

# WHY ADOPT RAINWATER HARVESTING?

**Do you know that serious water crisis is emerging in  
Meerut and adjoining districts?**

**Save every drop! Adopt Rainwater Harvesting!**

## Advantages

- Prevents water logging
- Reduces flood hazards
- Provides water throughout the year
- Mitigates the effects of drought
- Raises the groundwater levels
- No land is wasted for storage purposes and no people are displaced



**WISE**



**WISER**

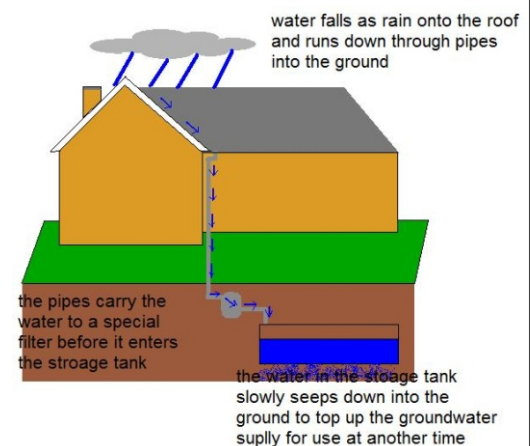
**Because Every Drop Counts!**

Rainwater Harvesting is the process by which we can capture and retain the excess water that falls as rain that would otherwise wash away from our roads and roof tops.

When rain falls there are many places that it goes, some of the water is absorbed into the earth and soil to be used by plants and or seep into the underground water table. Some water flows through drains and water channels or off the hills and mountains in to streams which then flow into rivers and eventually the seas. However water that falls on urban areas and buildings where there is a lot of concrete cannot flow away unless it is through drains and sewers. Rainwater harvesting seeks to collect and store this water for later use, this allows us to maximise the water that falls as rain when it falls in abundance and use it during times when there is less water available.

Water that falls as rain on our roofs is the easiest to collect and the most common form of rainwater harvesting, but we can also collect rainwater through drains and large areas of concrete or tarmac such as car parks.

This allows for sustainable extraction of water during dry periods for people to use in their homes and fields or by industry and ensuring there is always water available.



An initiative by:

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