

## WATER CONSERVATION COMMUNICATION IN INDIA AN EXPLORATION

*Yamuna B. Raj, M. S. Sapna, N. Mamatha & B.P. Mahesh Chandra Guru*

*Research Scholar, DOS in Journalism and Mass Communication, University of Mysore, Manasagangotri, Mysuru, Karnataka, India*

*Associate Professor, DOS in Journalism and Mass Communication, University of Mysore, Manasagangotri, Mysuru, Karnataka, India*

*Assistant Professor, DOS in Journalism and Mass Communication, University of Mysore, Manasagangotri, Mysuru, Karnataka, India*

*Retired Professor and Dean, DOS in Journalism and Mass Communication, University of Mysore, Manasagangotri, Mysuru, Karnataka, India*

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### **ABSTRACT**

*Sustainable development has gained significance in the new millennium. Environment friendly development approaches are essential to save the world from various disasters and disadvantages. Water conservation has become an important aspect of Sustainable Development Goals. Water resources have to be protected in order to save the humankind and environment from pollution, degradation and destruction in the name of development. The need for water conservation is seldom questioned by the people. Environmentalists have strongly advocated the need for water conservation, which assumes several dimensions. The issues and concerns of water conservation are also examined by the researchers in order to sensitize various stakeholders of sustainable development and prepare grounds for effective water conservation in the world. India also faces several constraints and challenges in water conservation, which demands active participation of all stakeholders in the endeavours for water conservation. The need for water conservation communication in India is examined in this article on the basis of qualitative research methodology.*

**KEYWORDS:** *Water Conservation, Exploration, Sustainable Development*