



OmnicomMediaGroup
MENA



Providing Clean Water in **India**

The Village of Mahalaxmi is situated close to the Gujarat and Maharashtra border. The local community members here collect water from an open well and then carry containers long distances to their houses. Like other villages, the well water in Mahalaxmi is not clean and no precaution is taken to purify the water before using.

Most of the people here work as farmers to earn a living. Driving through the village, one will see most houses have cattle and heaps of dry grass outside for grazing. Washing clothes and utensils are also done outside the house, which adds to the collection of stagnant water outside of the home. Animal bio waste is scattered throughout the village, resulting in bacteria and other harmful contaminants entering their homes, businesses and school.

A recent medical study at the school confirmed that many of the children are suffering from malnutrition. With OmnicomMediaGroupMENA and Planet Water Foundation interventions during Project 24 this community will begin to achieve their health goals.



MAHALAXMI

Govt. Ashram School, Mahalaxmi

Number of Students: 527

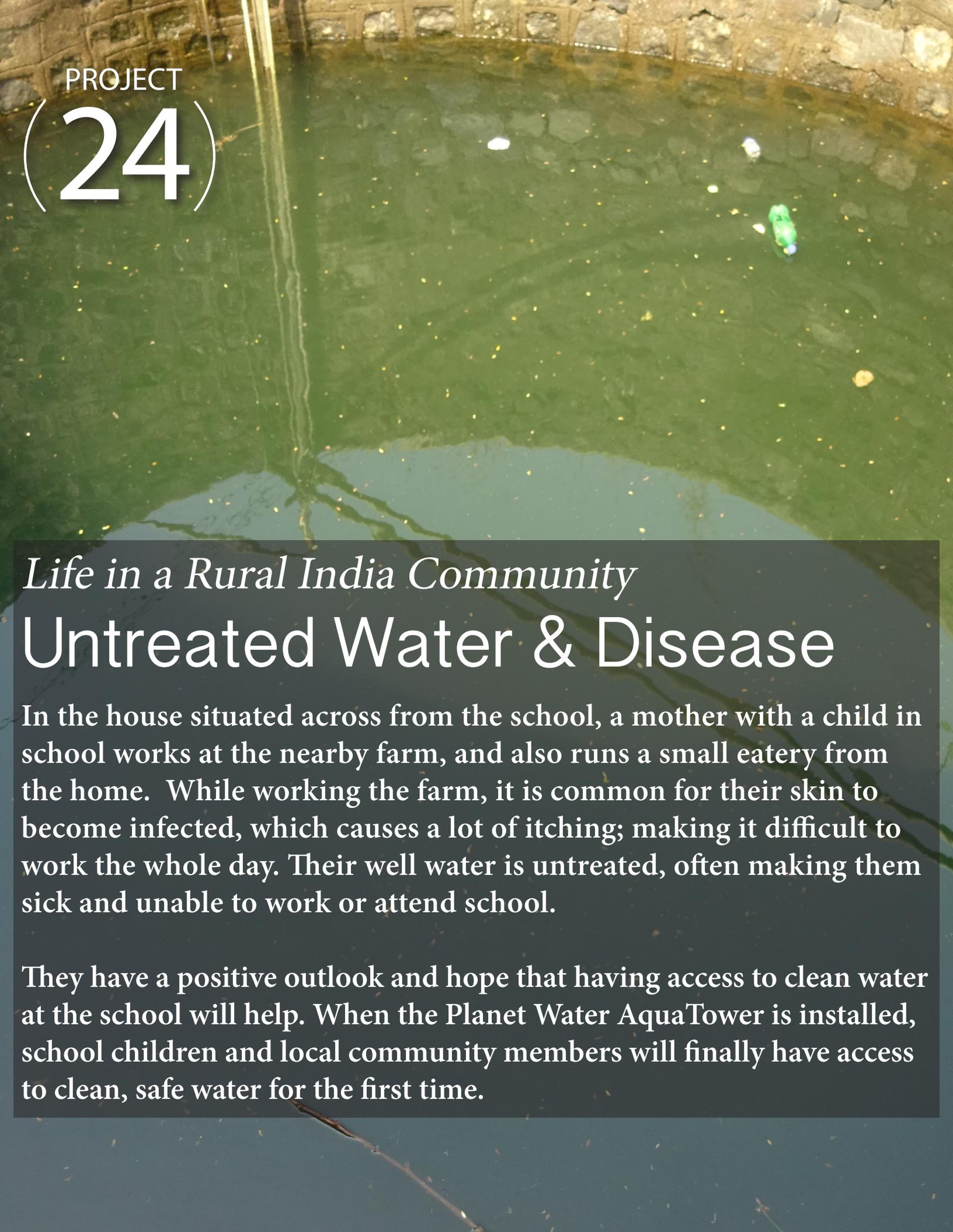
GPS Coordinates: 19.951944 , 72.933333

Village Population: 1,200 (approx)

Number of Households: 370 (approx)

PROJECT

(24)



PROJECT

(24)

Life in a Rural India Community

Untreated Water & Disease

In the house situated across from the school, a mother with a child in school works at the nearby farm, and also runs a small eatery from the home. While working the farm, it is common for their skin to become infected, which causes a lot of itching; making it difficult to work the whole day. Their well water is untreated, often making them sick and unable to work or attend school.

They have a positive outlook and hope that having access to clean water at the school will help. When the Planet Water AquaTower is installed, school children and local community members will finally have access to clean, safe water for the first time.



SUSTAINABLE DEVELOPMENT GOALS



“I will stay healthy by drinking clean water. We will also have enough water for the whole day.”

- Daksh, Grade 5

Planet Water Foundation is a U.S.-based non-profit that develops strategic partnerships that support Corporate Social Responsibility (CSR) efforts that align with four of the United Nations Sustainable Development Goals (SDGs): Quality Education; Gender Equality; Reduced Inequalities; and Clean Water and Sanitation. Project 24 programs and initiatives support these four SDGs with longitudinal support in each community for five years. Project 24 is Planet Water Foundation’s World Water Day advocacy and engagement platform around the world’s critical need to solve water poverty since its inception in 2015.



“We are happy for our students. Now, along with food, it is good we can also make clean water accessible to the school students.”

- Mr Prakash, Headteacher



“Water supply is very irregular. I have to carry huge pots from far away to my house. Having a water filter in the school will be good for my kids and for my house too.”

- Mother of a school student

