



UN WATER
22 MARCH
WORLD
WATER
DAY

World Water Day is celebrated on 22nd March every year to focus attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. This year the theme for World Water Day is **“Groundwater: Making the invisible visible”**.

Groundwater is one of the most reliable sources of natural resource.

Water is the elixir of life; without water no life can exist.

But water is under extreme threat due to growing population, increasing demand of agriculture & industry, and the worsening impacts of climate change.

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Key message for this year World Water Day celebration:

- Groundwater is invisible, but its impact is visible everywhere in the world.
- Almost all of the liquid freshwater in the world is groundwater, supporting drinking water supplies, sanitation systems, farming, industry and ecosystems.
- What we do on the surface matters underground. We must only put harmless, biodegradable products on the soil and use water as efficiently as possible.
- Groundwater crosses borders. We must work together to manage transboundary groundwater resources.
- We cannot manage what we do not measure. Groundwater must be thoroughly explored, analysed and monitored.
- Groundwater will play a critical role in adapting to climate change. We must protect and explore groundwater, balancing the needs of people and the planet.



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