

Name of the Cell: M- Factor

Academic year: 2022-23

Name of the program: Save Water Campaign

Date: 22-03-2023

Venue: Bareilly cantt.

Description: Save Water Campaign

The Save Water Campaign aimed to raise awareness about water conservation and inspire sustainable water usage practices within our community.

Initiatives:

1. **Educational Workshops:** Conducted workshops in schools, colleges, and community centers to educate participants about the water crisis and the importance of conservation.
2. **Social Media Outreach:** Utilized platforms like Instagram, Twitter, and Facebook to share informative posts, tips for water conservation, and success stories of communities implementing water-saving measures.
3. **Community Events:** Organized local events, such as street fairs and clean-up drives, to engage residents and provide hands-on experience in water conservation efforts.
4. **Business Partnerships:** Collaborated with local businesses to promote water-saving products and initiatives, offering discounts on water-efficient appliances and encouraging responsible water practices.
5. **School Competitions:** Held art and essay competitions in schools to encourage creative expression on water conservation. Winning entries were showcased in local newspapers and community bulletin boards.

Results:

1. **Increased Awareness:** Reached over 10,000 individuals through workshops, social media, and community events, significantly raising awareness about the global water crisis.
2. **Behavior Change:** Post-campaign surveys indicated a positive shift in water usage behaviors, with a notable increase in the adoption of water-saving practices among participants.
3. **Community Engagement:** Fostered a sense of community responsibility, with active participation from local residents and businesses in water conservation initiatives.
4. **Media Coverage:** Received coverage in local newspapers and radio stations, amplifying the campaign's message and reaching a broader audience.

The Save Water Campaign successfully raised awareness, inspired behavior change, and fostered community engagement. Continued collaboration and education will be crucial for ensuring the longevity of these positive changes in our collective effort towards a sustainable water future.



Save water campaign 22-03-2023



Students in save water campaign 22-03-2023

Coordinator

Registrar
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