

Children Lead Skipper Pipes' 'Jal Rakshak' Water Conservation Drive This Durga Puja



As Mahalaya ushered in the spirit of Durga Puja, Skipper Pipes turned the city's celebrations into a platform for responsibility with the launch of its flagship water conservation initiative, **Jal Rakshak**. The campaign rolled out across four leading puja committees - Dumdum Park Bharat Chakra, Barisha Club, Samaj Sebi Sangha, and Mudioli Club.

Nearly 300 children, aged 6 to 16, participated in a Creative Art Fair on Water Conservation, using canvas and color to stress the need to save water. They later took a pledge to become **Jal Rakshaks**, vowing to conserve water in their daily lives.

The message was reinforced through live performances. Jaladharsha Collective staged an immersive theatre act on the urgency of water conservation. Popular content creator RJ Praveen, who pledged to be a **Jal Rakshak**, engaged with the children and their parents with humour and interactive sessions on water conservation.

The artworks will be showcased on giant "**Jal Rakshak Art Walls**" at the four pandals, during the Pujas, ensuring lakhs of visitors are greeted with the reminder: "The water we save today secures the future of tomorrow."

The campaign also drew strong endorsements from puja organisers:

"Skipper Pipes has given true meaning to celebration by bringing children forward as messengers of life itself," said Pratik Chowdhury of Dumdum Park Bharat Chakra.

"Jal Rakshak reminds us that

conserving water is worship in its truest form," added Saibal Bose of Barisha Club.

"The children's art is their prayer. If we want to celebrate tomorrow, we must save water today," noted Arijit Maitra of Samaj Sebi Sangha.

"In a festival known for lights and colors, Jal Rakshak lit up our conscience," said Manoj Shaw of Mudioli Club.

For Skipper Pipes, **Jal Rakshak** is more than a festive campaign - it reflects the company's commitment to social responsibility alongside product innovation.

As pandal-hoppers throng the city this Puja, the message resonates: "rituals may honor the Goddess, but conserving resources honors life itself". With **Jal Rakshak**, Skipper Pipes has turned celebration into a call for action - where every drop saved is a prayer for the future.



Sajan Bansal,
MD - Skipper Limited



Skipper Jal Rakshak is not just an initiative - it's the seed of a movement that will shape how future generations value water."

Siddharth Bansal,
Director, Skipper Limited

For more information and to take the pledge, visit: <https://skipperpipes.in/jal-rakshak>

