

Freedom from leakages

With the country celebrating 69 years of Independence and rising awareness about public health and safety, it is time to take a pledge to become responsible citizens and be aware of our neighbourhood surroundings to ensure safety of our residences and structures. According to an estimate over 2600 people in India lose their lives every year (7 lives a day) due to building collapses. In spite of such severe repercussions, it is still an aspect that is often overlooked. Structures become weak and damaged due to exposure to weather conditions and the structure weakens and is unable to resist the water ingress.

Several catastrophic structural failures have occurred in the recent past and resulted in injuries, severe damage, death, and/or monetary losses. Many of the failures occur because small signs of damage to the structure are ignored and there is a tendency to delay which further makes the situation worse. Regular structural audits must be carried out every few years to check the structure soundness and a preventive approach should be adopted to check for early signs of structure ageing.

Water leakages are a huge concern for any home and usually ignored until the monsoons arrive and till you hear the pitter-patter of raindrops not only on the window but also inside your bedroom, kitchen or living room. The monsoon rains are a welcome relief from the summer heat but can wreak havoc for homeowners during the season and can have repercussions post the season as well. Homeowners are often left to unwillingly to get used to with water leaking through various parts of the home, whether it is the bathroom or the kitchen on the floor above or external walls or even the terrace.

Structures have to go through the damage caused by Sun and Rain throughout the year. The consequences arising from such issues could be long lasting and take a heavy toll, not just in terms of repairs and a new paint-job, but also on a homeowner's health and on the structural integrity of their homes.

Health Concerns

Did you know that water seepage does not only mean having to live with damp, dripping walls and ceilings? It can have a more insidious effect and can even adversely affect your health.

Water leakages have various health consequences, and often they are not caused by leakages themselves but damp atmosphere such as the mold, asbestos and mildew.

The one visible effect of water seepage is the growth of mould on the damp patches in your home or office. This dark and musty-smelling mould aggravates and can even causing asthma, especially in young children. Mould can also be a health hazard if you have a weakened immune system and cause allergies and even a lung inflammation called Hypersensitivity Pneumonitis. The hazards can lead to a slew of respiratory problems, which can be dangerous for anyone on your property.

Building Damage

Constructions in India are often victims of conventional methods that are used for water proofing roofs. Also, the use of conventional waterproofing materials in bathroom construction is one of the biggest reasons for leakages in homes.. Poor waterproofing practices allow water to seep into structures and get trapped in the walls leading to dampness.

One of the most common areas from where leakages occur is the roof. Concrete slabs on the Roof are porous and since they are most exposed to the rain, roofs are the entry points for the water to seep in. Until now, roof waterproofing was done with conventional Brickbat Coba (BBC). BBC is inelastic and therefore cracks after some time due to thermal expansion and contraction.

External walls are another area of concern that is frequently overlooked by contractors and sometimes not waterproofed but are merely given a coating of paint. The consequences of water seepages go beyond the aesthetic damage. Water trickling in through external walls can damage the furniture and also cause electrical short circuits by seeping into the wiring.

Fix the Leak!

Treating leakages are often looked upon as a colossal task, but with The Waterproofing Ka Doctor - Dr. Fixit spreading awareness and providing the right professional advice, homeowners need not put up with water seepage issues. Water leakages are easily preventable and remedied if homeowners know what products to use and how to deal with water leakage thereby preventing it in the future.

It is for this very purpose that companies like Dr. Fixit provide a team of dedicated technical experts for site inspection who compile timely solution and recommendation reports. Dr. Fixit is on a mission to create Happy Waterproofed Homes and consumers can reach on the dedicated helpline for their queries. Read more on the website www.drifixit.co.in.

Dr Fixit also has trained applicators who are the ambassadors for good waterproofing workmanship. The continuous efforts of Dr. Fixit aim for a Leak free Damp free India.

Water leakage and seepage might seem like temporary inconveniences. But they can have grave consequences.

As a homeowner, make sure you check the smallest signs of damage in your home and take prompt action to get the best possible solutions for your seepages issues. The benefits far outweigh the costs.

So this Independence Day say no to damp walls, damp ceilings, rising dampness, cracks and leakages

(Inputs by- Ashish Prasad, Chief Operating Officer, Construction Chemicals, Pidilite Industries Ltd)

Do act swiftly!

Never ignore the initial signs of leakage

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If you have a weakened immune system, it can cause allergies and even a lung inflammation called Hypersensitivity Pneumonitis. The hazards can lead to a slew of respiratory problems, which can be dangerous for anyone on your property. Poor waterproofing practices allow water to seep into structures and get trapped in the walls leading to dampness. One of the most common areas from where leakages occur is the roof. Concrete slabs on the Roof are porous and since they are most exposed to the rain, roofs are the entry points for the water to seep in.

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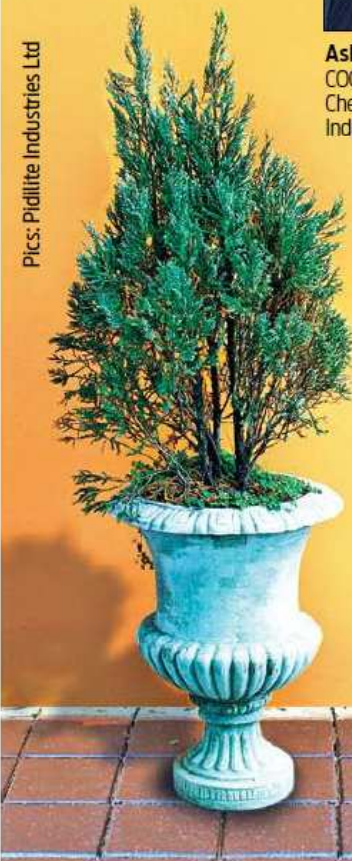
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Pics: Pidilite Industries Ltd



Pidilite launches Handcrafted Rakhi campaign to commemorate Kargil Vijay Diwas

Participants from Om Creations Trust, one of India's leading NGOs for differently-abled kids, create unique handmade Rakhis

Mumbai, July 26, 2016: Kargil Vijay Diwas is celebrated every year in honor of the Kargil War Heroes that successfully took command of Kargil high-posts on 26th July, 1999. Pidilite- the maker of iconic brand Fevicol, is commemorating 17 glorious years of Kargil Vijay Diwas by launching a nation-wide initiative to honor the country's soldiers. Pidilite is creating awareness about Kargil Vijay Diwas, and encouraging children to create handmade Rakhis and cards for their brothers in Armed Forces, as a token of gratitude and respect for them. Pidilite will then handover these Rakhis to the Army Jawans on the eve of Rakshabandhan.

As a part of the campaign, Pidilite associated with Om Creations Trust, a leading NGO for differently-abled young adults. These young adults who suffer from Down syndrome paid tribute to the spirit of the army jawans by presenting their exquisite Rakhi creations to guest of honor **Lt.Col. K.J. Singh, C.O.D, Mumbai region who graced the occasion with his presence.**

Pidilite's art & stationery business, with brands like Fevicol and Fevicryl, constantly strives to nurture creativity among children through Art and Craft, and facilitates this through its range of products, as well as innovative content ideas. For the campaign, Fevicol has provided tutorial sheets of 6 unique ideas for Rakhi creation, which kids can take guidance and inspiration from while creating the Rakhis.

The Rakhi making kickstarted on Kargil Vijay Diwas i.e 26th July 2016 , and continue till 10th August, 2016. Over one lakh students across 300 schools and 50 cities pan-India, are expected to participate in the event. The initiative was organised in Ahmedabad, Bangalore, Surat, Baroda, Nagpur, Nashik, Chandigarh, Kolkata, Jaipur, Udaipur, Indore, Varanasi, Lucknow, Chennai and Pune among other cities.

Mr. Rahul Sinha, President- Arts & Stationery Business, Pidilite Industries said, "It is wonderful to see the enthusiasm with which children across India are creating hand-crafted Rakhis to thank the Indian army for protecting the nation. The skills demonstrated by the kids at Om Creations are admirable and these kids are an inspiration to everyone who wishes to ignite their inner creativity."

Dr. Radhike Khanna, Founder-Trustee, Om Creations Trust, said, "These young adults at Om Creations Trust look up to the Indian Army as national heroes and are inspired by them to make a positive contribution to the nation. These kids are exceptional with their art and craft skills. Om Creations believes art heals from the soul and is a medium of expressing oneself to connect with the world."

About Pidilite:

Since its inception in 1959, Pidilite Industries has been a pioneer and market leader in adhesives and sealants, art and stationery material, DIY (Do-It-Yourself) products, and specialty chemicals in India. The

company has a worldwide presence and owns iconic brands such as Fevicol, Fevicryl, Fevistik, Hobby Ideas, and many more!

Fevicol is the leading brand of adhesives in Asia known for its bonding strength and quality. **Fevicol MR** is a leading white adhesive which is used in Art & Craft and is widely used by students, craftsmen and artists alike.

THANK YOU, BRO



A specially abled kid ties a rakhi on the wrist of an Indian Army officer to celebrate Kargil Vijay Diwas at an event at King George V Memorial Infirmary in Mahalaxmi on Tuesday. Over 1 lakh rakhis made by students from across the country will be sent to the Indian Army –Fariha Farooqui/dna