



"GREEN IS THE ALTERNATIVE NAME OF PURITY"

Mr. Kamleshkumar Patel

Research Scholars, Hemchandracharya North Gujarat University, Patan, Gujarat, India

Dr. B.A. Prajapati

Head & Professor, S.K.college of Business Management, Patan, Gujarat, India.

ABSTRACT

Water, Air and Food are the main resources for the survival of any living being on the earth. The major factors which are affecting the vital resources are being ignored in the name of technology and declaring it as so called development.

The earth is covered by around 70% of water but we are not able to consume water directly and have to pass the water through several processes for making it drinkable/useable. The whole world is aware of the current situations and the future too but no personal care is given by the public or the government etc. Only the agendas are prepared on paper and no adherence to it is done by anyone. Survival may be impossible without water as there is no alternative of water. **"SAVE TODAY TO SAVE TOMORROW IT'S NOT JUST WATER BUT SAVING LIVES -- SAY TO WASTAGE"**

KEYWORDS :**INTRODUCTION**

The virginity of all the products are lost so to find virgin material has become close to impossible as there is a massive pollution and corruption. All the materials are being made artificially and no natural materials are available. The air, water and food which are vital for the survival are all contaminated which are injurious to our health due to the fast growing of the urbanization.

Any process cannot be completed without the use of water. E.g.; If anyone asks you even in dream that what is your favorite thing in any terms whatever you says whether it is your favorite food, ornaments, clothes, industries, toys, manufacturing units etc. please note that in any means the same cannot be prepared without the use of water. There are various camping being carried out for saving of water but there is vast difference in camping and the real situations. E.g.; When there was a camping being carried out for **"GO GREEN and SAVE GREEN"** for saving trees the maximum user of papers were involved in it but still there is no great progress as required as no one is adhering it. There are several countries in the world which are starving for water and the day is not far for the same situation in our country too if water is not properly used by all the citizens of India.

There are Pros and cons for everything as we are moving fast with the help of the technology and leaving behind the environment which will cause heavy disaster to the life of all the living being on the earth which is the only planet for survival. All the citizens are running for growth in terms Wealth for best future but just hold a while and think of future that for the wealth they are running and leaving behind original natural wealth like water. Water is being lost which is more costly than the earned wealth so if you SAVE WATER your money as well as future will be saved.

The water is being taken as granted by everyone as it is easily available free of cost or with minimum cost at home to home in their tap so it is being used without thinking about water. Many people leave the tap open and have no problem but are not at all aware that their small mistake will lead to a war for water in the coming future, like now it is for the oil. Many of the people still wonders that if the earth is covered by 70% of water than why should we save water? But only 1% of the water on the earth is available for drinking, 2% is frozen or glacier or polar ice or deep in the ground and rest of the 97% is salt water which is not useable directly.

The water being necessity of our day to day life we should plan to preserve the water from today without thinking anything. We all are

well aware that the survival is not be possible without water and there will be crisis of water in the near future if no proper care is taken from our end. Now only we have to do is to make our own mind strong and directive for saving of water by hook or crook. If we all contribute individually and use the water with utmost care we can save plenty of water. We use water in our daily life so we can find the ways to save the water easily. **"SO YOUR COURAGE TO CHANGE AND MAKE DECISION STRONGER THAN YOUR HABIT"**

There are other natural resources of energy like solar energy; biogas energy etc. which can be used for saving of the water. Due to urbanization and increase in population the life of human being has become too fast and they are not at all caring about the nature. The whole earth is being polluted and directly or indirectly it effects the conservation of water and due to which there are heavy losses of water. We can only consume water but we cannot prepare the water so the consumption should be minimized to save the water. In today fast life and due to population high rise buildings have increased and so the life without electricity is close to impossible for the human being to survive.

The power is generated by the usage of water in hydro/thermal/nuclear power plant etc. in which the water is passed through several processes and then the power is generated. The maximum promotion for usage of the solar energy should be done so that the water can be conserved. The biogas plant should be installed to decrease the pollution and the garbage can be used for the generation of the biogas which can be used as a fuel in household appliance instead of gas.

In addition to all the above points we would like to suggest that wherever there is a large usage of electricity and gas the solar energy usage should be made mandatory. E.g.; Any organization/industry where the electricity is being continuously used the solar energy can be used in various ways as

- 1) Generation of electricity
- 2) Cooking food

This all small initiative will help us to conserve a lot amount of water.

METHODS TO SAVE WATER

Anything cannot be prepared without the use of water so we will bring to your notice some of the ways to save the water which you may be using in your daily life.

- a) Use minimum water for brushing the teeth
- b) Drinking Water – Use a water filter to purify the water instead of buying the water bottle made of plastics which generate the waste too
- c) Use reusable water bottle of metals with you at work or travelling
- d) Take a shorter shower to reduce the use of water.
- e) Install a low flow shower head which may save water as well as energy
- f) Planting to trees use the minimal water as per the requirement in your garden
- g) Cleaning of vegetables and fruits in bowl
- h) Turn off the water whenever not in use
- i) Use the washing machine which are water as well as energy saving
- j) Repairing of all the leakage of the line where the water passes
- k) Use of drip irrigation technique in farming
- l) Watering to your plants to be done in morning or evening so that the minimum water evaporates and maximum water reaches the plants roots and the plants grow soon.
- m) Promote to plant the maximum trees
- n) Minimize the use of water for housekeeping
- o) Save the water while toilet flushing, laundry etc.
- p) Promote to play the holi festival without water

CONCLUSION

Water is the vital resource of our life we would hereby like to conclude that Save Water and Water will save you. If no care will be taken for the conservation of water there will very soon be a global crisis of water so “NOT ONLY THINK TO MAKE IT HAPPEN TRY TO MAKE THE PLANET SAFE FOR SURVIVAL”As I would like to say in simple word as a drop of water is more worth than a sack of gold to a thirsty man.

REFERENCES

1. Bruce Petrie, Ruth Barden, Barbara Kasprzyk-Hordern(2015) A review on emerging contaminants in wastewaters and the environment: Current knowledge, understudied areas and recommendations for future monitoring, Science direct, 72, pages 3-27.
2. Coutu, S., Wyrsch, V., Wynn, H.K., Rossi, L., Barry, D.A., 2013. Temporal dynamics of antibiotics in wastewater treatment plant influent. *Sci. Total Environ.* 458-460, 20e26. <http://ken-foundation-awareness2.blogspot.in/p/save-water-save-life.html>.
3. Hyland, K.C., Dickenson, E.R.V., Drewes, J.E., Higgins, C.P., (2012). Sorption of ionized and neutral emerging trace organic compounds onto activated sludge from different wastewater treatment configurations. *Water Res.* 46, 1958e1968.
4. Kasprzyk-Hordern, B., Kondakal, V.V.R., Baker & D.R., (2010). Enantiomeric analysis of drugs of abuse in wastewater by chiral liquid chromatography coupled with tandem mass spectrometry. *J. Chromatogr. A* 1217, 4575e4586.
5. Lai, F.Y., Thai, P.K., O'Brien, J., Gartner, C., Bruno, R., Kele, B., Ort, C., Prichard, J., Kirkbride, P., Hall, W., Carter, S., Mueller, J.F., (2013). Using quantitative wastewater analysis to measure daily usage of conventional and emerging illicit drugs at an annual music festival. *Drug. Alcohol Rev.* 32, 594e602.
6. Margot S. Tijs, Johan C. Karremans, Harm Veling, Martijn A. de Lange, Puk van Meegeren & René Lion (2017) Saving water to save the environment: contrasting the effectiveness of environmental and monetary appeals in a residential water saving intervention, *Social Influence*, issue 2-3, pages 69-79.
7. Nan Yana, Petra Marschner, Wenhong Cao, Changqing Zuoa, Wei Qin (2015) Influence of salinity and water content on soil microorganisms, *Science direct*, 316-323.
8. Spongberg, A.L., Witter, J.D., 2008. Pharmaceutical compounds in the wastewater process stream in Northwest Ohio. *Sci. Total Environ.* 397, 148e157
9. Warrick, A. W., & Or, D. (2007). Soil water concepts. In: F. R. Lamm, J. E. Ayars, & F. S. Nakayama (Eds.), *Micro irrigation for crop production: design, operation, and management* (pp. 27–30). Oxford: Elsevier B.V.
10. Ying, G.-G., Kookana, R.S., 2007. Triclosan in wastewaters and biosolids from Australian wastewater treatment plants. *Environ. Int.* 33, 199e205.