

Earth's Natural Resources: **SAVE TO SURVIVE**



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Earth Day is an annual event celebrated on April 22 every year to raise awareness about earth and the importance of protecting its natural resources. The Earth Day theme is announced every year by earthday.org, which was founded in 1970 by a group of environmental activists who were concerned about the impact of industrial development on the environment. Currently the organization has partners in over 192 countries to drive positive action for our planet.

Earth Day was first celebrated in 1970 in the United States, inspired by the devastating oil spill in Santa Barbara, California, in January-February 1969. An estimated 13.64 million litres of

crude oil were spilled into the ocean creating a 35 miles long oil slick along California's coast that killed thousands of birds, fish and sea mammals. That year, at a UNESCO conference, peace activist John McConnell proposed a day to honor the Earth and the concept of peace.

Earth Day is a day of action and a reminder for everyone to reflect on the impact of human activity on the planet. It is also a day to celebrate our beautiful planet and take action to preserve it. The theme for 2023, 'Invest in Our Planet' was conceived to persuade nations, government organizations, industries, and common citizens around the world to invest in our planet to improve the environment and give our children a better and safer future.

Water: The Most Vital Resource

Water is most useful among earth's resources, vital for life and livelihood. Clean water is an essential need for human and all living objects for drinking and sanitation, producing of food and products, industrial and economic activities, and creating and sustaining the ecosystems on which all life depends. However, the accessible freshwater resources found in rivers, lakes, wetlands, aquifers, and other water bodies

accounts for less than one per cent of the world's total water. With the limited resources, ever increasing global population, the demand for water is increasing multifold.

The climate change effects and global warming is altering weather patterns causing shortages and droughts in some areas and floods in others. With current consumption rate, this situation will only get worse and it is estimated that two-thirds of the world's population may face severe water scarcity by 2025, in just two years from now. At the same time, human activity and unsustainable practices are affecting freshwater resources in many ways.

Water Pollution

Water pollution can have several



Earth surface with water



50 M³ hr Reverse Osmosis Plant Installed in Logistic Park, Hyderabad



Industrial Water Treatment Plant

adverse effects on earth's surface and surrounding environment while also negatively impacting human health. According to a report by Lancet, over five lakh deaths occurred across India in 2019 due to water pollution. Globally, water pollution is responsible for 1.4 million premature deaths a year. It is also estimated that around 37.7 million Indians are affected annually by water-borne diseases like cholera, acute diarrheal diseases (ADD), typhoid and viral hepatitis etc. Another consequence of water pollution is the loss of valuable species and biodiversity. Water pollution can also have ecological effects on communities. It can lead to destruction of aquatic ecosystems and disruption of food chains.

Consider the situation in India where an estimated 73,000 million litres of municipal wastewater is generated every day in class I and class II cities only and over 70 per cent of it never receives any kind of treatment before disposal into water bodies. Similar situation is with industrial wastewater as well, although a lesser margin of its direct disposal is estimated. Water Aid, working on water, sanitation and hygiene sectors finds that an alarming 80 per cent of India's surface water is polluted. Central Pollution

Control Board estimates that 75-80 per cent of water pollution by volume is from domestic sewage, while untreated sewage flowing into water bodies including rivers have almost doubled in the recent years. Wastewater treatment has become essential to not only address the shortage of fresh water but also saving the surface and ground water sources from further contamination.

Sahara Industry has been promoting the integrated water management and established itself as a leading system provider for water and wastewater treatment with application of technology, exceptional quality, best practices and sustainable long-term solutions. With NSF certified products for water treatment, it has contributed immensely by making water safe for drinking, industrial and institutional purposes.

The ISO 9001:2015 certified company; it has employed technologically advanced machineries and manufacturing solutions combined with professional and well-qualified engineering teams to achieve the feat of being an indigenously creator of advanced water and wastewater treatment solutions matching with world standards.

The Earth Day is a call for action to protect the planet by adopting and implementing solutions that will help it restore its natural resources. Clean water is a precious resource and we must act in harmony to use it wisely and protect it from pollution and contamination. At Sahara Industry, we are committed to follow environment friendly practices and together, we can make a difference to protect the earth and its beauties.



FRP Pressure Tanks for Water Treatment