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Water Education Project

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The aim of the project was to provide sanitation facilities and, through water education, to raise awareness among the students and the community of effective water-quality monitoring and conservation techniques.

(01) Water Education Project – Report

12/01/2012; 03:12; A1/A2: MIX; FullHD



Water scarcity is a cause of concern in several states across India. Access to clean drinking water is an additional challenge, especially in rapidly developing cities like Mangalore. A special water education project in Mangalore helps to address these problems.

Students are helping spread the message of effective water management to the community living around the schools. Prominent display boards remind people to save water. By raising awareness and educating students and the neighboring community, the positive impact of the project is expanded.



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(02) Impressions and Statements of students – Shri Venkataramana Higher Primary School

12/01/2012; 09:49; A1/A2: Atmo; FullHD



Some 25 schools were selected to participate, involving a total of 5,000 students. The schools were given water testing kits and teachers and students were trained to use them for monitoring water quality at their sites.

The project was comprehensive and integrated in its approach: from installing water supply infrastructure and providing education and training to students, teachers and the local community, to sharing information with the public and local authorities and building cooperation between communities.

(Statements of students → [mangalore-health-wep-school-imp-en.pdf](#))

(03) Water sampling – Shri Venkataramana Higher Primary School

12/01/2012; 04:08; A1/A2: Atmo; FullHD



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As part of the Water Education Project, students from Shri Venkataramana Higher Primary School, with their science teacher, test water quality in the reservoir near the BASF site in Mangalore. Using a water testing toolkit, they test the physical, chemical and biological parameters of the water sample.

The reservoir, which holds over 25,000 cubic meters of water, was built by BASF on its premises to store water from the neighboring Netravati River for industrial use.

(04) Analysis of water samples – Shri Venkataramana Higher Primary School

12/01/2012; 06:13; A1/A2: Atmo; FullHD



Water laboratories were installed in eight of the schools that were selected to participate in the Water Education Project. Equipped with glassware, reagents, apparatus and resource materials on water education, the labs enable the students to test drinking water quality and to analyze the physical and chemical properties of water, as well as track impurities and acquire skills for purifying water.

By educating pupils, the Water Education Project aims to provide sustainable, long-term improvements in water quality for the local communities.



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(05) A visit to the BASF facility, Mangalore – Water Education Project Shri Venkataramana Higher Primary School

12/01/2012; 03:33; A1/A2: Atmo; FullHD



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(06) Purandar Shetty – Sr. General Manager, BASF India Ltd.

12/01/2012; 05:00; A1/A2: Direct Sound; FullHD



“As you know, the water availability is an issue and with the increasing population this is going to be a bigger problem in the future. With that intention in order to educate the younger generation and also the people associated with the younger generation we have made a small beginning. And I hope this will gain much more importance in the near future, so the entire community is aware of this very important natural resource.”

“The “Water Education Program” was started by BASF, with the support from BASF social foundation, along with the UN habitat and the implementation agency, the TERI, a non-governmental organization. The very purpose of this program is to create awareness about water, clear water, usage and the conservation basically with an objective of avoiding any kind of waterborne diseases.”

“The most important thing is the younger generation, the children and creating awareness among them. Because when they grow big they also will understand what is the importance of water and the importance of creating this awareness among everybody. This is the objective of this program. We start with the children, and their teachers, and the community, the parents, everybody. That is the important aspect of this program. “

“We are basically concentrating in the areas of education, health and cultural activities. Here we are creating awareness about water usage. Beside this we have several other programs. These programs we have doing since 1996. And we have a community advisory panel which has members from the local society as well as



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members from the BASF factory. This CAP, or community advisory panel, meets at least minimum twice in a year. We discuss the various issues that are important to us, to our neighborhood community, and based on the feedback we get from this advisory panel we chalk up our annual program which is revised every year.”

“Whatever, the programs which we are doing today is being appreciated by the community which is staying around our factory. And not only what we're doing is being appreciated by this community. Even other industries operating in this area are appreciating. They have started similar programs by themselves. So we have made an initiative which is being picked up by all others, which is a very good thing. And in this process more and more this kind of initiatives can be taken by other industries. And we hope we can continue this program and also enhance our program based on the feedback what we get from the community, through the community advisory panel.”

“When I preach something, I need to practice it. So I definitely practice it even in my house. When I'm using water, I need to conserve. So simply I cannot give the tap open even for example when I wash my currants, so I need to use a minimum of water. So whatever I will do in my house, whatever I'm going to preach the students, I practice in my house in my personal live also.”

“We check the water quality at regularly intervals, so that I and my family drink clean, purified water, so that myself and my closed one do not suffer from any kind of waterborne diseases.”

“Basically I'm heading the BASF activities in Mangalore and to foster employees of BASF. I started this organization in Mangalore in 1993. We started establishing this unit in Mangalore and while setting up there was an apprehension about not only BASF but also any chemical companies coming up in this place. This is an ecologically sensitive area. There was an apprehension among the people that industries might create pollution in this area. Having understood this kind of apprehension it was my duty to clear this apprehension among the people. You know, it is important they know that industries are important which they bring about economic development in this place and industries also have a social face. Here BASF is trying to exhibit its concern for the important stakeholder, the neighbors where staying around our factory. And this is the main objective of this starting and I'm playing a key role in this activity.”



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(07) A well in the school area – Water Education Project

Shri Venkataramana Higher Primary School

12/01/2012; 02:55; A1/A2: Atmo; FullHD



Unclean water is one of the main causes of disease. Lack of clean sanitation can also be one of the reasons why children do not finish their education.

Many of the students at Shri Venkataramana Higher Primary School come from low and middle-income families living in the local community. The school offers them cultural, social, language and environmental education and also provides them with lunch every day.

