

# Bisleri International and National Book Trust Launch a Comic Book for Children on Waste Management at the New Delhi World Book Fair 2026

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**Bisleri International Pvt. Ltd.**, in collaboration with the National Book Trust (NBT), Ministry of Education, Government of India, has launched a comic book titled “Chhota Bheem and Vidya’s – Big Green Mission”, aimed at fostering environmental responsibility and waste management awareness among children. The book launch at the New Delhi World Book Fair 2026 was graced by Prof. Milind Sudhakar Marathe, Chairman, National Book Trust; Mr. Yuvraj Malik, Director, National Book Trust; Mr. K. Ganesh, Director – Sustainability & Corporate Affairs, Bisleri International Pvt. Ltd., and Mr. Kumar Vikram, Chief

Editor & Joint Director, National Book Trust.



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To ensure accessibility, inclusion, and relevance across India's diverse linguistic landscape, the comic book will be translated in 48 languages, including 22 listed languages under Schedule VIII of the Indian Constitution. Through engaging storytelling and relatable characters, the book introduces young readers to key concepts such as waste segregation, recycling, and sustainable consumption, encouraging them to adopt responsible waste practices from an early age. Green Gold Animation Pvt. Ltd., the creators of the iconic Chhota Bheem universe, extended creative support in script development and visual design to ensure engagement, visual appeal, and suitability for young audiences.



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Speaking at the launch, **Mr. K. Ganesh, Director – Sustainability & Corporate Affairs, Bisleri International Pvt. Ltd.** said, *“The collaboration underscores the shared commitment of Bisleri International and NBT towards promoting environmental awareness and responsible behaviour through educational content. Designed to be both informative and engaging, the comic seeks to encourage children and young adults to incorporate sustainable waste management practices into their everyday lives.”*

**Mr. Yuvraj Malik, Director, National Book Trust, India** expressed, *“This book will inspire children to adopt eco-friendly habits in their daily lives and actively contribute towards building a sustainable future. Our continued collaboration with Bisleri International allows us to not only*

*address waste management but also show how partnerships with responsible organizations can help shape positive values among children and youth.”*

Bisleri International Pvt. Ltd., through its continued focus on sustainability and environmental stewardship, has played a key role in shaping the publication’s concept and themes. The partnership brings together socially relevant messaging and age-appropriate learning, making environmental education accessible and impactful for young readers. The narratives, supported by vibrant illustrations and familiar characters, highlight how small individual actions can collectively contribute to a cleaner and healthier environment. The stories emphasise that environmental stewardship begins early and is fostered when children are equipped with knowledge and positive examples.

Recently, Bisleri International collaborated with the NBT to set a Guinness World Record for environmental pledges, in association with the Pune Book Festival. In 2025, the two organisations also signed a MoU with the Centre for Environment Education (CEE) to launch an educational book on plastic waste management for schools in 48 languages. Based on their firm, long-standing association, Bisleri International and National Book Trust continue to work together on initiatives that leverage education and storytelling to engage India’s youth on critical sustainability issues, reinforcing their shared vision of nurturing environmentally conscious future generations.

### **About Bisleri International Pvt. Ltd**

With a legacy of over 50 years, Bisleri International Pvt. Ltd

has grown to become one of the largest premium beverage businesses in India. Being the makers of the country's largest-selling packaged drinking water, Bisleri follows a stringent process of 114 quality tests and a 10-stage purification. It remains true to its core value of providing consumers with pure, safe and healthy water.

Bisleri International has a strong presence with 128 operational plants and a robust distribution network of over 6,000 Distributors and 7,500 Distribution Trucks across India and UAE market. It offers a range of beverages that are produced for all occasions. Whether it is the promise of goodness, trust, and purity with Bisleri packaged drinking water, or a daily dose of health offered through Vedica Himalayan Spring Water. Besides, Bisleri International has ventured into fun-filled refreshments with a diverse range of carbonated drinks available in multiple flavours, such as Bisleri Limonata, Bisleri Rev, Bisleri Spyci Jeera, Bisleri Pop and Bisleri Soda. These Bisleri products are also available on the e-commerce platform – Bisleri@Doorstep. This D2C platform reassures customers that they will receive a safe and uninterrupted supply of their most trusted brand at their doorstep.

The core values of Bisleri International lie in yielding growth and embedding sustainability by being responsible in all aspects of the business. The organization has unveiled Sustainability 2.0 with Bisleri Greener Promise that focuses on creating greener future for all through implementing initiatives under the program of recycling, water conservation and sustainability.

For more information on Bisleri International, our people,

brands, and OSR initiatives, visit [www.bisleri.com](http://www.bisleri.com).

