



Krystal Allied Services

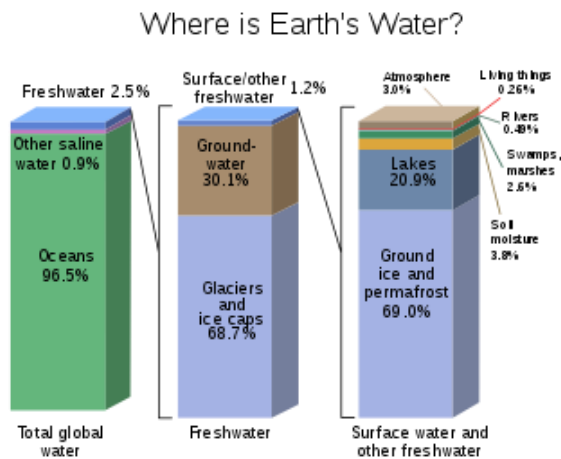
NEWSLETTER 003



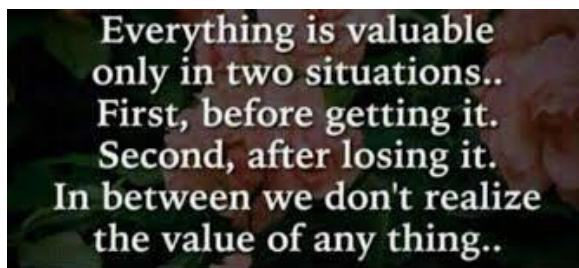
Some wise man once said, "We think we have inherited the earth from our ancestors, little do we realize that we have actually borrowed it from our children."

Whilst every effort is made to improve top lines and bottom lines, saving resources is almost most often overlooked.

Despite the fact that 75% of earth is water, the following picture gives a clear idea of the quantity available for us to drink.



(* Source Wikipedia)



Thirst is the first and the most critical of basic biological needs as explained by Maslov, and probably because it so basic we tend to overlook it and take it for granted.

Farmer suicides have highlighted the importance of water and floods have highlighted the need for proper distribution of water. That's the price of water, the elixir of life is now taking lives

instead of giving life, and yet we choose to ignore wastage.

Distribution too is a challenge. Whilst we have droughts in parts of India, we have floods in other parts. Since the turn of the millennium most of the natural disasters have been due to water, either shortage or excess of it.

It is time for the paradigm shift, learning a few new habits, unlearning a few and reverting to our culture.

Water can be saved by:

- Changing our habits
- Plugging leaks
- Using technology
- Harvesting
- Recycling

Do call Team KAS for the optimal mix. Simple devices like aerators can astonishingly save 90% water used in taps.

Let's act and save water whilst we have water, else we won't have anything to save for our children.



Call Team KAS on: 8879058999, or drop in a mail to murali.shanker@krystalallied.com. Bouquets and brickbats to the same details.