ADOPT A FILTER

CLEAN WATER MAKE LIVES BETTER

THE NEED FOR CLEAN WATER IN RURAL INDIA?

India has access to approximately 433 billion cubic metres (bcm) of groundwater, which is severely overexploited. This has led to serious water scarcity around the country.

Of India's 4,000 bcm of annual precipitation, the country uses only 690 bcm productively. Given that it has a population of over 1.3 billion people, this percentage is not enough to meet the needs of most people and has contributed to water stress.

Why do we need to Adopt a Filter?

Around 70% of the surface water in India is polluted or insufficient due to poor rainfall management. This has a direct consequence on the health and agricultural productivity of rural communities across the country. India's water security is also threatened by climate change and the increasingly unpredictable monsoons. Scientists have estimated that by 2050, per capita water availability will go down to 1,191 cubic metres.

Groundwater supplies 80% of rural drinking water and 45% of rural irrigation needs. However, at the rate at which water sources are depleting, 2050 will probably see a completely inadequate water supply.

Urban areas in India, which house over 34% of the population, face acute water shortages. Cities like Chennai and Bengaluru have seen groundwater levels drop by 10-20 metres over the past decade, leading to water rationing and dependency on distant water sources.

Our Filter

Clay Matkas: Each filter can store up to 16 litres of water, which is enough for a family of 4, and is hand-crafted, based on the traditional design, eco-friendly nature and cooling properties of a matka.

Gravity-Based: They rely on gravitational force to filter water without electricity, ideal for rural environments.

Carbon Filter and UV Protection: A carbon base removes impurities and odours, thereby enhancing the taste of water. Additionally, there are also UV membranes to destroy any harmful contaminants.

Clay for a change! Using clay supports local artisans, reduces plastic reliance, and provides natural cooling properties for water storage.

Pure Water Without Power

In rural India, water is often stored in clay pots (matkas). Captures the essence of Adopt A Filter's innovative approach to safe water access in rural India. This initiative brings together the artistry of local clay pot makers and the advanced filtration expertise of Kent Water Purifiers, creating a unique water solution that doesn't require electricity. These clay pots are crafted by trained local artisans and embedded with a gravity-based filtration system from Kent, which purifies and cools water naturally.

The result is a safe, eco-friendly way to deliver clean drinking water to underserved communities, even in areas without power. This blend of heritage and technology not only provides a sustainable water source but also supports local artisans, boosts the rural economy, and promotes a healthier future for millions in India.

Unlike other filters, our product embraces tradition.
By merging advanced filtration technology with these pots, we offer a more affordable and efficient solution.




Cool, Clean, and Sustainable A Refreshing Approach to Water for All.

Electricity-Free Filtration
Delivers safe water without relying on power sources.

Eco-Friendly Design
Reduces plastic use with sustainable, clay-based filtration.

Empowers Rural Economy
Creates jobs, boosts local economy through artisan involvement.

Simple Maintenance
Easy upkeep with user-friendly cleaning and care resources.

The goal of the project is to provide clean water, create a replicable model and support local artisans and economies, thereby making a lasting impact on public health.

Locally Made, Globally Impactful: Safe Water for Every Home.

What Makes Adopt A Filter Unique?

- Modern technology combined with traditional clay pots.
- Gravity-based filtration with no electricity needed.
- "Hand-crafted by artisans, our filters are sustainable and enhance the rural economy."

Key Features

- 16-litre capacity – Enough for a family of four.
- Carbon filter & UV membrane – Removes impurities and destroys contaminants.
- Clay pot – Naturally cools water, making it alkaline and healthy.

Projected Impact

Adopt a Filter is set to make a significant impact on multiple fronts:

- Socially, by providing access to clean drinking water, reducing waterborne diseases and educating communities on the use and benefits of filters.
- Environmentally, the project uses sustainable materials in its design, avoids transport and utilises the labour of village folk to reduce pollution.
- Economically, region-specific suppliers and artisans are employed to provide job stability and boost village finances.

Innovative Filtration Meets Tradition to Empower Rural India

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Meet Yash Gupta.

This project stems from Yash's childhood experience visiting villages in India where he noticed people drinking directly from contaminated sources and storing water in clay pots or "matkas".

Inspired by these observations, he developed a gravity-based filter integrated into local matkas to simultaneously address the need for clean drinking water while using traditionally reliable methods.

By applying for grants from NGOs and governmental organizations, reaching out to donors to secure private funding to support the pilot phases, and seeking investments from ESG companies, Adopt A Filter sets out to distribute these filters to rural Indian populations free of cost, thereby taking a positive step towards providing free access to safe drinking water for all.

To further impact, Yash partnered with Kent RO, India's leading water purification company to bring technical insight and credibility to the initiative.

Adopt a Filter today and help create a healthier, cleaner, and empowered India!

How You Can Make a Difference?

Support Us

Sponsor a filter for just Rs. 800/- to bring clean water to rural homes.

Volunteer with us or spread the word about Adopt A Filter.

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