



Students take up water campaign at apartments

The Centre of Excellence for Change (CEC), Chennai, a non-profit organisation working towards the vision of 'Secure Water and Food For All Forever', has been holding a campaign on the theme 'I Value Water' at apartment complexes.

CEC's youth leader Amishi Nayar came up with this 'behavioural economics' based city water conservation campaign.

The student-led water conservation campaign was carried out at various apartment communities.

According to a press release, over 5,000 student-volunteers have reached out to more than 25,000 families to spread the message of conservation of water and motivate them to reduce water wastage in their houses.

According to a press release from CEC, stickers with messages on water conservation must be fixed near the wash basins and kitchen



A participant talks about water conservation.

sinks. At Arihant Escapade Apartments, Thoraipakkam, a gated community with 280 flats, the concept was well-received and the residents were keen on adopting the techniques as they are right now buying a considerable amount of water.

At L&T Eden Park Apartments, Siruseri, the programme was conducted in collaboration with *The Hindu*.

K. Nagarajan, president of CEC, gave a talk about water conservation practices among the general public and the necessity to involve the future

generation in conserving water resources. Six power-point presentations were presented by the children of the apartments on 'Water Conservation and the Statistics on Water Shortage'.

Prizes in the form of shields depicting water conservation were presented to the winners of the competitions.

A similar event was conducted at Artium (Urban Tree) Apartments, Perungudi, an apartment complex with 80 flats where all the flats are fitted with individual 'Flow Meters' for measuring the consumption of water by the inmates.

At Arihant Apartments, Thazhambur, the programme was conducted in collaboration with *The Hindu*. Drawing competitions were organised for children across age groups.

To honour students who took part in the campaign they were asked to register as a Change Champion at www.BeEcoChange.org and get recognised for their performance.