



Press Release

TheNetwork for Consumer Protection in collaboration with USAID launched their campaign “Ensuring Access to Safe Drinking Water”

Islamabad October 15, 2015: To further improve the drinking water quality in line with the international standards, TheNetwork for Consumer Protection launched “Ensuring Access to Safe Drinking Water” project in the local hotel. The project is supported by the USAID.

The ceremony was also addressed by officials from Pakistan Council of Research in Water Recourses PCRWR, Water and Sanitation Agency WASA, Capital Development Authority CDA, Environment Protection Agency EPA, National Institute of Health NIH and representatives from academia and civil society.

Highlighting the importance of the project, Nadeem Iqbal, Executive Coordinator, TheNetwork for Consumer Protection (TN) said that main objective is to bring different government departments responsible for ensuring safe drinking water on one table to develop much needed synergy and to help consumers develop the understanding of safe water, its testing and how standards are enforced with their active participation.

The main objectives of the project are; creating understanding and consensus among the concerned players about the nature of the issue and the measures that need to be taken for its effective resolution, raising awareness and building advocacy for the early promulgation of the legislative framework that will ascertain consumer’s access to safe drinking water by relevant authorities.

Ms. Lubna Bukhari DG PCRWR said due to the population boom, water contamination and scarcity has increased. To combat these issues PCRWR has launched major National Water Quality programs in 24 major cities of Pakistan which indicated that only 15% of the selected samples were safe for drinking. Most of them had microbiological contamination and can cause various water borne diseases. She said it was important to collaborate with all organizations to find a viable solution for addressing water quality and scarcity issues.

Mr. Saqib Elahi Deputy Director Water Supply WASA said that 180 mini water filtration plants had been installed by WASA in Rawalpindi and they are working to ensure safe drinking water for all consumers.

Mr Zia-ud-din Khattak director EPA emphasized the need for safe water and gave a call for action for a National Action Plan.

Mr. Irfan Deputy Director Water Supply CDA said that 37 water filtration plants come under CDA and we are constantly monitoring the water quality and also our plants are being properly maintained.

Nadeem Iqbal CEO TheNetwork announced the launching of “Ensuring Access to Safe Drinking Water” campaign and said that it is very confusing for consumers to understand how to address issues if they find their drinking water contaminated.” We want to bring EPA, CDA, NIH, PCRWR, planning commission and WASA on board to discuss and address consumer issues for safe water.”

The project launching ceremony was attended by Government Officials, representatives of civil society organizations, professors and students of NUST, professors and students of Bahria University and Media personals.

Mr Baber suggested that it is very important that all these organizations such as WASA, CDA etc should publicly disseminate all information regarding water quality on their websites so that all citizens have access to the quality and standard of water that they are consuming.