

BEHAVIOURAL
CHANGE, THE
ANSWER FOR WATER
MANAGEMENT IN
BENGALURU: A PATH
TO SUSTAINABILITY

Being Mindful about water

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- India's first Sustainability Psychologist,
- CRO, Earthitude Research Forum,
- Co-Founder, Friends of Lakes (FOL),
- ISO 14,001 Environmental Auditor,
- Sustainability Reporting,
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What is Earthitude Research Forum?



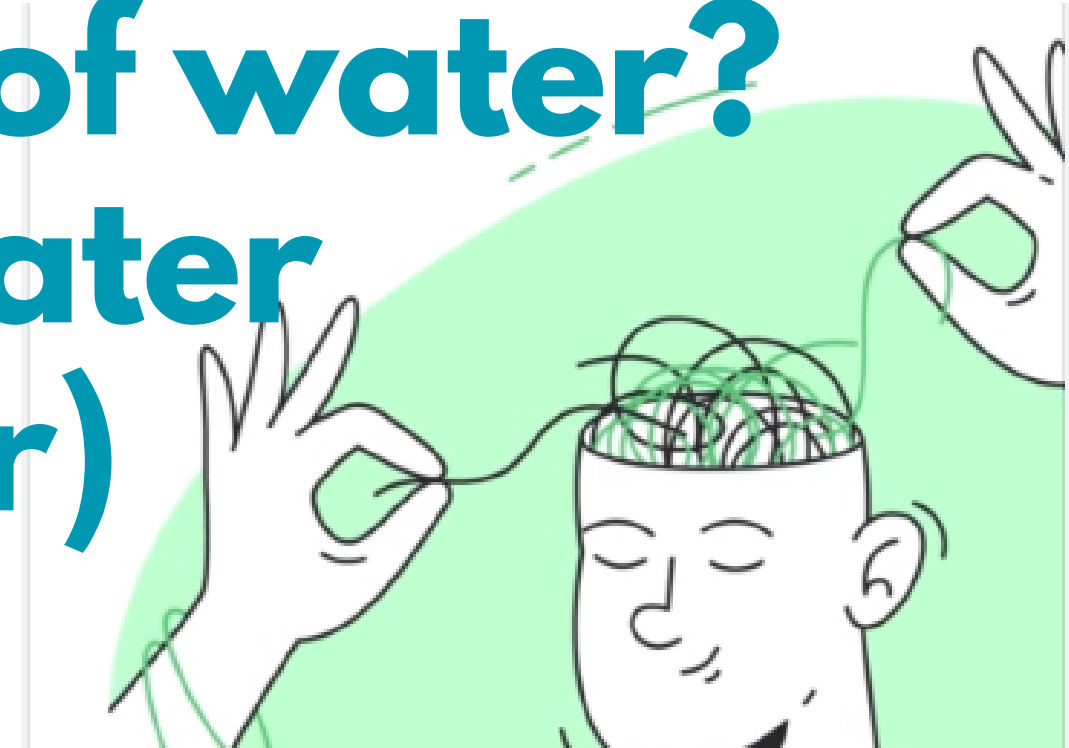
- **Behavioural Sciences:** We research on human relationship with Earth
- **Cognitive Restructuring for Sustainable Lifestyle Reformation, Pro-Environment** (an understanding of CBT & NLP)
- **Technological Advancement v/s exhausted resource (water)**



Behavioural Transformation for Water Conservation

Questions:

1. How much water can a bucket hold?
2. How much water can a glass hold?
3. How can we introduce technology in water when water is getting exhausted?
4. What is people's perception of water?
5. Cognitive reformation for water perception? (Source of water)



Save water, save life

**With technological
advancement in the
water sector, promote
conservation is key**

**Lets leave some good water
for the next generation**

Thank You

