

Bisleri International Collaborates with Ministry of Education (GOI) for the Initiative, Special Campaign 4.0 'Workspace Beautification Initiative'

Category: Business

written by | October 29, 2024



In a significant move towards promoting sustainability and adopting the principles of a circular economy, Bisleri International Pvt. Ltd., in collaboration with the Ministry of Education, Government of India, installed recycled plastic benches at Shastri Bhawan premises. Under Education Ministry, Government of India's Special Campaign 4.0 – 'Workplace

Beautification Initiative' this effort underscores the shared commitment of Public Private Partnership to environmental responsibility by creating a sustainable and welcoming workspace.



Bisleri International collaborates with Ministry of Education for Workplace Beautification Initiative

The inaugural ceremony was presided by Shri Sanjay Kumar, IAS, Secretary, Department of School Education & Literacy, Ministry of Education, Government of India along with Mr. Angelo George, CEO of Bisleri International in the presence of Additional Secretary and Joint Secretaries of the Department.

Shri Sanjay Kumar, IAS, Secretary, Department of School Education & Literacy, Ministry of Education, Government of India, addressing the gathering, emphasized the significance of the project, *"This is a significant step towards achieving our vision of a sustainable future and integrating it into our everyday operations. The Ministry of Education, in partnership with Bisleri, is leading by example in adopting eco-friendly*

solutions and championing the circular economy.”

Mr. Angelo George, CEO of Bisleri International Pvt. Ltd., reinforced the company's commitment to sustainability, stating, *“We are honored to collaborate with the Ministry of Education on this significant initiative. This endeavor closely aligns with the mission of Swachh Bharat, integrating environmental responsibility into every facet of our operations and creating a lasting, positive impact. This campaign underscores our shared commitment to environmental stewardship by transforming workplaces into sustainable environments that inspire employees and foster a greener future for all.”*

The event featured eco-friendly benches and tables made from recycled plastic, as well as plastic collection banks to encourage responsible waste management. The benches, crafted from recycled materials, were embellished with paintings by Mouth and Foot Painting Artists (MFPA) in recognition of their creativity. Additionally, the corridors of Shastri Bhavan were adorned with the artworks of these artists, celebrating both inclusivity and creativity.

About Bisleri International Pvt. Ltd.

With a legacy of over 54 years, Bisleri International Pvt. Ltd. has grown to become one of the largest premium beverage businesses in India. Being the makers of the countrys 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 neighboring countries. It offers a range of beverages that are produced for all occasions. Whether it is the promise of

goodness, trust, and purity with Bisleri Mineral 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 flavors, such as Pop, Rev, Limonata and Spyci Jeera. 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 CSR initiatives, visit www.bisleri.com.

