

# ITC PSPD Kovai Water Stewardship — Alliance for Water Stewardship Platinum Certification (Coimbatore, India)

PES & Nature-Based Solutions · Good practice · India

Quality score: 40/100

Evidence strength: Moderate

## Summary

ITC's Kovai paperboard unit became the world's 2nd, and India's 1st, facility to earn AWS Platinum water certification (2019-20), rejuvenating catchment structures to create 1.01M kl of water-harvesting potential and save 8.51M kl for 5,000+ farmers.

## Key dimensions

| Dimension                                               | Score |
|---------------------------------------------------------|-------|
| Carbon — sequestration / storage, evidenced             | 0/3   |
| Biodiversity — conservation / improvement, evidenced    | 0/3   |
| Water & soil — retention, infiltration, erosion control | 3/3   |
| Fire resilience — risk reduction, evidenced             | 0/3   |
| Governance, certification & transferability             | 3/3   |

Evaluated by C-NAPSE

## Data sources

[C-NAPSE web research](#) — accessed 2026-07-10

[ITC Limited — Paperboards & Specialty Papers Division \(PSPD\), Unit Kovai](#) — accessed 2026-07-10

[Papermart — Integrated Strategy Has Made ITC PSPD Water Positive for 21 Years](#) — accessed 2026-07-10

[ITC — ITC Earns the Highest Global Recognition for Water Stewardship](#) — accessed 2026-07-10

---

Cite this — Evidoria. *ITC PSPD Kovai Water Stewardship — Alliance for Water Stewardship Platinum Certification (Coimbatore, India)*. Persistent ID: d6acf1a4-9f7e-41c5-9204-d397abe7a4a5.