

## **CAMPAIGN FOR "CURBING WATER WASTAGE"**

Water is elixir for life. It is a finite natural precious life source. The availability of fresh water per person has decreased in all countries during the later half of last century. India possess 17% of global population but its water resources are just about 4% of the average annual rainfall in the world. Water is becoming scarce day by day. One of the reasons of water scarcity is wastage of water. By 2025 more than 2.8 billion people living in 48 countries will have water scarcity. Its time to start minimizing the wastage of water. A study was conducted in and around Hyderabad and the places of water wastage have been identified. The same were communicated to the concerned authorities for action. However curbing water wastage is everybody's responsibility. A paper poster campaign was inaugurated on 14th December, 2004 (in tune with world energy conservation day). This campaign is being conducted with one to one interaction, educating the people and all water users to ensure minimum wastage of water. As it can be seen from the newspaper reports the water situation in Hyderabad is already alarming and unless an awareness is brought into the minds of users, the situation is going to be chaotic in future, hence the campaign for "curbing water wastage".



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### **DO NOT WASTE WATER**

Declare war on water wastage

Observe strict water discipline

Water is scarce

Abundance is decreasing

Scarcity is increasing

Tell everyone to conserve water

Economical use of water is a must

Necessary immediate action for plugging leakage

Onus lies with every user

Tackle water scarcity individually and collectively.

Water is elixir of life

Accord top priority for reduction of water consumption

Treat water like money

Enlighten people about water scarcity

Reduce water wastage