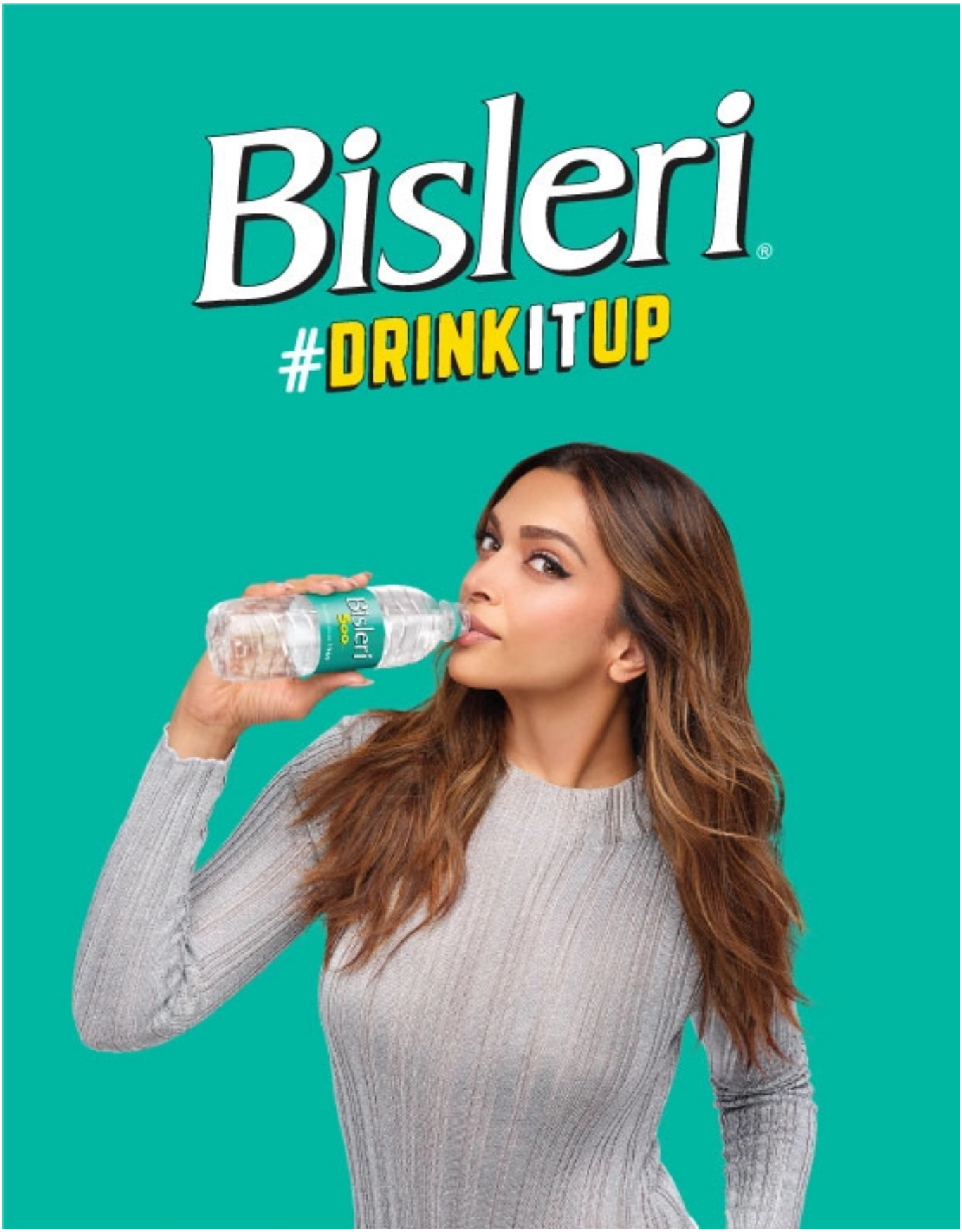
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Bisleri signs MOU with Archaeological Survey of India to revive water bodies

This association marks a crucial step towards combining heritage conservation with sustainable water management

By **Shraddha Warde** | February 21, 2025


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This association marks a crucial step towards combining heritage conservation with sustainable water management

Bisleri International has announced a strategic partnership by signing a Memorandum of Understanding (MoU) with the Archaeological Survey of India (ASI) under their ‘Adopt a Heritage 2.0 Programme’. The Memorandum of Understanding (MoU) was formally signed by Zulfeqar Ali, Director of ASI, Ministry of Culture, and Angelo George, CEO of Bisleri International. The MoU was then exchanged between Yadubir Singh Rawat, Director General of ASI, and George. This association marks a crucial step towards combining heritage conservation with sustainable water management.

The partnership will be taken under the Archaeological Survey of India’s ‘Adopt a Heritage 2.0 Programme’ and Bisleri’s CSR initiative ‘Nayi Umeed’ and start with the adoption of four historic water bodies namely Chand Baori in Abhaneri, Baori at Neemrana, Padma and Rani Talabs at Ranthambore Fort and Budha Budhi Pond at Kalinjar Fort. These historically significant water bodies will undergo extensive efforts, including desilting, cleaning, ecological revival, and landscaping. The rejuvenation project will be implemented in phases, ensuring minimal disruption while prioritising the integrity of these historical sites. Additionally, informative signages will be installed to enhance both tourism and local community engagement.

The collaboration seeks to revitalise the water bodies and enhance their ecological and cultural significance for future generations, blending heritage conservation with sustainable water management practices. This initiative aligns with Bisleri’s commitment to environmental sustainability and heritage preservation.

Read online: https://nuffoodsspectrum.in/news/15/22062/bisleri-signs-mou-with-archaeological-survey-of-india-to-revive-water-bodies.html

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