

Water saving practices : A comparison of rural and urban homemakers of Ludhiana district

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■ **ABSTRACT** : The objective of the present investigation was to study the different water saving practices followed by rural and urban homemakers, in home and while performing various personal care activities. The study was conducted on 60 rural and 60 urban homemakers of Ludhiana district. The results showed that higher number of urban respondents were following different water management practices, such as turning off water when brushing teeth, sharing water saving tips with others, etc. as compared to their rural counterparts.

■ **KEY WORDS** : Water conservation, Water shortage, Water saving practices

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