

1. CUSTOMER SEGMENT(S) CS The target is Government bodies which monitor river quality and private NGOs or private environmental enthusiastic organizations.	6. CUSTOMER CONSTRAINTS CC The target is Government bodies which monitor river quality and private NGOs or private environmental enthusiastic organizations.	5. AVAILABLE SOLUTIONS AS In India we mostly rely on government water treatment plants for solving this issue. However, this cannot keep track of all the wastewater. This is only applicable in cities.
2. JOBS-TO-BE-DONE / PROBLEMS J&P Detect water quality and alert the government officials for any anomalies.	9. PROBLEM ROOT CAUSE RC The main cause for this problem is industries not treating their water before releasing it into rivers. The next cause is that people release their household wastes in rivers. During rainy seasons water from agricultural land washes the fertilizers and mix it with river.	7. BEHAVIOUR BE With the available solutions the government checks the industries regularly, but they are not able to find the exact region where the water starts to get polluted.
3. TRIGGERS TR By participating in hackathons or by proposing this to NGOs. Demonstrating its efficiency. Social media.	10. YOUR SOLUTION SL We propose an probe which can monitor the river water for pollutants or harmful materials. This will also have the capacity for detecting floods and give warning.	8. CHANNELS of BEHAVIOUR CH Online: -The government has online forum for people to complaint about illegal disposing of water into river without treatment. Offline – The government checks the industries regularly and NGOs take some social activities to clean rivers.

<div data-bbox="141 65 448 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="719 59 761 90" data-label="Text"><p>EM</p></div> <div data-bbox="152 129 676 408" data-label="Text"><p>There are lot of family that depend on river for their day today needs. The pollution has made their life a life of suffering this can bring Joy to people. This also can be said true for agriculture lands near contaminated rivers as they can directly get water from river for irrigation.</p></div>		
--	--	--