

From Observation to Action: The Story of Adopt A Filter



ADOPT A FILTER

<https://www.adoptafilter.com/>

It all started with a simple observation that stayed with me long after I'd left. During visits to rural villages in India, I saw a reality that was hard to ignore: people drinking directly from contaminated water sources. I also noticed that nearly every household stored their water in traditional clay pots, or *matkas*. These two images—the immediate need for clean water and the deep-rooted cultural reliance on the *matka*—planted a seed of an idea. What if the solution wasn't about replacing tradition, but enhancing it?

That question became the foundation for **Adopt A Filter**, a social initiative I founded in June 2024. The mission was clear: to tackle the critical issue of water accessibility in marginalized communities. The challenge was to create something that was not only effective but also sustainable, low-cost, and culturally embraced. The answer, I believed, was hidden in plain sight—within the very clay pots that were already a part of daily life.

The concept was to merge the old with the new. I envisioned a system that integrated modern, gravity-based filtration technology directly into the traditional *matka*. This would create a dual-purpose vessel that could both purify water and keep it naturally cool, without needing any electricity—a critical feature for off-grid communities.



Turning this vision into a tangible product required collaboration. In July 2024, I began working with **Kent RO**, a leader in water purification. Together, we finalized a 16-litre design that perfectly blended their advanced filtration system with the time-tested properties of the earthen pot.

But the technology was only half of the equation. For this project to be truly sustainable, it had to empower the community it served. We started working directly with local clay artisans, training them on everything from raw material procurement to the specific molding and firing processes required to ensure each filter met our quality standards. This wasn't just about manufacturing a product; it was about creating local jobs and preserving a valuable craft.

With a working prototype, we moved into the field, conducting tests with select communities. This phase was crucial. We gathered firsthand feedback on the filter's design, usability, and effectiveness, allowing us to make improvements that were directly informed by the people we aimed to serve. To ensure the filters were used correctly and maintained for

long-term use, I also authored and designed a user manual entirely in Hindi, detailing everything from cleaning instructions to the health benefits of filtered water.

The journey has been about more than just building a product; it's been about building a movement. To amplify our impact, I designed a leaflet to raise awareness and began applying for grants and mentorship opportunities from organizations like **Ashoka Changemakers** and **APJ Abdul Kalam Ignited Minds**.

The response has been incredibly validating. Recently, Adopt A Filter was selected as a **Top 100 Finalist for Samsung Solve for Tomorrow (India)**. I'm thrilled to share that we have now advanced to the **Top 40**, a milestone that came with a ₹20,000 grant and a Samsung laptop to help further the project. This recognition has not only provided crucial resources but has also affirmed that we are on the right path.

Adopt A Filter started as a simple idea sparked by an observation, but it has grown into a mission-driven project with the potential to bring clean water, health, and economic opportunity to countless families. It's a journey that proves that sometimes, the most innovative solutions are the ones that honor tradition.



Attached below:

- Letter of intent from 2 companies, sponsoring “adopting” filters
- Samsung Solve For Tomorrow Certificate



KENT RO SYSTEMS LTD.

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Dear Yash,

We at Kent RO Systems Ltd. have been thoroughly impressed by your initiative, 'Adopt A Filter', which innovatively combines traditional matka design with modern filtration technologies to provide clean, sustainable, and culturally resonant drinking water solutions to underserved communities.

As a company committed to advancing water purification technologies and improving public health, we deeply resonate with the mission of your project. It is truly inspiring to see a student-led effort create such a meaningful social and environmental impact.

In recognition of the promise and potential of Adopt A Filter, we are pleased to sponsor 500 units to help scale your initiative and bring clean drinking water to even more households. We believe this partnership reflects a shared commitment to creating long-lasting, low-cost, and environmentally responsible solutions for water accessibility.

Your work embodies the spirit of innovation and compassion that we at Kent value deeply. Supporting young changemakers like you gives us immense confidence in the future of sustainable development in India.

We wish you all the very best as you continue to grow this impactful initiative and look forward to seeing the difference it will make in the lives of those who need it most.

Warm regards,

Varun Gupta
Joint Managing Director
Kent RO Systems Ltd.





Dear Yash Gupta,

I hope this message finds you well. I recently learned about your innovative product, "Adopt A Filter," and was immediately impressed by its potential to improve employee well-being and health. After exploring Adoptafilter.com, I am even more convinced of its value, especially in supporting the well-being of both individuals and communities.

Access to clean water is a fundamental necessity, essential for health and a better quality of life. As someone who values innovation and is committed to providing my team with solutions that promote their health and that of their families, I am very interested in participating in a trial of your product. I believe this initiative could significantly benefit my team members, particularly those living in villages and urban clusters, while also offering you valuable feedback on its practical application and impact.

I am eager to collaborate with you on this initiative and would like to adopt 100 filters for my team. I look forward to your positive response and to learning more about how we can support the "Adopt A Filter" initiative together.

Warm regards,

Rajiv Lohia
Managing Director
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SAMSUNG

Congratulations!

Your team has qualified for the Semi-Finals

Dear **Team Adopt A Filter (Yash)**,

Congratulations! Your team has secured a spot in the **Top 40** in **Samsung Solve for Tomorrow 2025**. We are delighted to have you join us to solve for **Future of Health, Hygiene, & Wellbeing in India**.

The next phase of the competition is the '**Innovation Bootcamp**', a unique opportunity to visit Samsung R&D centres and the Southwest Asia Headquarters in India.

During this phase, your team will:

- **Engage with Samsung leaders and experts,**
- **Attend the especially curated training sessions by Industry experts, and**
- **Participate in a guided prototyping experience at IIT Delhi**

This experience is designed to help your team for the **National Pitch Event**, where your team will present your innovation to a select jury from Samsung to compete for a spot in the Grand Finale.

Please note: It is mandatory to participate in the innovation bootcamp to qualify for the next round.



We look forward to seeing your ideas come to life!

All the Best!
Team Solve

#sft_india_2025 #solvefortomorrow

Together for Tomorrow!
Enabling People
Education for Future Generations

Samsung Solve for Tomorrow