

ESG SERIES

The Water Crisis Nobody Talks About

It's not just about running out of water.

It's about **who gets left behind** when it does.



info@devinsights.co.in
0120 421 7386



DevInsights[®]
accentuating insights for social development



THE REALITY

The Crisis Is Already Here

Millions Without Access

Every day, millions of people struggle to access safe drinking water.

We Act Like It's Unlimited

Yet many of us use water as if it will never run out.



The crisis is already here. It is not a future problem – it is a present emergency.



 MORE THAN AN ENVIRONMENTAL ISSUE

Water Affects Everything

This is not just an environmental challenge. It's a **social one too.**



Food Security

Water scarcity directly threatens crop yields and food supply chains.



Public Health

Unsafe water is a leading cause of preventable disease worldwide.



Education

Children, especially girls, miss school to fetch water.



Gender Equality

Women and girls bear the heaviest burden of water insecurity.

 THE COST OF INACTION

When Communities Lack Access to Water

Children Miss School

Hours spent fetching water replace hours of learning – trapping communities in cycles of poverty.

Health Risks Increase

Contaminated water sources spread disease, overwhelming already fragile healthcare systems.

Livelihoods Suffer

Farmers, small businesses, and entire economies are crippled without reliable water access.

Water insecurity impacts entire communities – not just individuals.



EVERY DROP COUNTS

Solutions Start With You

Small actions create **lasting impact.**

01

✓ **Use Water Responsibly**

Be mindful of daily consumption at home and at work.

02

✓ **Reduce Wastage**

Fix leaks, adopt efficient appliances, and cut unnecessary use.

03

✓ **Support Water Conservation Efforts**

Back organisations and initiatives working on the ground.

04

✓ **Invest in Sustainable Water Management**

Encourage businesses and governments to prioritise long-term water planning.



DevInsights

What If Water Stopped Flowing Tomorrow?

Would your home, workplace, or community be prepared?

At **DevInsights**, we believe data, evidence, and action are key to solving development challenges.

Follow DevInsights

Research-backed insights on ESG, sustainability, and social impact.

Join the Conversation

What's one step you think businesses and communities should take to address the water crisis?