



Sorry for the inconvenience
**I AM RUNNING OUT OF WATER
SOON**

CEO'S NOTE

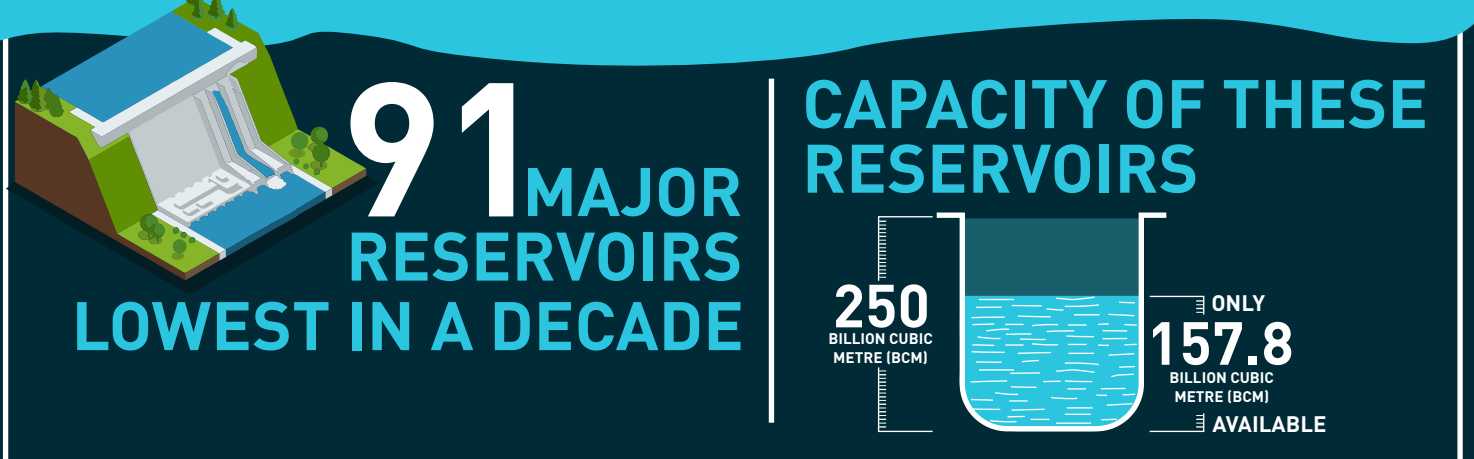
A recent study by the Down to Earth magazine published by the CSE shows 'at least 200 cities across the world are facing a severe water crisis, among them, Bengaluru, is fast moving towards a situation where the taps will run dry. Another study implies that in Bangalore, none of the lakes were found to have a 'satisfactory' water quality index. Out of the 51 lakes sampled in and around Bengaluru, 11 did not have water. Some of the damage can be blamed at the climate change, not entirely though as over-use and mismanagement of natural resources is now a humankind's forte.

The water crisis is not a recent problem, however, right now, India is facing a situation that is remarkably worse than our generations ever faced. As per a report by BBC, Bengaluru is positioned second after Brazil's Sao Paulo among the 11 global cities that are likely to run out of drinking water. Though the mismanaged use of water for domestic and agriculture are few key reasons for the disaster, there are other evident agents that lead to the water crisis in India. For instance, many Soft drink brands have come to the light for excessive water usage in southern parts of India. Main Waterways like Cauvery which are a great source of both potable water and irrigation water are excessively exploited by the soft drinking manufactures with minimal sustainable methods at pre-production and post-production stages.

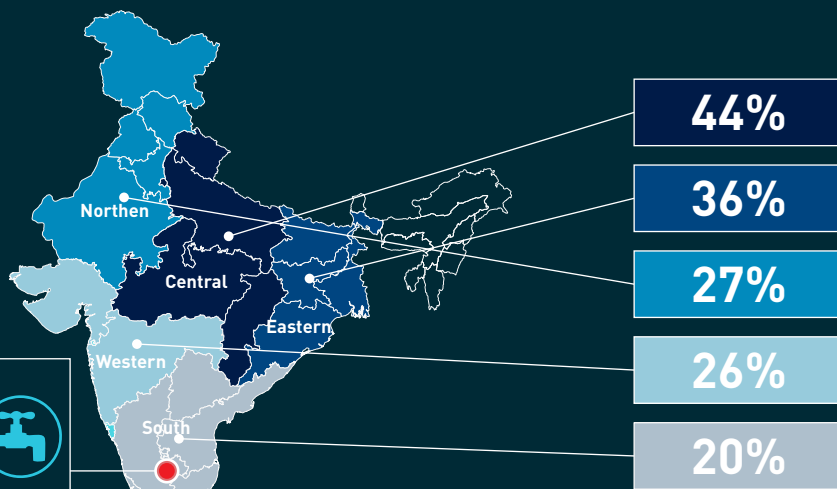
Dr. Soumitro Chakraborty
CEO - Fiinnovation

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NATIONWIDE WATER CRISIS



RESERVOIRS LEVELS ZONE WISE



BENGALURU HEADING FOR DAY ZERO IN INDIA

The report shows that the total number of extraction wells in Bengaluru has shot up from 5,000 to 0.45 million in the past 30 years.

A report Central Water Commission (CWC).

76million People
who have no access to a safe water supply.

WORLDWIDE WATER CRISIS

200 Cities | **10** Metropolitan Cities
across the world are facing a severe water crisis

844 million People
Don't have clean water.

Data Sources- Water AID report, (WHO/UNICEF Joint Monitoring Programme (JMP) Report 2017), Central Water Commission (CWC) report.

TWEETS OF THE MONTH

Soumitro Chakraborty
@soumitro_c

Start small. Begin from your own home: cut down on using polythene bags, take the metro to office, plant some #trees, do what suits you. But, choose to ACT. Today. #sundaymotivation #SundayThoughts #SayYesToTheWorld

Uflex Limited
@uflex_ltd

Commendable work by @ArohFoundation and @Fiinnovation_JFA sensitizing children about #water conservation at #Sarvashikshaabhiyaan #schools in the villages in Gautam Buddha Nagar District of #UttarPradesh #SaveWater #watercrisis #EducationForAll

OUR RECENT VISIT TO GAUTAM BUDDHA NAGAR

One of our notable CSR designs is Natural Resource Conservation and optimization initiative as a part of the CSR programme by UFlex Ltd., a global flexible packaging company. At 4 villages of Gautam Buddha Nagar District. Along with UFlex Ltd., we work to build capacity of the community to conserve and optimize the natural resource base.

Key features

- carefully planned in-situ and ex-situ rainwater harvesting structures that include field bunds and farm ponds to arrest rainwater
- Organic and inorganic mulching to protect soil cover and plantation drive.
- Plantation of shade tolerant and fruit-bearing trees.

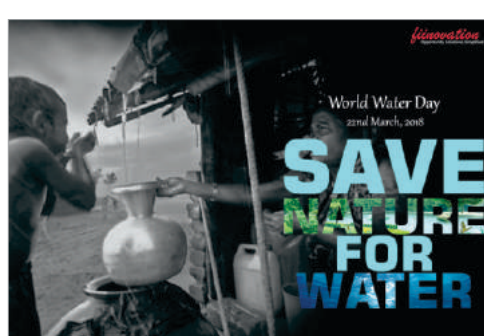


FIINOBSERVATION OF INTERNATIONAL DAYS

International Women's Day
March 8th, 2018



World Day of Water
March 22nd, 2018



World TB Day
March 24th, 2018



ABOUT FIINOVIATION

Innovative Financial Advisors Pvt. Ltd. (Fiinnovation) is a global consulting company operating in multiple disciplines of social development sector with emphasis on Corporate Social Responsibility (CSR) and Sustainability.

Fiinnovation offers end to end CSR consulting services and simplified solutions that has helped various corporations channelize their resources for the upliftment of community on societal, economical and ecological aspects in accordance to their CSR charter. Since 2009, Fiinnovation has grown phenomenally and has made a benchmark in the sector through its service quality. It has been able to bridge the gap between businesses and communities through value based CSR programmes in association with credible civil society organizations on Pan India basis in the field of health, environment, education and livelihood.

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