

## **VIRTUAL WATER AND WATER FOOT PRINT: SIGNIFICANCE AND IMPLICATIONS**

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### **ABSTRACT**

The water consumed in the production process of an agricultural or industrial product has been called the virtual water. If one country exports a water intensive product to another country, it exports water in virtual form. The water footprint of a nation is defined as the total volume of freshwater that is used to produce the goods and services consumed by the people of the nation. the virtual-water content of a crop is described in terms of green, blue water and grey water. The virtual-water concept can be directly related to the protection of water resources considering the intergenerational aspect. The import of virtual water via imported food and export of other commodities requiring less water will help water-scarce nations to maximise the value of their limited resources.

**KEYWORDS:** Virtual Water, Water Foot Print, Green Water, Blue Water, Grey Water.