

Water conservation

It is a known fact that the availability of water resources on earth is limited and unevenly distributed. The issue of water conservation is not just about 'saving' water – it is also about having enough clean water at any given time and place to meet our needs. Additionally, the quantity of water to be compensated does not refer only to the region that has witnessed large-scale extraction, but also to the types of users and the country's capacity to invest in technologies to adapt to water shortages.

The conservation of water resources depends on our wise use of these resources. Such wise use begins in our homes and in our communities. Being mindful of these various aspects around water conservation, Hero MotoCorp has taken this up as one of its flagship CSR interventions and is involved in multiple initiatives including rejuvenation of water bodies.

We have primarily focused on conservation of water resources across rural belts of India. The interventions ensure efficient utilisation and management of available resources through rainwater harvesting and rejuvenation of water bodies.

Rainwater harvesting

- ▶ Rainwater harvesting has become a popular method of conserving water, especially in urban and suburban areas. Rainwater harvesting essentially means collecting rainwater on the roofs of building and storing it underground for later use. Not only does this recharging arrest groundwater depletion, it also raises the declining water table and can help augment water supply. Basically, rainwater harvesting and artificial recharging are helping control the decline in groundwater levels as well as improving the quality of this groundwater through the dilution of fluoride, nitrate, and salinity. Rainwater harvesting also conserves surface water runoff during the rainy season.
- ▶ Fulfilling its mandate for playing an important part in water conservation, Hero MotoCorp has put up rainwater-harvesting structures across villages and government schools. The primary outcomes of these interventions are:
 - ▶ Increased water availability for communities
 - ▶ A noticeable increase in depleting water table
 - ▶ Prevention of soil erosion and flooding





Ponds desilting and increasing their storage capacity

- ▶ A village pond is crucial to the survival of the households. However, clogging due to accumulated silt and poor maintenance reduce a pond's capacity and also render its water unfit to be used by the villagers.
- ▶ Siltation over the years leads to a reduction in storage capacity of ponds and also causes the water therein to dry up much before monsoons, aggravating the water crisis in villages. The situation further increases drudgery, especially among women. In addition to spending more time in collecting and storing water, they also have to take their cattle to faraway locations in order to access drinking water.
- ▶ Under its water conservation project, Hero MotoCorp supports desilting, cleaning and maintenance of ponds in select locations and also helps increase their capacity.

Development of check dams

- ▶ Check dams are small barriers built across the direction of water flow on nalas, shallow rivers and streams for the purpose of water harvesting. Check dams not only capture the runoff rainwater and allow it to percolate into the soil, they also increase the groundwater table while becoming a source of protective irrigation in times of moisture stress to increase the production and productivity of crops.
- ▶ The water stored in check dams can also be used for livestock and domestic needs. Additionally, these structures can help prevent siltation of large water-storage structures and make them sustainable.
- ▶ Hero MotoCorp has been supporting gram panchayats and communities in building such check dams in the villages near its areas of operation.

Supporting state/district administration's projects

- ▶ Apart from initiating its own water-focused interventions, Hero MotoCorp also supports various water-conservation schemes and projects being run by the central and state government departments.
- ▶ Project GuruJal is one such water conservation-focused intervention that the company supports. It is primarily an initiative by the District Administration of Gurugram to address water-related issues in the district. The deputy commissioner of Gurugram is the chairman, with other officials as members of the society that manages the project.
- ▶ The primary objective of the society with respect to water-related issues is to avoid duplicity of efforts and centralise the work being done, including the design solutions that affect water management and conservation. The idea is to improve implementation of water management by following a holistic approach enabling inter- and intra-department cooperation and coordination.
- ▶ The problem areas to be addressed under Project GuruJal include underlining of priorities of departments/agencies, lack of collaboration and support amongst various departments, ineffective citizen engagement, and limited understanding of root causes of the various issues.

- ▶ The project also focuses on conducting campaigns and educational awareness sessions on water scarcity and restoration, carrying out water-related tests, and onboarding individuals and expert organisations to meet the targets of the project and make Gurugram a water-conscious district.

Water-conservation awareness campaigns

- ▶ Water-conservation campaigns can help create awareness among the population about water being a precious and increasingly depleting resource, the threat of water scarcity, the importance of using it mindfully and sustainably, and consuming water-sustainable products. The aim is to engage them in topics such as water conservation and the need for it, thereby helping them understand the issues in a deeper way so that they are willing to make the required changes in the way they use water.
- ▶ Communication means include traditional and social media, as well as direct communication via workshops, presentations and stakeholder dialogues.



79,000

People engaged
with awareness
campaigns