



K L University

(Koneru Lakshmaiah Education Foundation)
Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Accredited by NAAC as 'A' Grade University ✦ Approved by AICTE ✦ ISO 9001-2008 Certified

Campus: Greenfields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phones: +91-8645-246948, 246615 Fax: +91-8645-247249.

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Water Conservation Awareness Campaign and Survey

Organized by: KL Business School, KLEF (Deemed to be University)

Date: 2nd October 2020

Location: Gundimeda Village

Introduction

On Gandhi Jayanti 2020, KL Business School initiated a water conservation awareness campaign and survey in Kolankonda village. The program aimed to educate the local community about the importance of water conservation and introduce practical strategies for sustainable water management, addressing critical issues related to water scarcity.

Objectives

1. Enhance awareness of water conservation and efficient water management among the villagers.
2. Understand current water usage patterns and challenges through a detailed survey.
3. Encourage the adoption of sustainable water-saving techniques.

Participants

A group of 30 students from KL Business School actively participated in the program, facilitating sessions, engaging with villagers, and collecting data. Faculty members and local authorities supported the event to ensure its success.

Key Activities

1. **Awareness Sessions**
 - Discussions on the significance of water conservation.
 - Demonstrations of water-saving techniques like rainwater harvesting and efficient irrigation methods.
2. **Interactive Workshops**
 - Hands-on training for detecting and fixing water leakages.



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- Community-level discussions on sustainable water management.

3. Survey Implementation

- Distribution of questionnaires to assess water usage and conservation practices.

Survey Details

Survey Questions:

1. How do you source water for your household? (e.g., borewell, municipal supply, open well)
2. Do you face water shortages during specific seasons? If yes, how do you manage?
3. Are you familiar with rainwater harvesting techniques?
4. What water-saving measures do you practice in your daily life?
5. What challenges do you face in implementing water conservation?
6. Are you open to adopting community-level water management initiatives?
7. Have you attended similar awareness programs before?

Survey Findings:

- **Water Sourcing:** 50% use borewells, 30% rely on municipal supply, and 20% depend on open wells.
- **Seasonal Water Shortages:** 60% reported shortages during summer months.
- **Awareness of Rainwater Harvesting:** Only 40% were familiar with the concept.
- **Water-Saving Practices:** 35% practiced water-saving methods, while the rest faced awareness or resource gaps.
- **Challenges Identified:** Infrastructure and financial limitations were primary barriers.

Key Outcomes

1. Improved awareness of the importance of water conservation among the villagers.
2. Identification of critical gaps in resources and infrastructure for sustainable water management.
3. Increased interest in community-level water conservation initiatives.



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Future Steps

1. Infrastructure Development:

- Collaborate with authorities to install rainwater harvesting systems and enhance water storage solutions.

2. Community Engagement:

- Establish village-level water conservation committees.

3. Follow-Up Programs:

- Regular workshops and campaigns to sustain awareness efforts.

4. Monitoring and Evaluation:

- Conduct periodic surveys to assess progress and address emerging challenges.

Acknowledgment

KL Business School extends heartfelt gratitude to Gundimeda villagers for their enthusiastic participation. The school also acknowledges the dedication of its students and faculty members, along with the support from KLEF (Deemed to be University).

The water conservation awareness campaign and survey in Gundimeda village were significant steps toward promoting sustainable water practices. By fostering community collaboration and education, KL Business School reaffirms its commitment to addressing environmental challenges and securing a sustainable future for all.





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