

# Bisleri International Launches 'Bottles for Change' Program in Kuvempu University, Shimoga, Karnataka

Category: Business

written by International Khabar | January 13, 2025



In a significant move towards promoting sustainability, Bisleri International Pvt. Ltd. extended its flagship initiative, 'Bottles for Change,' to Kuvempu University in Shimoga, Karnataka. The launch was marked by the signing of a Letter of Association (LOA) with the university, followed by

awareness session on plastic waste management and installation of recycled plastic benches, bins at the campus.



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This event was followed by a technical panel discussion on the [theme](#), "Waste to Wealth" to understand the role of Extended Producer Responsibility (EPR) and circularity in achieving the desired outcome. The discussion was chaired by Prof J. Narayana, Chairman, Dept of [Environment](#) Science. Government, Academicians and [Industry leaders](#) including Shri Mahesh K Patil, Chairman, Goa State Pollution Control Board, Dr Hina Kousar, Professor, Dept of Environment Science and Shri K. Ganesh, Director, Sustainability & Corporate Affairs, [Bisleri International](#) Pvt. Ltd. participated as the guest speakers in the panel. The discussion was moderated by Shri Sujeet Kumar

Dongre, Chairman, Union Territory Level Expert Appraisal Committee for Dadar & Nagar Haveli, and Daman & Diu.

Speaking on the occasion, **Mr. K. Ganesh, Director, Sustainability & Corporate Affairs, Bisleri International Pvt Ltd**, said, *"Our partnership with Kuvempu University reflects the potential of young minds in driving sustainable change. At Bisleri, we are committed to being a plastic-neutral and water-positive company. Through this initiative, we aim to create a mass movement towards responsible [plastic waste disposal and management](#).*

Adding to this **Dr Yogendra K, Professor, Department of Environmental Science, Kuvempu University** said, *"Our collaboration with Bisleri is directed [towards instilling sustainable](#) values in our youth. These young minds are the [future leaders who will shape our world](#) for the generations to come. We are thankful to Bisleri for making us a part of their Greener Promise."*

Bisleri International as part of the '**Bisleri Greener Promise**' campaign, aims to install **1,000 benches made from recycled plastic** at prominent locations across [India](#). The organization remains steadfast in its commitment to embedding sustainability in all its operations, driving growth through responsible [business](#) practices.

#### **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](http://www.bisleri.com).

