

THE BLUE VISION INITIATIVE

**Creating
Changemakers**



**Amam Jain
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About Us

Started in the summer of 2018, the Blue Vision Initiative is a project aimed to tackle the rising problem of depleting water resources by optimizing everyday consumption. We plan to achieve this by enabling the use of water saving aerators and spreading awareness among the youth, ultimately creating individual changemakers.

Founders of this project are two students of Class XI, Amam Jain and Shivang Soni of Modern School Barakhamba Road, New Delhi.



The Crisis

It was only a few months back when one of the most developed hill stations in our country ran completely out of water for four full days. The residents of Shimla were left absolutely helpless as even basic drinking water was not available. This may seem like a rare occasion but unfortunately reports suggest that this will soon become a common scenario in India. According to the Niti Aayog, the government think tank, India is currently suffering from the worst water crisis in its history. Other alarming findings of the Niti Aayog report are as follows:

- ❑ Nearly 600 million Indians faced high to extreme water stress.
- ❑ 21 cities, including Delhi, Bengaluru, Chennai and Hyderabad will run out of groundwater by 2020, affecting 100 million people.
- ❑ Critical groundwater resources, which account for 40% of India's water supply, are being depleted at "unsustainable" rates and up to 70% of India's water supply is "contaminated".
- ❑ The combination of rapidly declining groundwater levels and limited policy action is likely to be a significant food security risk for the country.

This disastrous condition of water resources in India is alarming; to say the least. We identified that the fastest way to make a large scale difference wasn't through demands for new legislations or legal appeals for better regulations but through **direct engagement with the people** of our country, who are also the main stakeholders in this crisis. Thus the Blue Vision Initiative was launched.

Impact : Our solution

- An **AERATOR** is a simple instrument that gives a shower like stream, reducing the rate of tap water flow by **90%**.
- Average time taken by a person to wash hands = 10 seconds
Average Rate of Flow in conventional taps = 10L/min (under average pressure)

Which means water used in 10 seconds = 1.6L

- In a school having 1000 students, at least all wash hands once a day. So water used in a day only for handwashing = $1.6 \times 1000\text{L} = 1600\text{L}$. That's equal to a whopping **4,80,000L** of water consumed in a year. Assuming there are 300 working days to obtain a minimalistic value.

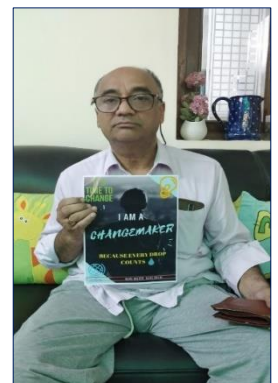
The stupefying fact is that the same task of handwashing can be done using **90% less water** in the same time period i.e. 10 seconds.

Thus, there is an opportunity to **SAVE 4,32,000L** every year just by fitting this simple instrument in the taps and that is in just ONE SCHOOL.



Drive 1 – Summer of 2018

- After a month of research concerning different water saving aerators and analyzing the water usage in Indian households, we visited a research lab of Neoperl, a German Manufacturer, and identified two models which suited to the Indian needs in terms of usage and at the same time saved enormous amounts of water.
- We approached houses in our locality and by the end of the summer, successfully installed aerators in more than 50 of them.
- Our interaction with the people helped us get a deeper insight into the water consumption trends of urban Indian households.
- The most meaningful and fulfilling of all our interactions was with the receptive and curious audience of children. They readily understood the importance of water conservation and showed great enthusiasm to the cause.



DRIVE 2

Branching out to Educational Institutions

- One of the most important places having mass water consumption on a daily basis, thus providing an opportunity for water to be saved on a large scale.
- In comparison to households, implementation in schools is much more efficient and quick and the scope of impact is 1000 times more.
- Potential platform to spread the message and raise awareness among students.
- As of today we have covered 4 schools in Delhi as part of Drive 2.

