



Indicative Pictures

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Rationale:

Through all the activity elements, the ground team will be generating demand as well as provide awareness and knowledge about the water ATMs and water sanitation & hygiene. An important aspect of water sanitation & hygiene is to establish and demonstrate that visibly clean water is not actually clean. This can be showcased via below 2 activities. The way is to highlight impurities in the water through easy yet engaging way and use of technology. Both of these are simple and easy to comprehend and can be effortlessly implemented across all the touchpoints:

- The team will carry a transparent glass tumbler and some salt or black salt and other completely soluble items. They'll stir and mix one of these in water and hence prove similarly, germs and dirt are soluble as well as invisible

The team can also conduct the electrolyzer test





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The team will carry a board with an invisible marker and a UV light torch. While interacting with the audience and taking up their simple suggestions, they'll draw several elements on the board such as a glass of water and then ask audiences to find the no. of germs they can see. While the glass can be drawn with a normal marker, the communicator will draw germs with the invisible marker. On looking under the UV light, the germs will be visible, hence establishing once again, visibly clean is not actually clean

