

## future activists



Little Champions for Water Conservation participate in Isha foundation's 'Run for Water', wielding strongly-worded placards at Besant Nagar on Sunday.

# ISHA FOUNDATION HIGHLIGHTS NEED TO CONSERVE WATER

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ISHA Foundation on Sunday conducted a run for water initiative to create awareness among Chennaites on the need to conserve water and preserve water bodies.

The event, which was originally to be conducted in association with 'Live Earth run for water', was conducted by Isha Foundation alone after the organizers realized Dow Chemicals to be the sponsor of the event.

Shiv Das Meena, MD of Chennai metro water, flagged off the run, with a few hundreds of people taking part in it. Free T-shirts were distributed to the participants. "The run is for 6 km to sensitise the public to the fact that it is the average distance many women across the world to walk to get their minimum requirement of water", said Vinod Hari of Isha Foundation. "United Nations estimates 35 per cent of global population to be affected by water stress or scarcity by 2025," he added.

The run was followed by a musical fest on the beach by 'Sounds of Isha'. "Such events are necessary to sensitize the general public on the need to conserve water. Even if a family saves 1litre a day, it will make a big difference", said Shiv Das Meena.