



INTERNATIONAL CENTRE FOR CLEAN WATER – IIT MADRAS

# WATER GYAN

## NEWSLETTER



**EDITION 1**

APRIL 2025

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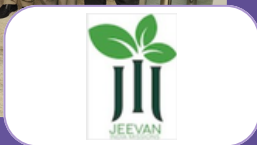
**EDITION 1**

# PARTNERSHIP & COLLABORATION



## Sehgal Foundation

Sehgal Foundation is dedicated to rural development, focusing on water security, sustainable agriculture, and community empowerment.



## Jeevan India Mission

Jeevan India Mission Foundation works towards water conservation, sanitation, and community-driven initiatives to promote sustainable living.



## Queen Mary's

Queen Mary's College is a prestigious institution dedicated to academic excellence, research, and student empowerment through knowledge-driven initiatives.

# PARTNERSHIP & COLLABORATION



## Mega Foundation

Mega Foundations restores ecosystems through water conservation and afforestation. They have revitalized water bodies, planted millions of trees, and support community-driven sustainability.



## Yatha Green Council India

Yatha Green Council of India (YGC India) promotes environmental conservation through urban forestry, youth education on sustainable agriculture, and community awareness programs.



## Rural Upliftment Foundation

RUF promotes rural development through education, healthcare, economic empowerment, and environmental sustainability.

# CASE STUDIES IN LAKE REJUVENATION

Corporate Social Responsibility (CSR) plays a pivotal role in addressing environmental challenges, with companies leveraging their resources and expertise to create lasting change.

ICCW's partnerships with corporate entities like ICICI and Titan Company Limited showcase the power of collaboration in driving sustainable impact in water management.

## ALKODA LAKE : A CASE STUDY OF SYNERGY



The Alkoda Lake Rejuvenation Project, supported by ICICI, is a prime example of effective collaboration. By using GIS mapping, hydrological surveys, and community assessments, the project has significantly improved water availability and agricultural productivity while boosting local economies. Through these interventions, the project demonstrates the value of corporate support in achieving measurable environmental and economic improvements.



*Alkoda Lake - Karnataka*



*Lake rejuvenation undertaken by ICICI*

# CASE STUDY



## Background

Ms. Lakshmi, a resident of the Alkoda Lake area, relied on cattle grazing for livelihood. Before the lake's restoration, water scarcity forced her to walk long distances daily, impacting her health and her cattle's well-being.

## The Change

- Readily Available Water: Water is now nearby.
- Improved Livelihood: Healthier, more productive cattle.
- Reduced Workload: No more exhausting trips for water.

## Community Impact

The restored lake eased Lakshmi's burdens, restoring dignity and stability while benefiting the entire community's livelihoods.

## Conclusion

Alkoda Lake's restoration brings hope, resilience, and improved lives, showcasing the broader social and economic benefits of sustainable water management.

# CASE STUDIES IN LAKE REJUVENATION

## POLAMBAKKAM: IMPACT ASSESSMENT

Titan Company Limited is bringing significant changes to Polambakkam Lake in Kanchipuram district through its lake rejuvenation project, which includes desilting, encroachment clearance, and channel reconstruction.

Partnering with ICCW, Titan is employing a scientific approach to assess the impact of these interventions on local water resources, groundwater recharge, and water quality. Seasonal monitoring will help track variations in pollution and water availability, providing critical data for optimizing water management strategies across regions.



*Polambakkam Lake*



*Engaging with community*

Through strategic projects such as the Alkoda Lake Rejuvenation Project and the rejuvenation of Polambakkam Lake, companies are fostering improved water resources, community well-being, and agricultural productivity.

# COMMUNITY SAFE DRINKING WATER PROJECT

Purulia, West Bengal – The Community Safe Drinking Water Project was inaugurated in Dorodih & Kuchung Village with the support of ICCW, NVIDIA, and local leadership.



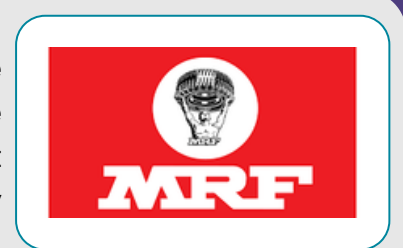
The event was led by Mrs. Nivedita Mahato, Sabhadhipati, Purulia Zilla Parishad, and attended by ICCW's CEO, Ms. Sushma Shashidhara from NVIDIA (project sponsor), and other key stakeholders. The project, in collaboration with our NGO partner TSRD, introduces a Capacitive Deionization (CDI) Unit to address local water challenges and improve access to clean drinking water, directly benefiting over 5,000 people across the region.



Adding a cultural touch, students from M/s Sitaram Mahato Memorial College, Purulia, performed the traditional Chhau Dance to promote awareness about safe water. This creative effort helped connect with the community and reinforced the project's message.

## Water Audit - MRF Tyres Ltd. Trichy

MRF's Trichy facility, known for its large-scale tyre manufacturing operations, conducted a comprehensive water audit. This sustainability initiative aimed at advancing the plant's journey towards water neutrality and responsible water stewardship."



# CAPACITY-BUILDING PROGRAM

In collaboration with the Water Attaché at the Embassy of Israel in India, MASHAV, Aid from Israel, IIT Madras, and AMRUT, successfully conducted its third capacity-building program from March 24 to 26.



The program brought together around 50 government engineers from across India, along with water experts from India and Israel, to discuss "Ensuring Safe & Sustainable Water: Best Practices in Water Quality Management." The sessions focused on advanced strategies, technological interventions, and policy frameworks for improving water quality management.

This collaboration continues to strengthen India-Israel ties in the water sector, fostering knowledge exchange and practical solutions for a sustainable water future.

# CERTIFICATE COURSE

Successfully conducted the Classroom to Industry: Applied Aqua Analytics – Data Analysis Course from January 27th to 31st. Over five days, participants engaged in hands-on training, gaining practical insights into water data analytics and industry applications.

The course began with sessions on SQL fundamentals, led by experts from Oracle, followed by an in-depth exploration of Power BI for data visualization. A dedicated session on AI & Machine Learning introduced participants to industry trends, real-world applications, and even pre-screening interviews for potential job opportunities. Additionally, a Mind Detox session provided a refreshing break, emphasizing a balanced learning approach.

The final day focused on soft skills development, financial literacy, and deployment strategies, ensuring participants were not only technically equipped but also industry-ready.



With the support of experienced mentors and active participation, the program was a great success. ICCW continues to foster learning experiences that prepare individuals for real-world challenges.

# CERTIFICATE COURSE

We are delighted to welcome 20 students from Stella Maris College for a 5-day certificate course on Water Quality: Testing, Mapping, and Analysis.

As part of the program, students participated in hands-on training sessions in our laboratory, gaining practical experience in water quality testing techniques.



To make learning engaging, an interactive quiz was conducted, with prizes awarded to the winners.



The course received positive feedback, highlighting its impact in enhancing students' understanding of water analysis.



# WORKSHOP



In collaboration with the Puthiya Thalaimurai Foundation (PTF), we successfully conducted a one-day workshop on "Water Bodies – Rejuvenation and Protection" on March 6, 2025, at the ICCW

The workshop convened experts in water pollution, resource management, water sensors, sustainable policy frameworks, hydroinformatics, and waterbody revitalization. The primary objective was to explore strategies for sustainable water resource management and to encourage communities to take proactive measures in protecting lakes, ponds, and canals.



A highlight of the event was the launch of the inaugural edition of the "Nammal Mudiyum" newsletter by Mr. E. Nandakumar, CEO of ICCW. The newsletter was received by Mr. D.V. Venkatagiri, Secretary of Puthiya Thalaimurai Foundation, symbolizing the ongoing collaboration between the two organizations in promoting environmental sustainability.



This workshop underscores the commitment of ICCW and PTF to safeguarding water resources for future generations through knowledge sharing and community engagement.

# TECHNOLOGY CORNER

## Vayujal : Water from Air, Anytime, Anywhere

Incubated at IIT Madras Research Park as part of the 'Water for the Future' initiative, Vayujal is revolutionizing water access by extracting pure drinking water from air using advanced Atmospheric Water Generation (AWG) technology.

Inspired by nature, its nano/microstructured metallic surface mimics how desert plants and insects harvest moisture.

Offering scalable solutions from 40 to 3000 liters per day, Vayujal serves homes, businesses, and institutions, eliminating dependence on traditional water sources.

Powered by renewable energy, it reduces plastic waste and the carbon footprint while ensuring safe drinking water.



With a dedicated R&D lab in Chennai, Vayujal is on its way to becoming a household name in the drinking water industry.

Visit : [www.vayujal.com](http://www.vayujal.com)

# WORLD WATER DAY 2025

ICCW celebrates World Water Day with a two-day program focused on water conservation and sustainability, featuring workshops, street plays, and surveys to inspire collective action.



World Water Day 2025 was celebrated in collaboration with the International Decarbonization and Renewable Energy Association (IDREA) at IIT Madras Research Park. The two-day event included a water usage survey, a street play by Agai Theater of Voices, and a pledge board filled with commitments to save water. The initiative reinforced the critical need for sustainable water management



As we reflect on the accomplishments and initiatives of ICCW in March 2025, we remain committed to promoting sustainable water management and safeguarding this precious resource for future generations. Together, through technology, education, and collaboration, we can create a water-secure future for all.

# LITERARY EXPRESSIONS



*Tribute to the essence of water through a beautiful poem by the student of Queen Mary's College.*

“

நீர்

நீல வண்ண தாய்  
வரமாய் பொழிய  
மாசற்ற மழையாய் வந்த  
நீர் அவள் !!

ஆறாய் ஓடினாள்  
வயல்கள் வளமாக !!  
அருவியாய் விழுந்து  
நதியாய் நடந்தாள்  
நாடது செழித்திட !!

ஏரியாய் சூழ்ந்தாள்  
ஏனையோர் ஏற்றம் பெற !!  
ஓடையாய் ஓடினாள்  
பூவுலகம் பூப்பூக்க !!

குலமாய் நின்றாள்  
குடிகள் வாழ !!  
குட்டையாய் தேங்கி!!

சுனையாய் ஊரி!!

”

# LITERARY EXPRESSIONS



“ —

நாவி னிக்க  
நந்நீராய் வந்தாள் !!

ஊற்றாய் பொங்கினாள்  
நிலமது குளிர!!

சாதி மத பேதமின்றி சங்கமித்தாள்-  
சமுத்திரத்தில் ...

மானிட வாழ்வின் ஆதியும்  
அந்தமுமாய்  
அவள்!!

அவளின்றி அமையாது உலகு!!

நீரின்றி அமையாது உலகு!!

- அபி

— ”

# VISITORS



MR MORTEN OVERGAARD &  
MS LAURA , DENMARK  
**DATE :24.03.2025**



Mr.N P SINGH  
MANN HUMMEL DELHI  
**DATE : 08.01.2025**



Mr T V RAMACHANDRAN  
Broadband India Forum  
**DATE : 09.01.2024**



DR VEENA SRINIVASAN  
WELL LABS  
**DATE : 10.02.2025**



MR EASHWAR & TNVV RAO  
MRF LIMITED  
**DATE : 13.02.2025**



MR MADAN MOHANKA  
CHAIRMAN (TEGA)  
**DATE :14.02.2025**



LISA PILLER  
PRINCIPAL LECTURER  
**DATE : 06.03.2025**



VISITORS FROM JAPAN  
**DATE : 05.03.2025**



DR.V.K. CHAURASIA  
**DATE : 24.03.2025**

# VISITORS



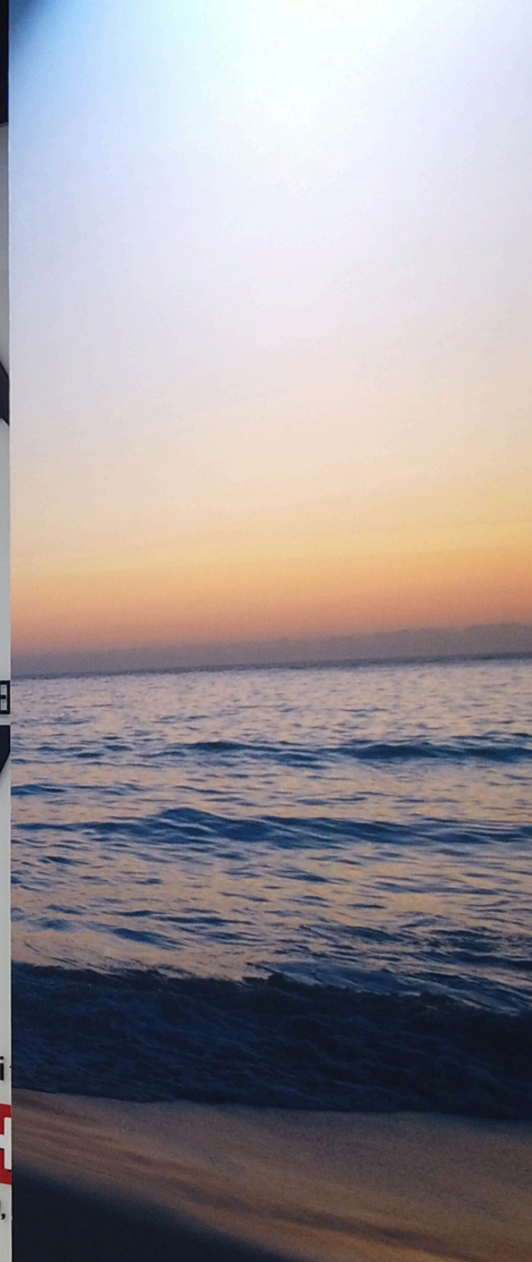
FOREIGN DELEGATES  
**DATE :14.03.2025**



Prof.BABAN KUMAR S BANSOD, CSIR-CSIO,CHANDIGARH  
**DATE :02.01.2025**



MR BALAJI K R ( HDFC )  
**DATE :10.03.2025**



# Contact Us

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