



BOOND

THE POWER OF PAANI

A RCC PLATINUM EDITORIAL AND TEAM PROJECTS PRESENTATION



YOUNG INDIA AND WATER



H2O NO CONTAMINATION



PARYUSHAN DRIVE



DROPS OF BLESSINGS

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YOUNG INDIA AND WATER

With the advent of soda pops and areated drinks the trend to give your children tender coconut water and nimbu pani is long lost. Parents are mistaken thinking that these flavoured and sugary drinks tend to dehydrate the body more. Our body needs plain water to process all these emulsifiers, so irrespective of the body size kids need to drink as much water to keep their anatomy functioning well.

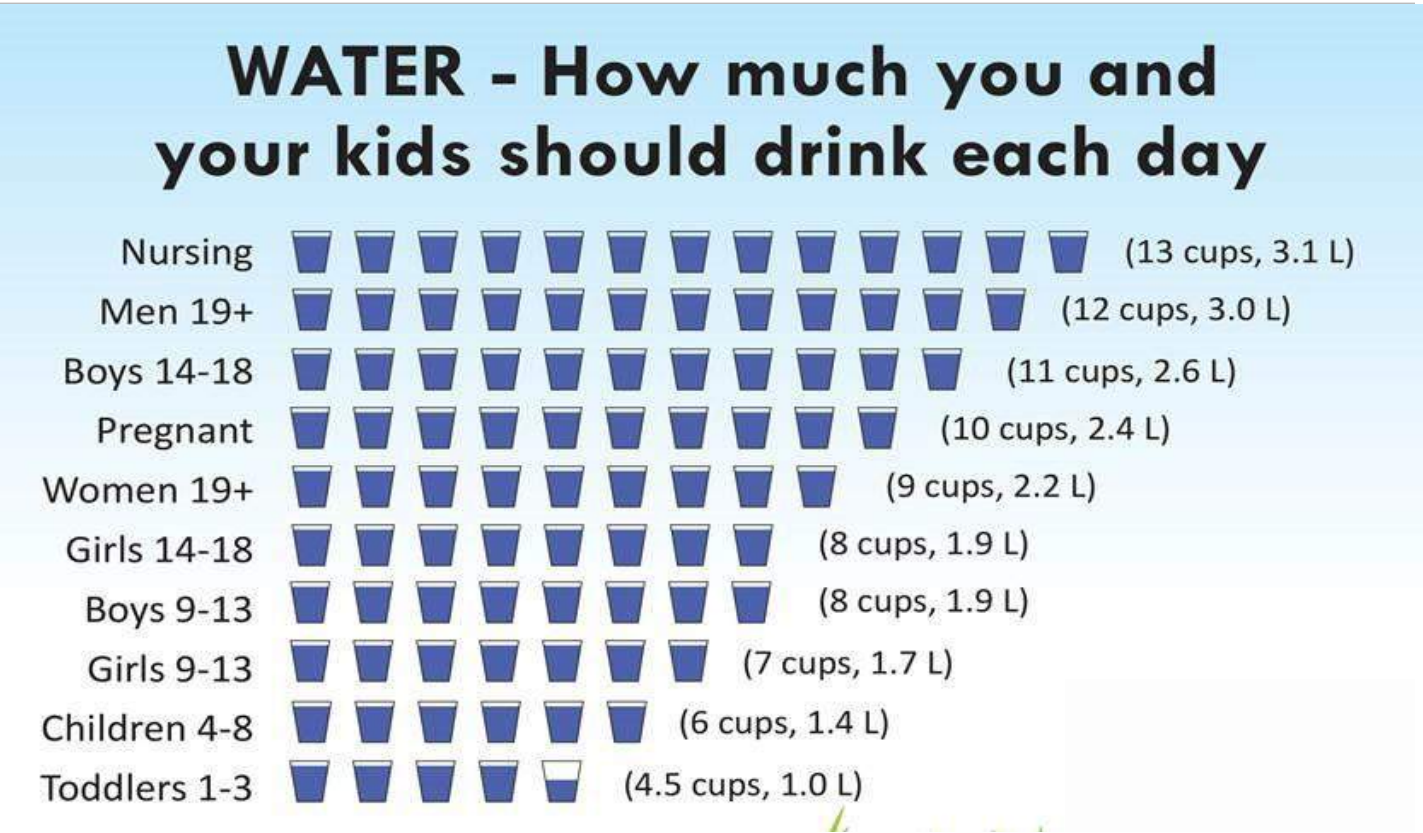
The most important nutrient for toddlers and young children is water. It helps flush out all the toxins before they become poisonous in our body. It also helps in the mental and physical performance of a child in any activity. Young children must be encouraged to have a water drinking routine from toddler stage. They must be taught that water will cool down their bodies, lubricate their joints and make muscles work smoothly. They should be encouraged to sip water at short intervals after meals but not during them.

Communities and schools have the responsibility to ensure that there is enough purified water for the children to drink. Most public places, schools and colleges have inadequate clean water resources set up. Children should also be trained to carry their own water bottles whenever they step out from home.

A study published in Archives of Diseases in Childhood states more than 70% of preschool children never drink plain water. Sugary drinks correlates with weight gain and leads to childhood obesity. So you can adopt the following actions

WHAT YOU CAN DO

- Give them fresh juice, soups and milk which have high water content
- Give them water rich foods all vegetables and fruits fall here.
- Give them attractive drinking water cups.



TIP OF THE MONTH

Make Drinking Water Exciting.

Drinking water is the most beneficial way of keeping hydrated. Although it tastes great as it is, sometimes it is nice to mix it up a little. Here are some tips on how to make your water more fun;

Freeze it.

Freeze fruit like berries in ice cubes for a chilled infusion.



Make it Herbal.

Adding herbs such as ginger, mint leaves or lemongrass can improve the flavour of drinking water.



Go Fruity.

Add fresh fruits such as lime and berries to make your water tastier.



OR..

Try adding cucumber for a fresh taste.

TEA ANYONE?

TEA AND HERBAL DRINKS NOT ONLY HELP YOU TO STAY HYDRATED BUT ARE FULL OF HEALTH BENEFITS.

Lavender and rose hips are packed full of vitamin C and may help ease arthritis pain. Add these to your water to improve the taste and experience healthy hydration.



BENEFITS OF STAYING HYDRATED



•your Baby's
STEM CELLS
ARE PRECIOUS
♥ Preserve them with ♥
LifeCell

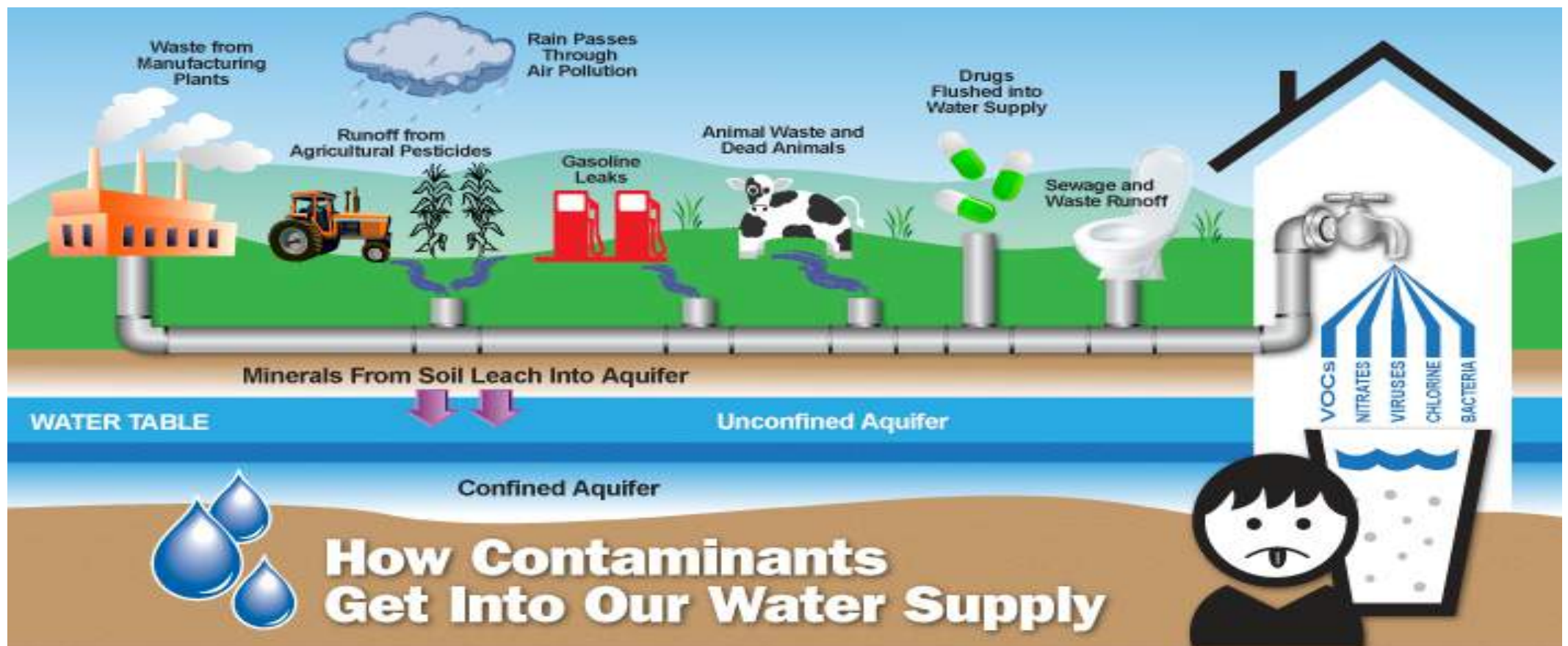
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SAY NO TO CONTAMINATED WATER



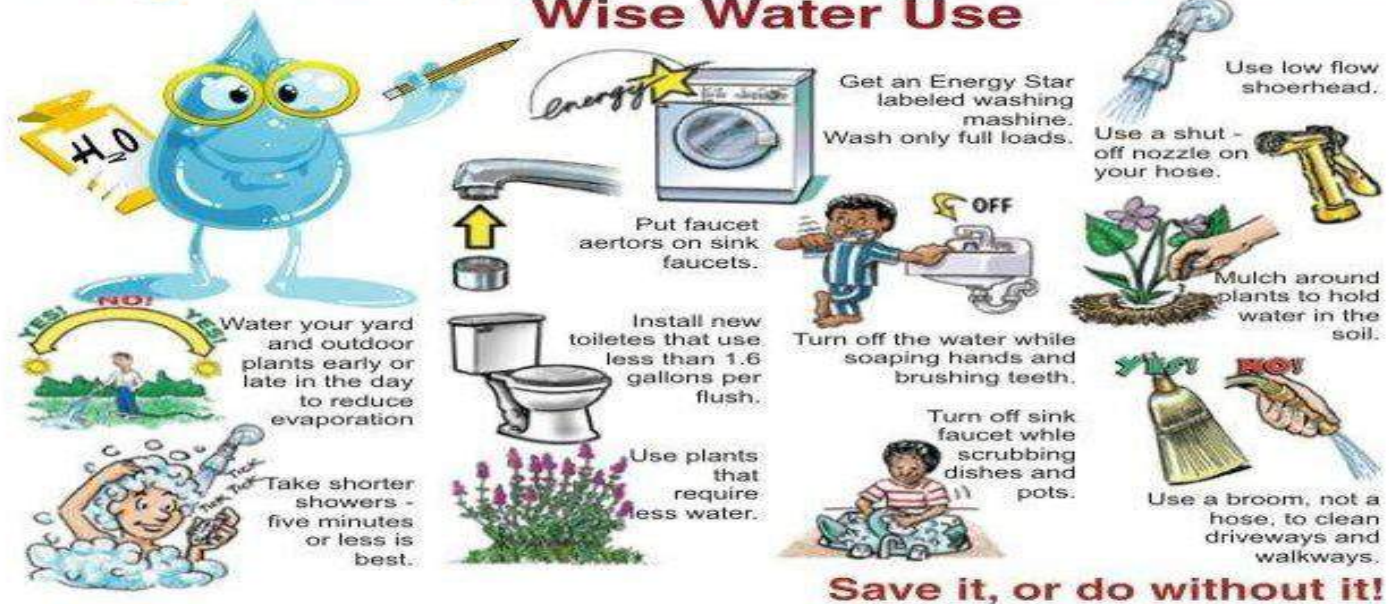
The importance of clean water as a foundation for life is realized by many, but steps taken to maintain the same are not taken to the required extent.

A slight change in the physical, chemical and biological properties of water will have a detrimental consequence on not only the living species but the entire ecosystem and this water pollution in a major reason for extinction of many species.

WATER GETS POLLUTED DUE TO

- 1) The use of pesticides, fertilizers and chemicals which get washed away to underground bore wells during rain.
- 2) Untreated sewage and waste water from houses, schools and hospitals let out in water bodies.
- 3) Oxygen depletion due to hazardous substances getting mixed with water leaving it unfit for use.
- 4) Acid rains caused by emissions of sulphur dioxide and nitrogen oxides from industries.
- 5) The most important of all the dumping of plastic, rubber and all non recyclable items in the water.

Play your part, be water smart!



WHAT JUST HAPPENED?

Waste water from showers and wash hand basins is collected and treated. The recycled greywater is then used to flush toilets. **This reduces waste.**



The need of the hour is a set up for clean, safe and adequate disposition of treated sewage, industrial and domestic waste into the water leading to less contamination and healthy ecosystem.



HOW DO WE MAKE EVERY DROP COUNT

DROPS OF BLESSING

Drops of blessings ..
Where Every drop counts ..
Be it water or blessings..

In this unique program the trust will meet eminent personalities/celebrities from various walks of life - Business, Bollywood, Tollywood, Hospitality etc., and take wishes from them, create awareness and promote our cause.

After the interactions, blessings/wish would be taken by way of an autograph on a water drop shaped memento specially designed for this.



Mr Santosh Kumar IPS



Paryushan drive

PARYUSHAN DRIVE

Every year during Paryushan, the eight auspicious days for all jain's we keep our stalls at various jain temples to create awareness of our Project Paani. We also promote our brand Paani by giving 300ml bottles to all the visitors.

This year we had collection of Rs. 9.5 lacs which was inclusive of RO plants and donation by people. The Paryushan Drive was conducted from 19 August to 25th August 2017.



Come and Join with us for a good cause Advertise, plz contact Mr Vikas Solanki @ 9840122666



BRAND PARTNER

Zrupee has partnered with RCC Platinum trust to donate 10 liters of water for every like that is given for our project facebook page facebook.com/rccppaani. This drive was conducted during the Paryushan period where we saw our likes increase by 75%

About Zrupee:

Zrupee provides a merchant or consumer the freedom to accept or make a payment through their most preferred option like any mobile-wallet, UPI or any other form of digital payments (credit card, debit card, aadhar, etc). Zrupee is a blend of assorted digital wallets and payment platforms for hassle-free payment remittances.



RO Plant Donors during the Paryushan Drive:

Platino Vivek Dasot
Platino Prashant Kiran
Platino Sushil Lalwani
(Donated two plants)

To Donate an RO plant and to become a brand partner please contact Mr. Sushil Lalwani @ 98413 44444

You can partner with us in many ways:

Selling our product merchandise at your store.

Get our standees at your store or restaurant and promote awareness.

Tie up for co-branding your product with our "save water" campaign.

Other ideas, most welcome.



Your LIKE Shall Impact Lives...

Like our page and 10 litres of water would be donated by Zrupee on your behalf.



paani.org

An Initiative By
RCC Platinum Trust