

CASE STUDY

PAY AS PER USAGE LEADS TO BEHAVIORAL CHANGE



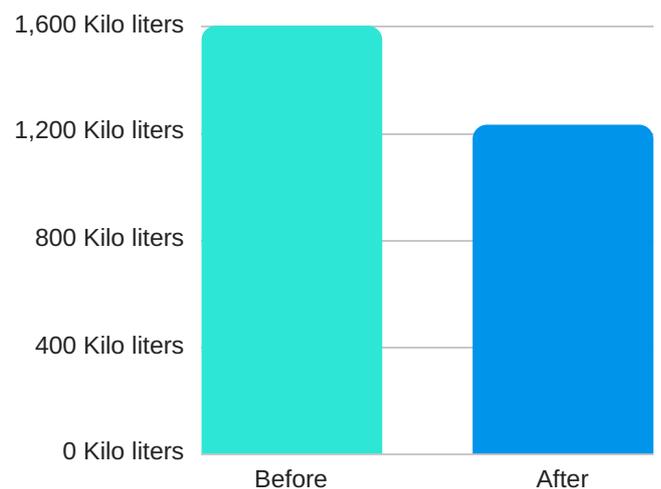
The residents of Appaswamy Brooksdale faced major issues with respect to their water billing. The traditional practice followed by most apartment buildings in India is to divide the total water bill by the number of apartments. No attention is paid to per apartment consumption, therefore an apartment with a family of two ends up paying the same amount as an apartment with 5 occupants!

THE PROBLEM

The existing water metering systems have proven to be inefficient in giving end users data that helps with billing and conservation efforts. A solution that provided complete water Inlet monitoring as well as Apartment / Block Level measurement of water consumption was required by the residents. The current payment mechanism also leads to users being reckless with their water consumption because of the inherent knowledge that the water bill will be equally borne by all residents. We automatically take measures to conserve electricity to avoid paying a hefty bill at the end of the month but when it comes to water, we consume it without giving a second thought on its economical effect on us. This generally leads to overconsumption and inefficient usage.

WEGOT EFFECT

Installing VenAqua at Appaswamy Brooksdale led to a gradual behavioural change in the residents thereby saving 430 kilo liters of water within the first month of installation. The number of tanker lorries sourced very month has reduced by about 28% saving about Rs. 50,000! Eventually, saving an additional sum of Rs 20,000 towards sewage water clearing. Pay as per usage model is one of the steering factors in driving a behavioural change. VenAqua's detailed and useful insights can bring about a behavioural change, which leads to reduction of consumption as well as reduction in cost.



Water requirement at Appaswamy Brooksdale