

‘Save Water, Save Life’, Fortis Hospital, Mulund’s resource conservation initiative helps save 12,50,000 litres of water in 2 months

Mulund, Mumbai, March 12th 2015: Launched in December 2015, Fortis Hospital, Mulund’s ‘Save Water, Save Life’, a CSR initiative, is aimed at creating awareness on water conservation and planning. This initiative, through an ‘Influence the Influencer Programme’ targeted housing societies to bring about a change in Mumbaikar’s outlook on water conservation by conducting highly engaging workshops across Thane, Mulund, Bhandup and beyond.

‘Save Water, Save Life’ workshops helped impart information and find indigenous solutions for meeting water-related demands. An integral part of the programme was to sensitize the next generation for water conservation. According to Observer Research Foundation, Mumbai loses a shocking 650 million liters of water every single day due to leaking, an issue which is imperative to be dealt at, at a grassroot level.

‘Save Water, Save Life’ initiative helped impact 45 housing societies accommodating over 5,000 residents, through the workshops and plumber-on-request facilities. Over 75 leaking taps were identified in the housing societies, through which about 1,00,000 ltrs of water, in a year, would get wasted. These taps were repaired and resulted in saving of approximately 12,50,000 ltrs of water.

Dr S Narayani, Facility Director, Fortis Hospital, Mulund, commented about the initiative, *“We launched this CSR initiative with an objective of bringing in greater efficiency, better planning and increased emphasis on conservation of water. ‘Save Water, Save Life’ initiative has helped impact over 20,000 Mumbaikar’s in the periphery and we hope to engage with more such societies in the coming months. Preserving natural resources today will help enrich our future – through this initiative, we are one step closer”.*

Mr Prashant Sakpal, Asst. Commissioner, T-Ward Mulund, BMC, said, *“We need to sustain such campaigns and citizens, like us, would be happy to propagate the importance of using water judiciously. These water conservation initiatives will help the generations to come”.* Through this initiative, Mumbaikar’s of all age groups came together to help build momentum, distributing informative leaflets etc., for the cause.

Fortis’ ‘Save Water, Save Life’ initiative will be sustained in the following months through pan-city Community Connect activities, engaging over 1,800 families. College and school engagement programmes will also be rolled out pre-Holi, so as to help curb wastage of water during the festivities.

Over 7,000 school and college-goers from Billabong High, Thane, Vani Vidyalay, Mulund, Friends School, Mulund, K. J Somaiya College, Ghatkopar and Joshi-Bedekar College, Thane.

For this this programme to be rolled-out in your society, please contact 91670 01122 at Fortis Hospital, Mulund.

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For more information, please visit: www.fortishealthfaliureprogram.com

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