

TRADITIONAL METHOD OF FILTERING WATER IS NOT EFFECTIVE: REPORT

The Indian Institute of Management Ahmedabad (IIMA), Massachusetts Institute of Technology (MIT), CEPT University and IIT-Gandhinagar's study report on product evaluation of household water filter in and around Ahmedabad has revealed that the traditional methods of water filtering are not effective. The results have been published by MIT's comprehensive initiative on technology Evaluation (CITE), following a report on the basis of a study of more than 100 water filters, by interviewing 400 consumers, retailers and distributors and manufacturers, said Jennifer Green who was part of the research. The team said researchers studied over 100 models of household water filter from nine major brands available in the market in Ahmedabad. "The models fell in three categories: conventional practical filtration, gravity non-electric filters and reverse osmosis filters. The research team collected nearly 700 household water samples, 263 household surveys and 108 retailer survey," they stated.