

**PRESS RELEASE**  
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**RAIN WATER HARVESTING AND DRINKING WATER ARRANGEMENT AT GANESHAPURAM COLONY, PUDUSSERY GRAMA PANCHAYATH, PALAKKAD - Kerala**

As a part of Community Development Programme, UNITED BREWERIES LIMITED, Palakkad has identified few projects at Palakkad, particular in Pudukkottai Grama Panchayath. Among the needs identified, the Rain Water Harvesting and Drinking water arrangement at Ganeshapuram ranked first in the priority as the Ganeshapuram Colony has been facing severe drinking water shortage for the last few years. The shortage is acute, particularly during summer period.

The Panchayath has dug an open well recently to meet the immediate demand of the people of the colony. However, the water level of this dug well dwindles during summer period due to inadequate natural percolation and poor recharge activities near the dug well. The Panchayath has also made an attempt to solve the water crisis by drilling a bore well.

A preliminary field study of the eco-friendly project was carried out by KRG Rain Water Harvesting Foundation, Chennai clearly indicated that open well could be rejuvenated, recharged and can be made sustainable to meet the drinking water requirement not only of Ganeshapuram Colony but also more than 400 families residing in Ward Nos 10 & 11 too.

The Scientifically designed rainwater harvesting (RWH) structures have been constructed for the existing open well of dimensions 3 m x 12 m. Both roof water and surface water harvesting structures have been installed to check the depleting water level and sustain the yield from the open well. Rainwater gutters have been provided for the sloping terraces of houses and chambers have been constructed near the down side of drain pipes.

The collection chambers have been interconnected and roof water from one of the chambers is diverted to the open well directly after passing through an innovative filter system provided with different types of filter media. The surface water generated from open areas and roads is diverted to a recharge well constructed near the well after passing through a de-silting chamber.

The above activity of recharging roof and surface water into the open well will not only increase the water column in the well, but the excess rain water slowly seeps into surrounding aquifer whereby the quality of ground water is improved through the process of diffusion. In the first phase, the project is planned to meet the water requirement of 68 families having 304 members approximately. An average consumption of water per day per person comes to 48 litres. Hence the total requirement of water in a year comes to 5326 KL.

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The quantity of water that is recharged into the aquifer of the well on an average rainfall of 1500 mm per annum is 5352 KL. i.e 80% of roof water and 40% of Surface water

Thus the quantity of water recharged is equivalent to the quantity of water consumed in a year.

The project can be extended to include many more families in phase manner during 2<sup>nd</sup> and 3<sup>rd</sup> Year.

A 3 HP motor pump is fixed for the well and an OH tank of 5000 liters capacity is installed at beginning of the Panchayath road lying slope from north towards southern direction. Ten numbers of taps have been fitted at suitable locations for the Public distribution system in Ward No. 10.

For the implementation, completion and sustainability of the project, the management of UBL, Palakkad has initiated a self monitoring committee comprising of the Ward members of Ward Nos.10 and 11, five elected personnel from the colony. This monitoring committee shall be known as "Kudivellam by Mazhavellam Committee" (Committee for Drinking water from Rain Water) and will be nominated for a period of one year. The primary responsibility of the committee is the close monitoring of the project and to make the project sustainable. The committee also acts as self-trainers.

Among the states in India, rightfully Kerala has a unique place due to number of reasons. The God's own country can be benchmarked with any of the developed nations for many of its social, cultural, geographical, educational, secular and economical development indicators. The attempt that UBL-Palakkad has made at Ganeshapuram has accelerated this development process. More to say that it is a model project for the nation. This auspicious project definitely will be a great relief for the people in the colony of Ganeshapuram and a social service for UB Group.

Time has come to recite the slogan "Kudivellam by Mazhavellam" (Drinking water from Rain Water) by all. This is what UB has envisaged here.