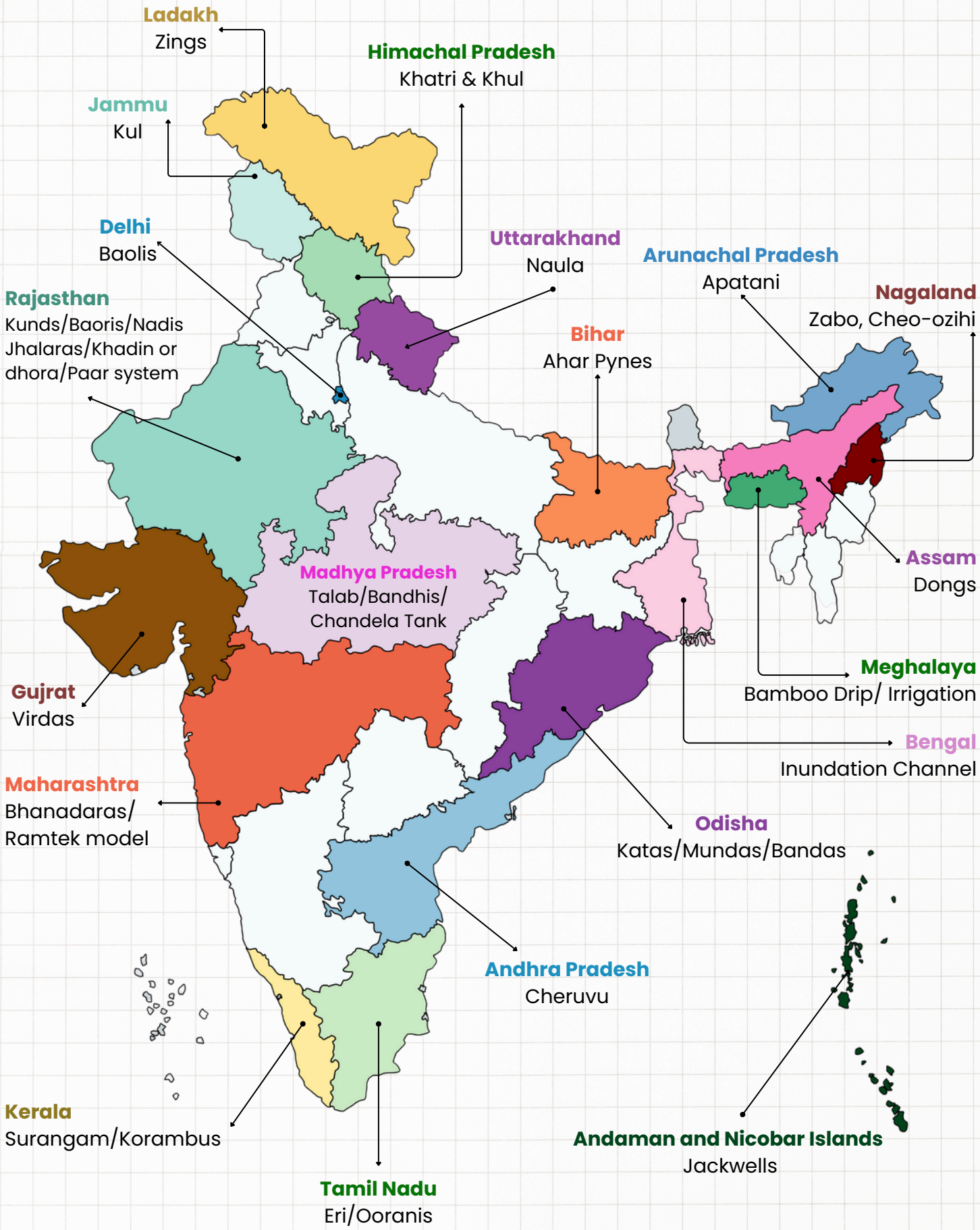TRADITIONAL WATER CONSERVATION METHODS IN INDIA