



JALA PRASADAM – A TALE OF SAFE WATER AND SACRED BONDS

AN IMPACT ASSESSMENT OF WATER PROJECT OF DIVI'S CSR INITIATIVE AT YADADRI, TELANGANA



PREPARED BY DEEKSHA – CENTRE FOR LEARNING AND ACTION



Divi's Laboratories Ltd.

JALA PRASADAM PROJECT, TELANGANA

AN IMPACT ASSESSMENT REPORT ON DIVI'S INTERVENTION OF
RO WATER PLANTS AT YADAGIRIGUTTA

A CSR INITIATIVE OF DIVI'S

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INTRODUCTION

These days, availability of clean and safe drinking water has become a precious segment in estimating the standard of life. Given the water contamination in streams and ponds due to mixing of pollutants, harmful chemicals and sewerage water, it has become not useful for direct water consumption unlike the earlier days. Simultaneously the ground water too has become scarce. Whatever less available, it is also hard water with fluoride and other harmful minerals deposited thereby causing long term health problems to the people consuming the same.

BACKGROUND

In these circumstances, various non-government organizations, charitable institutions, trusts and companies are supporting the governments in setting up water purification plants in the areas where the problems are identified as severe to dangerous range. Nevertheless, the issue is wide spread and the efforts are at minimum scale. Area covered and communities benefitted are also not at optimum level. Drinking water facility in the institutions which are frequently visited or used by the public lack proper arrangement. Thus, there is growing need for many more such interventions. Same time, there are diverse connected issues around this initiative that need to be addressed to ensure its proper and effective usage by the public.

DIVI'S INTERVENTION

Divi's has set up RO Plants in the temple of Yadagirigutta (known presently as Yadadri) situated in the district of Yadadri-Bhuvanagiri district in March 2022. This project is referred to as Jala Prasadam and first of its kind in Telangana. The success of this intervention led to similar interventions in famous temples of Andhra Pradesh and Telangana by Divi's.

At the outset, the project Jala Prasadam received wide appreciation from the devotees, temple authorities and the general public. The temple, being one of its kind with the recent renovations by the State government attracts a greater number of people every day ranging from 25 to 30 thousand. During festive occasions and ritual days, around 70 to 80 thousand

devotees visit the temple and have darshan. Hence, provision of safe drinking water becomes the foremost responsibility for the temple authorities. In this context, the timely intervention of Divi's setting up RO plants has been a major contribution to the temple, particularly during post Covid years and meeting the key requirement of safe drinking water.

SCOPE OF THE STUDY

Water purifying plants for safe drinking water were installed by Divi's in and around the famous ancient temple of Yadagirigutta, popularly known as Yadadri. Multiple plants were established to serve to the devotees visiting the temple. Thus, the study aims to observe and understand the impact of this first of its kind intervention.

OBJECTIVE

The impact assessment study aims at analysing the outcome of this CSR initiative of Divi's and the impact on various sections, viz., devotees, authorities, workers, maintenance and the reputation of the temple.

METHODOLOGY

Physical observation of the plants and interactions with different stakeholders are planned to understand the outcome of the intervention. People from various sections are approached and interacted with in detail. Random sampling and Snowball sampling methods were adopted for the study.

FINANCIAL OUTLAY

The amount spent by Divi's towards installation of RO plants under its CSR initiative – Jala Prasadam in Yadadri was ₹ 2,58,67,672.00

MAJOR FINDINGS

The study team visited the temple premises and the surrounding areas to observe and understand the impact of this intervention. The following paragraphs present the points noted in appreciation, critical overview and suggestions for future effective sustenance of the initiative by Divis.

NUMBER OF RO UNITS AND PLACEMENT

A total of 28 drinking water units are provided by Divis' in collaboration with the Yadadri Temple Authorities. Of these, 17 are large water plants and 11 small RO units. Details are:

Sl. No	RO Plants (1000 LPH)	RO Units with coolers/chillers (100 LPH)
1	Deeparadhana area	East Gopuram (cooler)
2	Shivalayam	West Gopuram (cooler)
3	Srivari Paadaalu	Golden Queue Line 1 (cooler)
4	Hanuman Temple	Golden Queue Line 2 (cooler)
5	Bus stand (near the temple)	Paata gutta (chiller)
6 & 7	Tulasi Vanam	Veda Pathasala (chiller)
8	Canara Bank	Garbhagudi (chiller)
9	Gosala	Kalyana mandapam (chiller)
10	Car Parking Area	Brahmana mandapam (chiller)
11	Vrata Mandapam	Break Darshanam Line (chiller)
12	RTC bus stand (new)	
13	Pushkarini	
14	Kalyana Katta	
15	Annadana Satram	
16	Old Temple	
17	Shilparamam (Raigiri) (Installed but not in use as it has to be shifted to the newly acquired area)	

Additionally, SS drinking water sinks with taps are provided at different places with connectivity to the plants and small RO units for convenience of the users, particularly in places where the concentration of people is more, viz, the queue lines, bus stand, Kalyana mandapam, etc. In addition to two sinks per plant, 19 more sinks are also provided by Divis' to meet the demand. Out of these, 6 are inside the queue lines leading to the main entrance of the temple.

The choice of locations for setting up the RO plants is decided by the temple management. Even the TDS range is set by the temple management to be between 70 and 80 for the water purification.

Earlier to this provision, large (500-litre capacity) Voltas water filters and taps were the source of drinking water for the temple employees and the devotees. In most cases, where water was not sufficiently available, devotees had to buy water for their usage.

PLANT CAPACITY & SOURCE OF WATER SUPPLY

17 of the 28 RO plants are of 1000 lph capacity and placed in separate enclosures. Water connections are provided to the sinks placed outside the enclosures. Additionally, 11 small RO units each of 100 lph capacity are placed mostly in and around the main temple on the hill and are having chiller/cooler facility for the convenience of the devotees coming to the temple. One of these small units is separately provided near the main entrance of the inner temple (Garbhagudi) for the temple priests. Two are in the open area on both sides (east and west side) of the gopuram. Security personnel and temple employees use these plants along with the devotees to meet their drinking water requirements. Two are inside the queue complex and about 7 sinks are connected to it for the convenience of the devotees inside the complex. One is in the special queue line.

Raw water provision for the plants is through Mission Bhagiratha water supplied by the State Government and the same is drawn by the RO plants for further purification. In about 5 places, there are open wells from which water is supplied to the plants in addition to Mission Bhagiratha water. (Tulasi vanam1 & 2, Paata gutta, Pushkarini and Shilparamam)

For the large plants, Mission Bhagiratha water is drawn from the main pipeline to the Sintex water tanks provided by Divis and supplied to the RO plants to ensure continuity of drinking water availability. For the smaller units, the source of water is direct from the sump where the mission Bhagiratha water is stored.

MAINTENANCE AND SANITATION ARRANGEMENTS

The responsibility of running of RO plants, their maintenance including ensuring cleanliness of the surroundings has been shared between Divi's and the Temple management. Divi's

provided one technician to take care of the regular operation of the RO plants, change of filters, maintaining TDS of water etc. Temple management provided four sanitary unit staff on shift basis to work for 24 hours. Their duties are to ensure continuous water supply to the plants, maintain cleanliness around the plant area. Two members work in the morning shift and two in the night shift. They check/inspect the plant areas and the taps every hour and clean the surroundings. Besides, they also do water pumping twice every day and during festive days water is pumped 3 times a day. The Sintex tanks are cleaned every 15 days. The output water is connected to drain facility. It is further treated and used to water the garden area stretching along 6.5 kilometers surrounding the temple. Thus, a beautiful landscape could be maintained well around the temple and it was looking full green and colourful.

Divis has been providing free AMC of the RO plants since their installation. The temple management is very much satisfied with the arrangements and wants to continue the same further as stated by the AE in his interaction with the study team.

SPECIFIC OBSERVATIONS

Based on random sampling method, the study team visited 8 RO plants located at different places and keenly observed the situation of accessory units and sanitation situation near the plants. Besides, they interacted with the technician from Divi's, Assistant Engineer of Devasthanam, temple employees (security, priests, sanitation personnel), vendors and the general public. The points noted at each area are presented below:

a. Bus stand (in the main temple up the hill)

- ◆ The plant here is being continuously used with about 20,000 to 30,000 litres drawn per day. The unit is set up in an enclosure with lock. Water is sent to outside distribution unit that has sinks and taps. Waste water (output water) is flowing into the drain nearby.
- ◆ It has been observed that people are filling water from the taps into bottles and drinking.
- ◆ The team also observed that most of them are washing their hands and feet with the same water near the taps, thereby the area is wet and unclean. Used water is freely flowing outside and causing inconvenience to the people coming for filling water.
- ◆ When the team spoke to few of the vendors selling coconuts, tea, running cell phone deposit unit, they responded that initially they drank the water from the RO plant for a

week but later they felt difference in the taste. Moreover, devotees are washing their faces, hands and feet with this filtered water, there has been excessive drainage and the area became very unhygienic, they felt. Hence, they stopped drinking water from the RO plant, rather getting water bottles from their homes. They also claimed that candles are not changed frequently and hence taste of water is salty and not convenient for drinking.

- ◆ No separate area was provided by the temple authorities for the devotees to wash feet before going to Darshan.

b. Hanuman temple

- ◆ Here apart from the large plant, there is also a small RO unit of 100lph capacity.
- ◆ The plant is maintained well. Provision of cooler is available and cool water is available.
- ◆ However, it is observed that the sinks and the taps need proper cleaning.
- ◆ Sufficient care in maintaining the area dry is lacking from the temple sanitation team.

c. Deeparadhana place in the inner compound

- ◆ This plant is outside the main temple compound in separate enclosure and connected to the sinks inside the compound.
- ◆ Here the plant as well as the sinks are maintained well and the surrounding area also looks neat and dry.
- ◆ Enquired with the shop people selling wicks and the devotees making deeparadhana. They feel quite happy with the provision and said they are using the same water for drinking since its installation.

d. Inner shrine – Garbha gudi, Mukha mandapam

- ◆ The RO plant is of 100 lph capacity. It is placed near the main entrance to the temple and not accessible to the general public.
- ◆ The AE mentioned that it is meant only for the priests. However, it is observed that the priests are not drinking this water. Security guards and other temple employees seem to use the same.
- ◆ When enquired with the priests, they claimed that since it is open for everyone, they cannot drink water from the plant. Rather they prefer placement of the unit inside the

garbhagudi, back side of the deities so that it can be exclusively used by them for drinking and also for puja purposes.

e. *Swamivari Kalyana mandapam*

- ◆ This plant is regularly being used and is neatly maintained. It has chiller provision as well. Enquired with the gate security personnel and they are satisfied and thankful to Divi's for making this provision.
- ◆ One Archaka (Priest) present there with the Utsava deities claimed that the filters need to be changed regularly so that it can be of best use. He too however, is not drinking water from the same plant as it is being used by everyone.

f. *West Gopuram*

- ◆ This is a small unit with chiller provision. It is being regularly used by the staff and general public.
- ◆ However, the taste of the water here is a little different.

g. *Queue complex*

- ◆ There is one RO plant of 100 lph in the main queue line leading to the inner shrine. This is in addition to the large plant in the enclosure. There are 6 sinks at different places within the golden queue line. The study team observed that devotees are drinking water from the taps.
- ◆ Glasses are provided at every sink for the convenience of the devotees. However, the RO plant unit and the sinks appear to be unclean and dusty. Papers or trash is thrown nearby.
- ◆ Needs attention of the sanitation unit staff, though their claim is that they inspect and clean the areas every hour.

h. *Canara Bank premises*

- ◆ The RO plant is placed on the road side near the bank building. It is of 1000 lph capacity and is in a enclosure with lock provision. Sinks and taps are provided outside.
- ◆ However, the area has been very unhygienic with a dilapidated construction and waste plants nearby. No drain for the waste water for almost few 100 meters.

- ◆ With waste water flowing open before connecting to the drain, the area has become a habiting place for pigs, stray animals. Pungent smell is emitting from the place.
- ◆ Enquired with the shop keepers and other vendors nearby who were suggesting to lay a pipe for waste water till the drain connection to avoid these nuisances.
- ◆ The lady selling coconuts, however, said that she is using the water for drinking and claimed that passersby too are drinking water from the plant. Nevertheless, if the drain is properly connected this problem could be solved, she too expressed.
- ◆ The team too observed people going around the area are drinking water from the plant by filling in bottles.

CONCLUSIONS

The provision of RO plants in the temple has been a unique model initiated by Divi's through its Corporate Social Responsibility. It is widely appreciated both by the general public as well as the temple management. Provision of one technician exclusively for the RO plants in the temple is an additional advantage along with free annual maintenance, the Assistant Engineer claimed. Donating for provision of drinking water is a very sanctifying initiative and the best *Dana* (virtue), the AE claimed.

Nonetheless, the study team is of the opinion that the temple management also has greater responsibility in maintaining the area clean and hygienic so that the provision can be made of best use by all – the temple staff, devotees, general public including the vendors. It is also necessary to provide a separate wash area for the devotees to avoid double wastage of purified water – on the one hand making it unfit for drinking and on the other the area turning into open drain and habiting place for mosquitoes, stray animals, etc. The idea of treating waste water from the RO units to make it suitable for watering the plants is quite welcoming as water wastage from RO units would be more. By this way every drop of water residue is being sent back to utilization without wastage.

The success of this intervention has actually spread its wings to the other major temples of Telangana and Andhra Pradesh and truly speaks of the vision and commitment of Divi's CSR wing -- ***Giving back to the community.***

PHOTO GALLERY



Pic 1 - One of the Jala Prasadam Plants in Yadadri



Pic 2 - A Jala Prasadam enclosure



Pic 3 – Devotees accessing water from a RO plant



Pic 4 – Pilgrim accessing a Water cooler



Pic 5 – Drinking Water Sink inside the Temple



Pic 6 – Interaction with a Vendor in the Temple



Pic 7 – Interaction with the Temple Executive Engineer



Pic 8 – Sanitation worker cleaning the drinking water sink



Pic 9 – Interaction with an Indigent near the RO plant

“In time and with water, everything changes”

– Leonardo da Vinci

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