hosted a Clean Technology Business Delegation from the EU in partnership with the European Business and Technology Centre (EBTC), with which we have an active MoU.** In fact, at the Conclave technology agreements were signed between Indian and EU companies.





# Snapshots –

Environment and Energy Conclaves - Snapshot...

# 2008-2011





## SPONSORSHIP OPPORTUNITIES

<b>PLATINUM Sponsor</b>	<b>10,00,000</b>	<ol style="list-style-type: none"> <li>1. Organization to be recognized as the event promoter.</li> <li>2. Display of organization logo on the main seminar banner.</li> <li>3. Insertion of sponsor brochures in the delegate folder.</li> <li>4. Display of the sponsor's own banner (nos. 4)</li> <li>5. Logo in Chamber's promotional material (if logo is provided to Chamber in advance).</li> <li>6. 20 delegates from sponsoring organization will not have to pay the participation fee.</li> </ol>
<b>DIAMOND Sponsor</b>	<b>6,00,000</b>	<ol style="list-style-type: none"> <li>1. Display of organization logo on the main seminar banner.</li> <li>2. Insertion of sponsor brochures in the delegate folder.</li> <li>3. Display of the sponsor's own banner (nos. 2)</li> <li>4. Logo in Chamber's promotional material (if logo is provided to Chamber in advance).</li> <li>5. 10 delegates from sponsoring organization will not have to pay the participation fee.</li> </ol>
<b>GOLD Sponsor</b>	<b>4,00,000</b>	<ol style="list-style-type: none"> <li>1. Display of organization logo on the main seminar banner.</li> <li>2. Insertion of sponsor brochures in the delegate folder.</li> <li>3. Logo in Chamber's promotional material (if logo is provided to Chamber in advance).</li> <li>4. 7 delegates from sponsoring organization will not have to pay the participation fee.</li> </ol>
<b>SILVER Sponsor</b>	<b>2,00,000</b>	<ol style="list-style-type: none"> <li>1. Display of organization logo on the main seminar banner.</li> <li>2. Logo in Chamber's promotional material (if logo is provided to Chamber in advance).</li> <li>3. 4 delegates from sponsoring organization will not have to pay the participation fee.</li> </ol>
<b>EVENT Supporter</b>	<b>1,00,000</b>	<ol style="list-style-type: none"> <li>1. Display of organization logo on the main seminar banner.</li> <li>2. 2 delegates from sponsoring organization will not have to pay the participation fee.</li> </ol>

Delegate Fee :

INR 5620/- (for both days inclusive of taxes)

[10% Discount on total fees for 3 or more delegates from the same organization]

For participation and sponsorship details, please get in touch with:

**Subhodip Ghosh**, Director

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Email: subhodip@bengalchamber.com

**Mr. Subhodip Ghosh**

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**Ready Reply Form****OUR ORGANIZATION WOULD BE REPRESENTED BY:**

Name	Designation	Organization	Telephone/Cell	Email

Delegate fee : **Rs. 5620/-** per delegate (Including tax)  
[10% Discount on total fees for 3 or more delegates from  
the same organization]

I am enclosing a Cheque / Demand Draft dated ..... for Rs ..... drawn on  
..... in favour of “The Bengal Chamber of  
Commerce and Industry”, payable in Kolkata.

**NAME & CONTACT DETAILS OF DELEGATING AUTHORITY:**

Name			
Designation			
Organization			
Address (Office)			
Telephone / cell			
E-mail			