



## NATIONAL REAL ESTATE DEVELOPMENT COUNCIL

*Invites you to public education seminar on*  
**Most effective and need of the hour**

### “ Water Crisis Management ”

Presented by - **Sri Ayyappa Masagi**  
**Jamnalal Bajaj Awardee**  
**a Ashoka fellow**

&  
A Presentation on **“Swacha Kaveri”**

by **Sri Deepak Lulla**  
Habitat Shelters Pvt.Ltd

&

**Sri Srihari**  
GSS Foundation

In association with

SPA  
School of planning and Architecture



IIA  
Indian Institute of Architects

DATE : 21<sup>st</sup> August 2017

Venue

TIME : 5:30 pm | 8.30 pm

**Senate Bhavana**  
**University of Mysore, Manasa Gongothi**  
**Mysuru**

#### Guests of Honor

**Sri Randeep IAS**  
Deputy Commissioner  
Mysuru

**Sri M.J Ravi Kumar**  
Mayor – Mysuru City Corporation

**Prof. Dayanand Mane**  
Vice Chancellor - University of Mysore

**Smt.D. Bharathi**  
Rigistrar - University of Mysore

**Dr Nagendra H N**  
Director- SPA

**Sri Chandrashekar**  
Chairman - IIA

**Sri Manoj Lodha**  
President  
NAREDCO Karnataka

**Sri Divyesh N**  
Convenor  
NAREDCO Mysuru

**Sri Ulhas Shankar**  
Chairman  
NAREDCO FOUNDATION

#### Speaker

**Sri Ayyappa M Masagi**  
Rain Water Concepts (I) Pvt. Ltd and Water Literacy Foundation

#### Professional Experience

- 1) Served L & T, Bangalore as a Mechanical Engineer for 23 years
- 2) Founded Water Literacy Foundation, a non-profit organization in Sept, 2005 to spread water conservation awareness among masses with the vision of making India a water efficient nation. To know more about Water Literacy Foundation, please visit: <http://www.waterliteracy.tk>
- 3) Founded Rain Water Concepts (India) Pvt. Ltd., a for-profit company in August, 2008 to support Water Literacy Foundation by working in a Cross Subsidy Model. To know more about Rain Water Concepts, please visit: <http://rainwaterconcepts.co.in>

#### Awards and Fellowships

- Oxfam Fellow - The mentor organization, Oxfam India Society, is now known as Svaraj Foundation, Bangalore
- Ashoka Fellow - By Ashoka Innovators for the Public, the U S A
- Jamnalal Bajaj Award 2009 for Application of Science and Technology in Rural Development
- Kamataka's Best Social Service Award by Zee Kannada Channel -
- NGO Award 2011 – LGCL and Times Foundallon
- Kamataka Rajyotsava (State) Award – 2009/10 "For Agriculture and Water Conservation"
- NGO Award – by LGCL and Times Foundallon (of Times of India news paper) 2011

#### Project Track Record

No. of borewells recharged with direct and indirect involvement through community programs, training, awareness programs, workshops, Self-help book called as Nela Jala Jana (Land Water People in English) and a tele-film called as Bhageerath	Close to 90,000
No. of lakes constructed	Over 500
No. of awareness programs, training, workshops, rallies, etc.	Over 4000
No of apartment RWH projects	Over 200
No. of industrial RWH projects	Over 70
No. of educational institutional RWH projects	Over 50
No. of individual house RWH projects	Over 3000
Total worth of projects implemented so far	Around 200 Crores
Rain water harvested so far across urban, industrial and rural projects	7000 Crore Liters
No. of trees grown by farmers based on our Tree based agriculture	Over 40,000
Total area covered under our Non-Irrigational Agricultural systems	700 Hectares
No. of farmers lives saved who were about to commit suicide	Over 100