Bisleri International Pvt Ltd

Project: Bottles for Change

(Waste Management & Pollution Control)

CII National Awards 2026 for Environmental Best Practices

Bisleri

Trigger: Growing environmental challenge - Plastic Pollution

Bisleri Bottles for Change Program create awareness among citizens on responsible disposal of used plastics, source segregation and sending for recycling

Treating Plastic as a valuable resource and not waste. Collaboration with municipal corporations, stake holder's educational institutes, corporates, housing societies, hotel & restaurants, national park, Indian Army

Started in the year 2018 and on going.

Road Maps



Milestone Achieved : Reached to 65 cities, 52 municipal corporations, 1,807 corporates, 8,164 housing societies, 2,519 educational institutes, 16 national parks, 10 million citizens

Tangible Benefits

Impact	FY 23-24	FY 24-25	FY 25-26
Major Cities	20	34	31
Municipal Corporates	8	37	15
Educational Institutes	546	675	1,010
Corporates	213	395	767
Housing Societies	949	1,374	2,427
Indian Army	0	1	2
National Park	0	5	13
Citizen reach in millions	1	5.2	2.9
Plastic Collection & Recycling in MT	3,638	8,978	15,601

Environmental & Economic Benefits



Decarbonization
26.52 million kg



Landfill Space Eliminated
1.26 crore cubic feet



Energy Conservation
90.08 GWh



Oil Consumption Reduction
404.22 lac litres



Water Consumption Reduction
2,834.69 lac litres

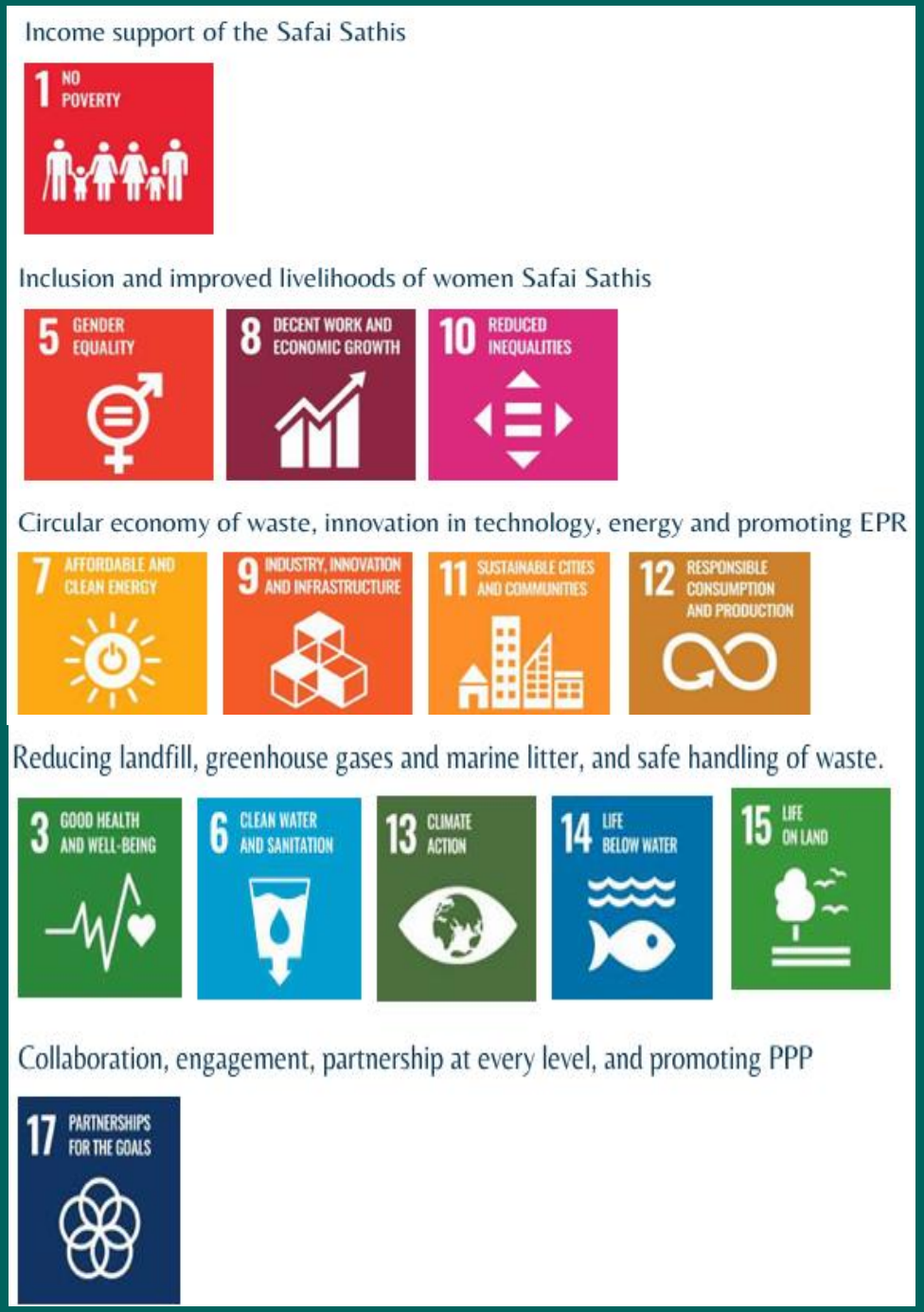
Intangible Benefits



Contribution to Sustainable Development Goals

This project brings a unique cross-cutting opportunity to contribute towards 14/17 Sustainable Development Goals (SDGs) bring more integration of various stakeholders to mutually invest for the cost to environment and natural capital.

Citizens Reach 10 million, Partnership with NGO partners, waste to useful products, zero plastics to landfill



Before & After, Collaborations Replication with various Groups



Partnered with Ministry of Education (MoE)



Ministry Ministry of Environment, Forest and Climate Change (MoEFCC)



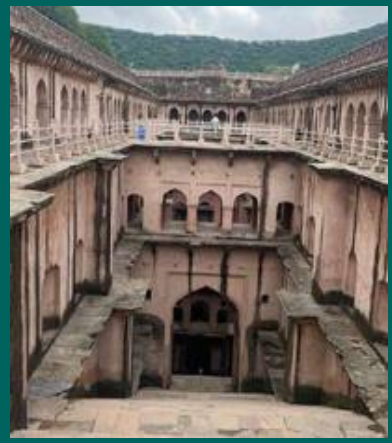
Ministry of Earth Sciences (MoES)



Ministry of Defence



Ministry of Petroleum and Natural Gas



Ministry of Culture

Bisleri has collaborated with key **government partners** like Directorate General of Hydrocarbons, Indian Railways, Rajasthan State Sports Council, Khelo India, Central Ground Water Board, Telangana Forest Department, Chandigarh pollution Control Board, Rajasthan Pollution Control Board, Indira Gandhi Zoological Park Visakhapatnam, Sawai Madhopur Tiger Reserve & Rural Development Society, National Zoological Park, Indora Nature Park, Ganga Task Force, Atulya Ganga Trust, Karnataka Police Academy, Bengaluru Solid Waste Management Limited.

Bisleri has collaborated with key **National Parks** like Ranthambore National Park, Panna Tiger Reserve, KBR National Park, Mrugavani National Park, Bannargatta National Park, Guindy National park, Tadoba National Park, Veerangana Durgawati Tiger Reserve, Bandhavgarh Tiger Reserve, Sanjay Tiger Reserve, Kanha Tiger Reserve, Pench Tiger Reserve, Satpura Tiger Reserve, Ratapani Tiger Reserve, Madhav Tiger Reserve (Shivpuri), Van Vihar National Park.

Replication within Sector

A practical blueprint

Low infrastructure dependency; high partnership and behaviour-change replicability

Transferable operating model



STEPS INITIATED

Government and institutional collaborations; public events; education platforms; community onboarding; authorized recycler linkage; visible circularity installations.

ACHIEVMENT SHARING MODES

Demos, awareness sessions, pledges, book fairs, clean-up drives, school sessions, corporate sessions and large-format public participation events.

KNOWLEDGE PLATFORMS

National Book Trust programmes, Guinness World Records mobilization, MoES beach clean-up platform, ministry partnerships and multi-city BFC implementation network.

Challenges & Mitigation during implementation

Area	Key Challenges	Mitigation Measures
Technical	Improper segregation of plastic waste; contamination of recyclable material; inconsistent quality of collected plastic	Standardized segregation guidelines, awareness/training, quality checks, and coordination with authorized recyclers
	Difficulty in tracking collection and recycling	Maintain collection records and monitor plastic movement through the recycling chain
Administrative	Coordination among communities, corporates, schools, waste collectors, and recyclers	Clearly defined roles, regular coordination meetings, and designated project coordinators
	Inconsistent participation and difficulty managing multiple collection locations	Awareness campaigns, fixed collection schedules, and periodic performance reviews
	Maintaining proper project documentation and reporting	Centralized records, regular reporting, and periodic monitoring
Maintenance	Collection bins becoming full, damaged, or poorly maintained	Regular inspection, timely collection, cleaning, repair, and replacement
	Irregular pickup and accumulation of collected plastic	Defined pickup frequency and close coordination with collection partners
	Maintaining cleanliness at collection points	Routine housekeeping and periodic site inspections
	Inadequate storage for collected plastic	Designated storage areas with proper segregation and organized handling

The challenge was not only collecting plastic – it was building a repeatable behaviour-and-partnership operating system.

Achieving National Benchmarks & Standards

Parameter	2 Competitors Above	Bisleri – Bottle for Change	2 Competitors Below
Environmental	Coca-Cola • PepsiCo	PET collection, segregation & send for recycling	Local recyclers • Informal waste network
Energy	Recycling + packaging efficiency	Energy used in collection, sorting & recycling	Mainly manual collection
Water	Water-efficiency + recycling initiatives	Potential water saving through PET recycling	Low process-water use
Carbon	r-PET + lightweight packaging	Potential reduction in virgin-PET carbon footprint	Transport/process dependent
Toxicity & Emissions	Large-scale waste recovery	Reduces PET litter and disposal	Recovery reduces plastic leakage
Manpower	Large workforce + partners	Employees + collection partners + communities	Local workers / waste pickers
Material	PET + r-PET	Used PET bottles + collection infrastructure	Post-consumer PET
Methods	Collection → Recycling → Circular packaging	Collect → Segregate → Recycle → Educate	Collect → Sort → Sell/Recycle
Technology	Large-scale recycling & packaging technology	PET collection + mechanical recycling ecosystem	Basic/manual sorting; technology varies
Measurement	r-PET %, collection, carbon & packaging KPIs	PET collected/recycled, participants, recovery rate	Weight/value of PET recovered

+1 Year and +2 Year Fast-Track Priorities

From programme scale to deeper circularity outcomes

Priority plan with resource requirements

+1 year

FY 2026–27

Deepen city-level coverage; strengthen institution-wise source segregation; improve partner reporting; expand awareness and training through institutions and IEC activities.

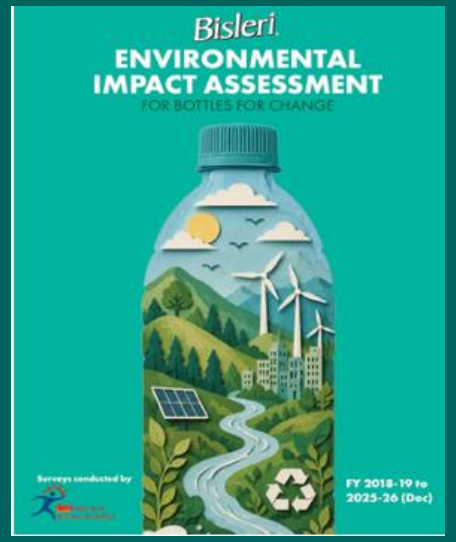
+2 year

FY 2027–28

Move from collection-led outputs to stronger circularity proof: recycled-product manufacturing and applications, public asset conversion and sector knowledge sharing.

Planning principle for faster scale must not dilute traceability, authorised recycling or behaviour-change quality.

Top Best Practices adopted during project implementation phase



Bisleri's Environmental Impact Assessment (EIA) Report for CSR Program – Bottles for Change



Guinness World Record for the Largest Human Recycling Symbol Formation, with 5,024 participants



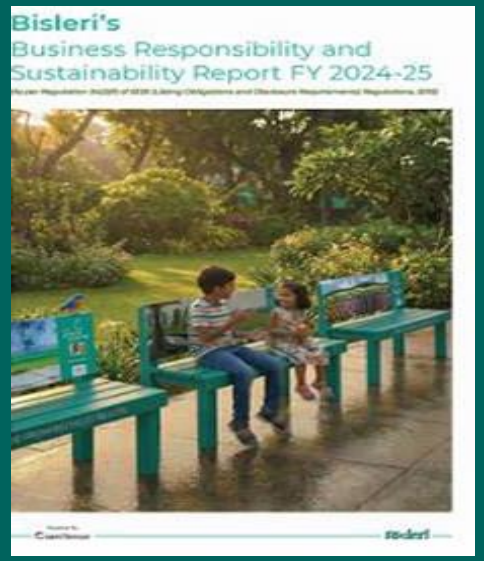
Chhota Bheem and Vidya's Big Green Mission – Comic Book with NBT



Bisleri's CSR Annual Report FY 2025-26



Guinness World Record for the "Largest no. of participants taking and oath/pledge for sustainability".



Bisleri's BRSR report



Nilgiri Water ATM: to reduce dependence on plastic bottle for water in Nilgiri Hills.



MRF Facility in partnership with Mira Bhayandar Municipal Corporation.



ESG Maturity certificate – Progressive from CII



Bisleri's "Bench of Dreams" – recycled plastic benches made from used Caps

Major learnings from the project implementation

PET bottles have value beyond their first use

Segregation at source is critical

Consumer awareness drives participation

Collection networks are essential

Recycling supports a circular economy

Community participation increases impact

Measurement is necessary

Implementation requires continuous improvement

Thank You