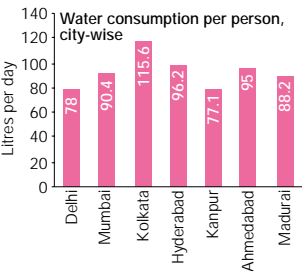


# Freshwater up for grabs

*The rich get more than they need, and much water is wasted*

■ The Tata Institute of Social Sciences (TISS), Mumbai, completed in March 2005 a household survey in seven Indian cities: Delhi, Kanpur, Mumbai, Ahmedabad, Kolkata, Hyderabad and Madurai. The objective: understand how households consume water, and find the proportion of water-deficient households. The scope: all water-consuming activities — drinking, cooking, bathing, use in toilets, washing clothes and utensils.

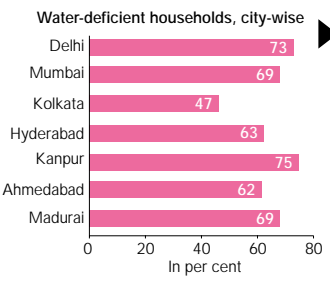
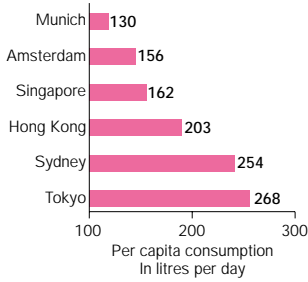
Data was collected through questionnaires and quantitative study, mostly from housewives. The samples numbered 2734, about 350 to 400 households in each city



▶ ■ The study shows average per capita consumption is 91.6 litres, well below the standard, for India, of 135 litres per capita per day (lpcd). Delhi consumes only 78 lpcd (but the Delhi Jal Board, the city's supply agency, claims they supply, on average, 211 lpcd)

■ Domestic per capita consumption in major cities worldwide is more than 130 lpcd. In Kolkata, this is about 115.6 lpcd; other Indian cities use far less, per capita

Domestic water consumption in major cities

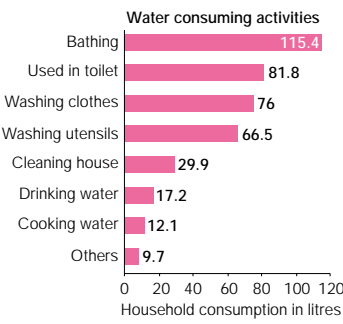
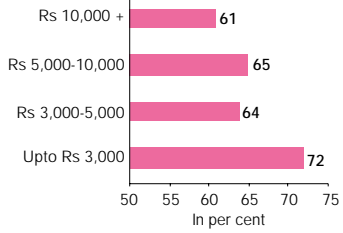


▶ ■ Going by the Indian standard of 135 lpcd, 65 per cent of Indian cities are water-deficient. Shocking. Only 35 per cent of people are provided enough water. In Kanpur 75 per cent of households are water-deficient; in Delhi 73 per cent. Kolkata scores better: only 47 per cent of households are water deficient

suffer a lot. 72 per cent of such households in all cities are water-deficient

■ Households with income below Rs 3,000 per month

Water deficient households by monthly income

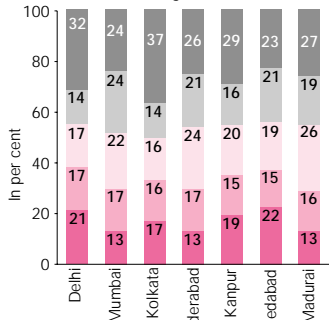


▶ ■ Among water-consuming activities in each household, the main water-guzzlers are: bathing and washing clothes. In an Indian household, only 7 per cent of the water a household consumes is used for drinking and cooking. The same freshwater is used for the rest of the (non-potable) activities

Kolkata waste more water. 51 per cent of all water utilised is for bathing and washing clothes

■ Water wastage is highest in washing clothes (82 per cent), followed by bathing (52 per cent) and washing utensils (49 per cent). Households in

Water consuming activities



■ The TISS survey recommends avoiding water wastage by using buckets for a bath, instead of showers. Using good quality detergents to wash clothes saves a lot of freshwater