



DIVINE DROPS – CLEAN WATER FOR EVERY DEVOTEE

Presented by Deeksha – Centre for Learning and Action

Impact
Assessment
Report of Divi's
Intervention in
Seven Ancient
Temples in
Andhra Pradesh



Divi's Laboratories Ltd.

JALA PRASADAM PROJECT, ANDHRA PRADESH

**AN IMPACT ASSESSMENT REPORT ON DIVI'S INTERVENTION OF
RO WATER PLANTS IN TEMPLES**

A CSR INITIATIVE OF DIVI'S

2025

Report Prepared by

Deeksha – Centre for Learning and Action



Divi's Laboratories Ltd.,
1-72/23(P)/DIVIs/303,
Divi's Towers, Babukhan Lane,
Cyber Hills Colony, Gachibowli,
Hyderabad, Telangana – 500081

Deeksha – Centre for Learning and Action,
108, SVP Apartments, Plot 48,
HUDA Complex, Saroornagar,
Hyderabad,
Telangana – 500035

Divine Drops – Clean Water for Every Devotee

PREFACE

Drinking water quality is paramount for public health. Despite improvements in recent decades, access to good quality drinking water remains a critical issue. The World Health Organization estimates that almost 10% of the population in the world do not have access to improved drinking water sources, and one of the United Nations Sustainable Development Goals is to ensure universal access to water and sanitation by 2030. Diseases related to contamination of drinking-water constitute a major burden on human health. Among other diseases, waterborne infections cause diarrhoea, which kills nearly one million people every year. Interventions to improve the quality of drinking-water provide significant benefits to health. Having readily available clean water for drinking and hygiene is essential for the health and well-being of people in any community.

CONTEXT

Water is a vital resource for life, yet access to clean drinking water remains a major challenge, particularly in rural areas. With 16% of the world's population and only 4% of its freshwater resources the country faces severe water stress. Nearly two-thirds of India's 718 districts are grappling with extreme ground water depletion, and contamination of water sources adds to the crisis. Rural areas, dependent mainly on groundwater, are particularly vulnerable to pollutants like fluoride, arsenic, microbes, and chemicals. The economic impact of waterborne diseases is estimated at USD 600 million annually, with drought and flood-prone areas being the worst affected, impacting nearly a third of the population, including several districts in Telangana.

Telangana accounts for 3.6% of nation's groundwater but is home to 2.89% of India's population. Over the past decade, most of its districts recorded a groundwater level drop of more than 4 metres, upsetting the ecological balance. Multiple contaminants in groundwater are leading to reported to a surge in water-borne diseases, with fluoride alone affecting 1041 habitations across 28 of the 33 districts in the State.

To combat these issues, the Telangana Government launched Mission Bhagiratha, a major initiative that has significantly improved household access to treated drinking water. However, large water consumers like temples and residential schools still struggle, relying on borewells or local sources. Recognizing this gap, Divi's has stepped in to make a meaningful impact by providing safe drinking water to schools, villages and renowned temples across Telangana and

Andhra Pradesh, complementing government efforts and helping ensure that access to clean water reaches even the most underserved communities.

DIVI'S INTERVENTION

Motivated by a strong commitment to community service, Divi's launched a much-needed initiative to provide clean drinking water at some of Andhra Pradesh's most revered and frequently visited temples. This effort, aptly named '*Jala Prasadam*', has been widely appreciated by devotees, priests and the temple authorities alike for addressing a critical yet often overlooked need.

Recognising that thousands of devotees travel long distances to visit these sacred sites, often facing a lack of safe drinking water, Divi's took the lead in establishing water purification plants at seven prominent temples across the State, viz., Simhachalam, Annavaram, Dwaraka Tirumala, Kanipakam, Srikalahasti, and Mahanandi. To understand the reach and impact of Jala Prasadam, Divi's engaged Deeksha – Centre for Learning and Action to carry out a detailed impact assessment at these seven temple sites.

SCOPE OF THE STUDY

Anticipating the daily footfall of nearly two lakh devotees, Divi's took the initiative to install multiple water purification plants across seven prominent temples in Andhra Pradesh. This intervention aimed to ensure reliable supply of safe drinking water for pilgrims visiting these spiritually significant sites. To understand the effectiveness and outcomes of the initiative, a focused study was undertaken to assess its on-ground impact.

OBJECTIVE OF THE STUDY

The primary objective of the study is to evaluate the outcome of Divi's investment in setting up RO water purification plants in selected temples. Specifically, the study seeks to assess the impact of this initiative on the experiences of devotees, the functioning of temple authorities, the upkeep and maintenance of the premises, sanitation efforts and the overall reputation and perception of the temples.

METHODOLOGY

The study primarily employed observation and in-depth interactions to understand the outcomes of the intervention. Individuals from diverse backgrounds were engaged through detailed conversations to capture a broad perspective. A combination of Random sampling and Snowball sampling techniques was used to identify and reach respondents for the study.

FINANCIAL OUTLAY

Divi's allocated a total of ₹5,98,30,248.00 under its CSR component for the *Jala Prasadam* project, which involved setting up RO water plants in seven temples across Andhra Pradesh.

MAJOR FINDINGS

As part of the impact assessment, the team from Deeksha conducted field visits to all seven selected temple sites. The purpose was to observe firsthand the outcomes of the Jala Prasadam intervention and engage with stakeholders on the ground. The insights gathered are presented in the following sections, combining critical analysis with an appreciation of the positive effects of the initiative. The report also offers practical recommendations aimed at enhancing the sustainability and long-term effectiveness of Divi's efforts.

🚧 A total of 44 RO water purification plants, 92 stainless steel drinking water sinks and 24 coolers have been installed and are currently operational across the seven temples included in the study. The temple-wise distribution of these installations is provided in the table below.

S. No	District & Location	Name of the temple	No. of RO plants	No. of SS drinking water sinks
1	Simhachalam, Visakhapatnam District	Sri Varaha Lakshmi Narasimha Swami temple	6	12
2	Annavaram, Kakinada District	Sri Veera Venkata Satyanarayana Swami temple	8	12
3	Dwaraka Tirumala, Eluru District	Sri Venkateswara Swami temple	7	18
4	Kanipakam, Chittoor District	Sri Varasiddhi Vinayaka Swami temple	4	10
5	Srikalahasti, Chittoor District	Sri Kalahasteeswara Swami temple	5	9
6	Srisaillam, Nandyal district	Sri Mallikarjuna Swami temple	11	22
7	Mahanandi, Kurnool district	Sri Mahanandiswara Swami temple	3	9

SIMHACHALAM – SRI SIMHADRI APPANNA JALA PRASADAM

🚧 The Lord Varaha Lakshmi Narasimha temple is located on the Simhachalam range of hills, approximately 16 kilometres from Visakhapatnam. It is situated at an elevation of 244 metres above sea level. Simhachalam village has a population of 45,570.

- ✚ The temple serves not only a spiritual centre but also a site of significant cultural and architectural heritage. Its rich history, combined with panoramic views of the surrounding Eastern Ghats and the Bay of Bengal, make it a unique blend of cultural and natural beauty.
- ✚ Given the uniqueness of the temple, thousands of devotees and tourists from across the globe visit it daily. On a regular day, the number of visitors ranges from 25,000 to 30,000, increasing to around 50,000 on Sundays and other holidays. The footfall rises further on auspicious occasions, peaking at nearly 2 lakh devotees during the *Chandanotsavam* festival.
- ✚ As part of the *Jala Prasadam* project, Divi's, under its CSR initiative, installed RO water purification units in this temple premises. A total of six 1000 LPH plants were installed about a year ago, and all the units have been fully functional since then. Each plant is equipped with a chilling facility, and a minimum of two stainless steel drinking water sinks are provided per unit. Additional sinks have been installed at key locations based on local requirements.
- ✚ The six RO water purification plants installed in and around the temple are located at the following sites: 1. Bus stand at the base of the hill, 2. Near the Bus stand at the top of the hill, 3. Car parking area, 4. *Annadana Satram*, 5. Guest House and 6. Near Koneru. All the plants are well-utilized, with their strategic locations making them easily accessible to a wide range of users, including visitors, temple staff, vendors, wage workers, auto and bus drivers, etc.
- ✚ Water from the unit at the Bus stand at bottom of the hill is accessed by passengers, drivers of buses, cabs, auto-rickshaws, and workers commuting through the bus stand, in addition to pilgrims and tourists. Street vendors and shop-keepers also use drinking water from this plant.
- ✚ Families from Odisha and North-coastal districts of Andhra Pradesh come here and offer prayers to the deity after taking a dip in the Koneru. They cook and eat food there, and sleep overnight before going for *darshan* at the main temple. The Koneru also serves people who come to perform the last rites of their deceased elders. All of those people use water from this plant for cooking and drinking purposes.
- ✚ Kondamma, a security guard at the bus stand was guiding the non-local pilgrims to the plant for drinking water. She shared that she has many times experienced visitors appreciating the provision of RO drinking water here and praising the providers of the facility. She also told that sometimes people reaching here after overnight journey try to use it for brushing and washing faces, and she directs them to the washrooms saying that this facility is for drinking water.
- ✚ A cab driver and couple of auto drivers came to the study team and upon learning about the study they informed that the RO plant there is very much beneficial to the people from all

sections, especially during summers and festival seasons when the crowd is high. They also told that the sale of water bottles has come down after installation of the plant here.

- ✚ Five RTC bus drivers and conductors who came to fill their water bottles at the bus stand on top of the hill voluntarily approached the study team and shared that they take water from Divi's RO unit on every trip. Earlier, they used to carry water from home and purchase bottled water, as the water the quantity they brought was not sufficient for the entire day. They expressed their appreciation to Divi's for providing such a noble service to humanity.
- ✚ Shop vendors around the plant at the hilltop bus stand mentioned that it is a high-demand location, and the taps are always running due to continuous usage by visitors. They said they have stopped bringing their water cans and no longer have to carry that extra weight, thanks to the RO unit. They also commented that the water tastes good and feels fresh.
- ✚ There is a tiffin cart under a peepal tree, just opposite to the RO plant, where there is continuous flow of people. The study team observed that the owner of the tiffin centre was instructing the customers to wash their hands using the water provided in the cans near the cart and to take drinking water from the SS sinks of the RO unit. He informed the study team that he used to buy water cans earlier to provide drinking water to customers, but now he only needs to arrange water for handwashing.
- ✚ Echoing the voices of the small shop-keepers, vendors and others in the area, the flower vendors also shared that the RO unit is installed at a place where the devotees climb steps from the bottom of the hill and pass by. Most of them stop by to drink water and rest for a few minutes before they head to the temple. This plant is accessed more frequently than the one at the bottom of the hill, and it is considered as a landmark by many, as noted by Jajamma, a long-time flower vendor.
- ✚ Durga, Sai, Gangamma – who have been running their businesses of selling idols, brass pooja material and equipment, toys, fancy chains, and many more – expressed that providing safe drinking water is next to godliness. They all offered their *Namaskarams* to Divi's management for their unconditional service to the people. They informed that they have a good rapport with Divi's technician and contact him whenever there is an issue with the unit. All of them have his contact number. It reflects the technician's commitment, in alignment with the values of the management.
- ✚ The water plant installed on the top of the *Annadana Satram* caters to approximately 3,000 devotees every day. The wastewater from the filtration process is first recycled to washing

vessels in the kitchen, and that water is further recycled to irrigate the garden. In this way, water is being optimally utilized. Additionally, a sink with three taps has been installed outside the building to serve the devotees waiting outside.

- ✚ The sanitation workers at the temple premises informed that they clean the area around the RO units and wash the SS sinks on a daily. However, thorough cleaning with a scrub and cleaning powder is done every alternate day. Despite repeated instructions to use the sinks only for drinking purpose, the workers shared that the devotees often wash their tiffin boxes and plates after eating food at these sinks. While doing so, they also throw food particles such as chillies and curry leaves into the sinks, making them untidy. These particles frequently block the outlets, requiring intensive cleaning, as reported by the cleaning staff.
- ✚ A family from Bhuvaneshwar, visiting the temple for the first time, initially had apprehensions about the availability of safe drinking water in the temple premises. However, they were pleasantly surprised to see the RO plants installed in multiple locations, easily accessible to devotees. They expressed their gratitude to Divi's for providing such an essential service.
- ✚ Another visitor from Maharashtra noted that, generally, the control or supervision at such costly units often makes users feel uncomfortable. However, here, people are free to use the units without restriction. Despite this, the sinks and the surrounding areas remain clean and dry, ensuring hygiene at the drinking water source. *"It makes us feel confident that we won't fall ill due to unsafe drinking water"*, he observed.
- ✚ The Executive Officer of the Devasthanam informed that the wastewater is channeled to the garden through a separate drain pipeline. He explained that earlier, the Devasthanam used to supply drinking water directly from the Pushkarini to the dispensing taps at designated places. However, it was difficult to maintain hygiene and minimize water wastage, as people did not trust that the water was safe to drink, given the setup. In contrast, Divi's water plants are prominent, visually appealing and easy to maintain, which has led to increased usage.
- ✚ He further expressed a concern that the current RO purification system results in nearly 50% to 60% water wastage. Therefore, he suggested considering UV-based system for water purification as an alternative. He also requested that Divi's to continue maintaining the units, stating that the Devasthanam staff may not be able to do so with the same level of commitment. He conveyed his heartfelt gratitude to Divi's for not only installing the RO units but also for taking up the responsibility of their maintenance.

ANNAVARAM – SRI SATYADEVA JALA PRASADAM

- ✚ Sri Veera Venkata Satyanarayana Swami temple is located on Ratnagiri Hill, adjacent to the banks of the Pampa River. Ratnagiri hill stands about 300 feet above sea level, surrounded by lush greenery, with the Pampa River encircling the hill.
- ✚ This temple is considered one among the highly visited in the state. It is considered utmost auspicious for married couple to take darshan of the deity immediately after marriage, continue wearing the clothes worn while tying the sacred yellow thread. It is also believed that the couple who gets married in this temple leads a happy and harmonious life. Hence, the newly-wed couple turnout here and perform Satyanarayana vratham.
- ✚ During wedding seasons like Shravana Masam and Karthika Masam, thousands of couples visit the temple to get married. Therefore, there is a rush of special newlyweds in the empty premises of the Devasthanam as well as in special cottages. Getting married in the divine before Satyanarayana Swamy shrine is preferred by people of all classes and casts.
- ✚ The temple attracts thousands of devotees daily. According to the Executive Engineer of the Devasthanam, approximately 25,000 people visit the temple each day. On holidays, including Sundays, the number rises to 45,000–50,000, and on full-moon days, it swells to around 1 lakh. On the auspicious occasion of Karthika Pournami, the footfall can reach up to 3 lakhs.
- ✚ Divi's has installed eight RO purification plants In Annavaram under the name Sri Satyadeva Jala Prasadam. Six of these are located in and around the temple, while the remaining two are situated at the base of the hill, along the National Highway. All units are fully functional, with the most recent installation being at the newly constructed model temple adjacent to the Kolkata–Chennai National Highway.
- ✚ There is a belief that even consuming the Satyanarayana swami prasadam itself is auspicious, if not able to perform vratham. Hence, a large number of people passing through Annavaram, stop by and buy prasadam from the counters arranged by the Devasthanam. It gradually became a layover place for the highway truckers to take a break, have lunch or tea or dinner according to the time in the day, and move on. Many hotels, dhabas and small shops selling packed snacks, water, soft drinks and other things have come up. Considering the crowd and need for safe drinking water, upon the request of Devasthanam, Divi's installed a plant there.
- ✚ To provide an opportunity for devotees who cannot visit the main temple for various reasons, the Devasthanam constructed a model temple complex comprising a replica of the main temple, a *prasadam* counter, a guest house, separate washrooms, a canteen, and a small

shopping complex. An RO water plant has also been installed here to cater to the devotees visiting this model temple.

- ✚ Given the heavy flow of visitors of all ages from across the country and abroad, lifts have been provided from the inner entrance of the temple premises to the main temple. However, the distance from the entrance to the sanctum is still considerable, making it difficult for the elderly and devotees with physical challenges to walk. To address this, Divi's has also provided wheelchairs, enabling those with mobility issues to comfortably have *darshan*. This reflects the values of the management, demonstrating empathy and a commitment to the principles of equity.
- ✚ The Devasthanam deployed cleaning staff exclusively for the cleaning and maintenance of the sinks and the surrounding areas of the RO plants. Lakshmi, one of the cleaning staff, said that despite cleaning the sinks at least twice a day, there is always garbage in them due to the heavy fall of dry leaves, making the units appear unclean. She requested that the roof shade be extended by one more foot to prevent dry leaves and particles from falling into the sinks and onto the users while they fill the glasses or drink water. She also noted that the extended shade would offer better protection to users during rainy and drizzling weathers.
- ✚ According to the Executive Engineer and the Deputy Executive Engineer, the push-button tap system is effective in controlling water wastage. However, people unfamiliar with how to operate these taps often misuse them, leading to damage. This has been a recurring challenge as the washers and springs inside the taps become non-functional, resulting in water leakage. To minimize such leaks, the Devasthanam is working to replace faulty tap heads as soon as issues are observed. This area has been critical for regular monitoring and maintenance, and the staff assigned to this task report on daily basis.
- ✚ In addition to Divi's RO units, the Raju Vegesna Foundation has also installed RO units in and around the temple. The study team observed that these units are maintained by a Devasthanam technician. Although the Divi's technician could not accompany the study team due to health emergency, the newly appointed technician was present. The coordination and mutual support between the two technicians are clearly visible and commendable. This reflects the Devasthanam's strong sense of ownership and commitment to the well-being of visiting devotees.
- ✚ There are two large overhead water tanks within the temple premises that supply water to various locations on top of the hill. Water is pumped from River Pampa into these tanks and

then distributed to all the facilities, including the RO purification units. The water levels are continuously monitored using the water table monitoring system that tracks both input and output. This system is practical and appropriate, especially given the large number of visitors and the high demand for water for multiple purposes.

- ✚ Accordingly, the RO units are strategically placed throughout the premises, taking into account the crowd density and demand for drinking water. Additionally, nine 100 LPH units have been installed in some of the guest houses to ensure easy access to safe drinking water for the guests staying there. Eight water coolers have also been installed at various locations to provide chilled water to both pilgrims and staff.
- ✚ An elderly couple, returning after their *darshan*, shared that they visit the temple almost every three months. As a matter of principle, they always climb steps to reach the temple. Earlier, they used to carry two half-liter water bottles for convenience while climbing. Although they were aware of the drinking water facility along the steps, they never felt it was safe to use and didn't want to risk falling sick at their age. However, after the installation of Divi's unit near the steps, they stopped carrying water bottles and are now using the facility for the third time. They mentioned that they appreciate the presentation of the unit, the taste of the water, and the cleanliness maintained around it. They blessed Divi's management for their selfless and divine service.
- ✚ *Annadana satram* caters to a minimum of 10,000 devotees every day in a large three-storied building dedicated to the purpose. During holidays, they serve between 20,000 and 25,000 devotees. However, on auspicious days, especially full-moon days or festival days, it becomes difficult to meet the increased demand. On such occasions, the kitchen prepares *Pulihora* and *Sambar Rice*, which are packed and distributed to devotees at multiple locations to avoid crowding at a single point. These distribution points are selected based on their proximity to RO units, ensuring easy access to drinking water.
- ✚ Contingents of Volunteers / Seva Dal support the Devasthanam staff in managing the crowd and guiding devotees to designated areas for handwashing and drinking water. Prior to Divi's intervention, managing crowds at drinking water facilities was hectic. However, despite ongoing challenges, there has been a visible improvement. As shared by the Executive Engineer, the situation is now more manageable due to the wider distribution and increased availability of water points.

- ✚ The study team observed that the coordination between the technicians of Divi's and the Devasthanam is remarkable. They promptly visit all the units to check and rectify any issues as soon as they receive information. There is no distinction or difference perceived by any stakeholders regarding who belongs to which organization, they are simply identified as technicians, and that's all!
- ✚ The DEE shared with the study team that the current capacity of the Syntex tanks is insufficient to ensure continuous water supply to the RO units, especially due to heavy usage. He requested the installation of additional tanks at the units to store water supplied from the overhead tanks. He also requested the provision of additional sinks along the queue lines to meet the needs of devotees waiting for *darshan*.
- ✚ The EE and the DEE requested for the provision of 50 and 100 LPH RO water units for Veda Pathasala (50 students), high school (250 students), junior college (370 students) and degree college (250 students). They mentioned that although they are currently trying to supply purified water, they often fail to meet the demand, which compels them to purchase filtered water from outside sources.
- ✚ The EE shared that they follow the principles of *Swachh Bharat Mission* and strive to maintain hygiene and cleanliness on the hill. With the availability of safe drinking water at multiple locations, the use of plastic bottles has significantly decreased, though this has impacted the business of bottled water and soft drink vendors. "Earlier, used plastic water pouches and bottles were scattered everywhere. It used to be an uphill task for the cleaning staff to collect them and send them for recycling. Now, thanks to Divi's, they are relieved of that burden, and we are happy with the safe drinking water system", he noted with great satisfaction.

DWARAKA TIRUMALA – SRI VENKATESWARA JALA PRASADAM

- ✚ Known as 'Chinna Tirupati', it is considered a spiritual alternative to the famous 'Tirupati Temple'. The temple is located atop *Seshachala* Hill in the Eluru district of Andhra Pradesh,
- ✚ According to the Deputy Executive Engineer, approximately 15,000 to 20,000 devotees visit the temple on a regular day, while the number doubles on a Saturday or other auspicious days. During marriage season, the number of visitors exceeds 50,000 in a single day. On festival days, including *Dhanurmasam* and *Sravana Masam*, the number rises to over one lakh, contributing to a total annual footfall of around 1 crore.
- ✚ Divi's has installed seven RO water purification units in and around the temple, which serve as the only source of safe drinking water in addition to the facilities provided by the

Devasthanam. However, the provision made by Divi's is the most preferred source of drinking water and received much appreciation from all sections to that of the Devasthanam's facility.

- ✚ These RO plants are installed at the following locations: 1. Ananda Nilayam guest house, 2. Kesakhandana complex, 3. Central parking area, 4. *Annaprasadam* complex, 5. Sivalayam, 6. Near Siva Sadanam (120 rooms) guest house, 7. Kunkullamma temple. All the units are in good condition and fully functional.
- ✚ The main source of raw water for these plants is borewell water. At almost all locations, the water is hard, with the ppm (parts per million) ranging between 1000 and 1300. This results in a heavy load on the filters, often damaging the membranes. Consequently, the filter candles need to be replaced frequently, and regular maintenance is essential. The TDS (total dissolved solids) level is generally maintained between 70 and 90 ppm, in accordance with the guidelines, informed the technician.
- ✚ Durga Prasad, a regular visitor at the temple enthusiastically approached the study team to share his experience. He mentioned that he has been visiting the temple once or twice a year for many years and is a witness to the ongoing transformation. He said, *"many developments have taken place here, including renovations – new buildings, improved accommodation facilities – but the best of all is the RO water plants installed by Divi's. I used to spend a lot of money every day buying water for the whole family. Now, all of that is saved, and we are very happy to access water from the RO plants. It looks clean and inviting, and the surroundings are well-maintained. Kudos to Divi's and the Devasthanam for their efforts to prevent water borne diseases while addressing the drinking water challenges"*.
- ✚ Echoing the sentiments expressed by the previous pilgrim, another devotee, Suryanarayana, shared that earlier there was no proper facilities for drinking water. It was provided through taps fixed to the walls, but people often used them to wash their hands and feet as well, making the area untidy. He said, *"the current RO facility provided by Divi's is excellent. It looks rich and well-maintained, and it allows everyone to access clean water, regardless of their background. Thanks to Divi's for such a wonderful facility, it makes all of us feel comfortable and satisfied"*.
- ✚ The study team observed at the Kesakhandana complex that the wastewater from the sinks is being diverted to nearby plants, which is a good use of resources. However, the platform on which the SS sinks are fixed, adjacent to the RO plant, is nearly two feet high, making it difficult for elderly individuals to step up and access the water. The study team suggested to

the DEE and the AE, who accompanied them during the site visit, to construct a step for the platform so that both children and elders also can access it more easily.

- ✚ Siva, an auto driver accessing water from the RO unit at the central parking area, noted that earlier there was no drinking water facility near the parking zone. Everyone had to bring their own water bottles or purchase water from a shop located some distance away. *“It wasn’t easy to leave guests behind just to fetch water, especially during the summer – it used to be horrible”*, he shared. *“Parking was also a challenge back then. But now, with the expansion of the area, parking has improved, and with the installation of the RO water plant in the parking area, the water problems of drivers like me have been resolved. Millions of pranamas to the Divi’s authorities for thinking of such an important facility”*.
- ✚ It was impressive to see the wastewater management system in place on the premises. An integrated drainage system connecting all the sources of wastewater, including that from the RO purification units, has been thoughtfully designed. Wastewater from all sources is recycled by diverting it to 17 acres of land where fodder is grown to feed the cows in the *goshala*. According to the DEE, no additional irrigation facility is required for this purpose. However, he expressed the hope that a system will soon be introduced to minimize water wastage during the purification process of raw water for drinking purpose.
- ✚ The AE and the technicians reflected that the push button taps installed in the drinking water sinks are very convenient to use, even for children. This system helps minimize water wastage, unlike traditional taps which are sometimes left open by the users after filling their water containers, leading to unnecessary runoff.
- ✚ However, the study team observed that in some locations, these taps are either leaking or have been replaced. The team was informed that many people from rural areas are unfamiliar with this type of taps and often apply excessive pressure, causing the tap heads to break. Responding to this issue, the DEE stated that such taps are being replaced immediately with similar model taps, although availability of the exact type has been a challenge. In cases where replacements are not available, the damaged tap heads are substituted with regular plastic ones. This issue has become a key focus of the monitoring system, and all concerned staff have been made accountable for checking and taking prompt action to prevent water wastage due to leaks.
- ✚ A unique arrangement by the Devasthanam authorities is observed at this temple. The DEE, who holds overall responsibility for water supply, explained that they have adopted a mixed-

team system, comprising technical personnel and members of water supply team, to ensure the effective functioning of the system. These members are divided into teams, with each team assigned responsibility for two RO units. Their duties include proper maintenance of the units, ensuring continuous water supply, cleaning and daily reporting.

- ✚ To streamline communication and monitoring, a WhatsApp group has been created where team members post their reports, share photos, and fill out monitoring forms online. The DEE shared that this system has worked well, there have been no complaints, and the process of review and reflection has become much easier. Everyone is aware of each other's responsibilities and challenges, which fosters mutual support and efficient teamwork.
- ✚ Satyavati, a cleaning supervisor, shared that the staff regularly clean the sinks and the platforms, and the same is reported to the concerned teams. She also shared that since the sinks are made of Stainless Steel, it is easy for the workers to clean them, and once cleaned, they look bright and give a sense of freshness and hygiene. "It also gives the workers a sense of satisfaction", she added.
- ✚ During the study team's visit, the RO unit installed at Sivalayam was found to be disconnected. The AE informed that it had been temporarily disconnected due to ongoing construction work on the nearby compound wall. The sinks were covered with gunny bags to protect them from cement and dust. He mentioned that the work would be completed in the next few days and that both the premises and the unit will be ready in time for *Sivaratri* festival, when a large crowd is expected.
- ✚ Lakshmi and Gayatri, Seva Dal volunteers, shared that earlier they had to place large water containers at various locations, filled using pipes or small tankers, and distribute water to devotees using plastic tumblers. "It was difficult to sit for long hours and serve continuously", they recalled. *"Divi's RO water units have come as a blessing, for both visitors and volunteers. With their installation, the number of manual water distribution points have drastically reduced. Earlier, some people hesitated to drink from those containers due to hygiene concerns, but now everyone comfortably uses the steel tumblers kept at the drinking water sinks or fill their own water bottles. We also fill bottles from these units to carry back to rooms. One must truly be grateful to Divi's for providing such a thoughtful facility"*.
- ✚ The DEE informed that the Veda Pathasala, high school, junior college and degree college run by the Devasthanam are facing difficulties in accessing clean and safe drinking water on

their campuses. Hence, he requested the provision of two 100 LPH RO units for each of the four institutions.

- ✚ Devasthanam has installed a 5,000 LPH capacity water filtration system for the Annadana Satram, which is also intended to support Prasadam preparation. However, it is certainly insufficient to meet the existing demand. Hence, a request was made for an additional 5000 LPH unit or two units of 2,000 to 3,000 capacity each. This enhancement would significantly support the maintenance of quality in *prasadam* preparation and help ensure the health of the devotees.
- ✚ Veeraswamy, the technical assistant, who accompanied the study team to the unit located at Kunkullamma temple, has high praise to Divi's. He said that providing clean and safe drinking water to thousands of people every day is a sacred task, and that Divi's will be blessed for generations for this generous service.

KANIPAKAM – SRI SIDDIVINAYAKA JALA PRASADAM

- ✚ Kanipakam is a village in Chittoor district having a population of 4,960 across 1,267 families, as per the 2011 census.
- ✚ The ancient Hindu temple of Sri Varasiddi Vinayaka swami, located in Kanipakam, is renowned not only in Andhra Pradesh but across India.
- ✚ Approximately 20,000 devotees visit the temple on regular days, and the number increases to around 35,000 to 40,000 on important festivals and auspicious days. During *Brahmotsavalu* the daily footfall rises to about 80,000 to 1 lakh, as shared by the AE.
- ✚ Based on the drinking water requirement Divi's installed four RO water purification plants within the temple premises. The plant locations are as follows: 1. Bus-stand, 2. Koneru, 3. First-aid centre (earlier EO office), 4. Dormitory. A total of 10 stainless steel sinks have been installed at various locations. Unlike in other temples, the sinks are not uniformly allocated, such as two per plant, but are instead distributed according to the demand and specific needs across the temple premises. Additionally, six water coolers have also been installed.
- ✚ Kamalamma and Radha are longtime vendors in the temple premises, have witnessed the change in and around the temple over the years. They informed the study team that earlier there was no proper provision for drinking water. They used to bring water from home for the entire day, but it often ran out before they could return. With no other option, they had to buy bottled water, something they were reluctant to spend their hard-earned money on.

- ✚ They expressed grate delighted at the installation of an RO unit near the place where they regularly sell their goods. Now, they refill their water bottles from the plant whenever needed and even offer water to acquaintances who visit them, something they couldn't do earlier. Radha humorously added that they feel like going to the plant again and again and drink water many times because of the cleanliness and the fresh, inviting water.
- ✚ Vinayak, a devotee who came with small children to stay overnight, shared that he was initially apprehensive about using water from the RO plant. He had planned to buy bottled water, as his children's health is sensitive to water quality. However, after seeing the well-maintained RO units at bus stand and the Koneru, and observing many people using them, he decided to try the water first to check its taste and quality. He said, *"the water is very good, the surroundings are clean and hygienic, I only bought 5 liters empty can to fill with water for drinking and cooking, now, I will use the money I saved to buy fruits to my children and a souvenir to take home. It will be a lifelong memory for us. Thanks to Divi's"*.
- ✚ A group of ten members from siddipet visited the temple for the first time and had been staying there for the past two days. Yadayya, one of the group members, shared that they were using water from the RO plant near Koneru for cooking and drinking. He also mentioned that he had seen similar units at the Vemulawada temple in Telangana and felt a sense of emotional connection, which made him felt at home.
- ✚ Kamalamma, a Devasthanam employee working as attender in the Superintendent's office, cheerfully shared her experience when the study team approached her while she was filling water bottles. She said that earlier, she used to collect water from a Devasthanam installed filter for the Superintendent and a couple of other staff members. However, since the installation of the RO unit at first-aid centre, she now fetches water for at least eight staff members. She prefers using this unit because it is tidy and gives good feeling. Sometimes, especially on hot days or when there are visitors, she comes two to three times as the staff quickly finish the water.
- ✚ Lavanya and Dilliamma, both in their later middle age, run their own family businesses. They shared that they come every day to collect water in 10 liters cans. For them, the attractive appearance of the plant and the shining sinks are key pull factors. Both noted that they have observed a positive improvement in their health since they began using the RO water. Initially, they were startled when the study team approached them while they were filling their cans, fearing it might be forbidden. However, upon learning that the plants were installed by Divi's to serve the public, they felt grateful and reassured.

- ✚ Subbarayan, who runs a soda business, shared that his sales declined after the installation of the RO plant, as more visitors began opting for drinking water over soda or soft drinks. He said, *“earlier, I used normal water to make soda and sharbat, but customers would ask if it was filtered or mineral water. I was hesitant to say no and didn’t want to lose business, so I started buying 20 liters filtered water cans, which increased my costs but also improved sales”*. Now, with easy access to purified drinking water from the RO plant, most visitors avoid soda, except during summer. *“I have started using water from the RO plant to make soda and sharbat, which reduced my expenses, though business has been somewhat affected. Still, it has eased my workload, and I’m happy people are staying safe. Thanks to Divi’s for their kindness”*, he added.
- ✚ Shanta, a regular visitor, shared that she typically spends three to four hours at the temple each time she visits. Earlier, she used to bring her own water bottle but found it inconvenient to carry it around the temple. Now, she feels relieved and ‘liberated’, as she no longer needs to carry water with her. She expressed her gratitude to Divi’s for providing the facility, saying, “there is plenty of pure water available throughout the temple, no worries at all”.
- ✚ The dormitory is primarily used by Ayyappa devotees, especially during the Deeksha season. On their way to Sabarimala, many groups stop at the Kanipakam Vinayaka temple, spending a day before continuing their journey. Travelling in private buses, which are parked in front of the dormitory, these devotees typically cook their own food due to dietary restrictions. During this time the RO water plant installed in the dormitory compound is extensively used by the devotees, bus drivers and attendants. The filtered wastewater is diverted to the decorative plants in the compound. The dormitory manager and supervisor expressed deep gratitude to Divi’s, noting that previously there was not an adequate supply of filtered water.
- ✚ The technician responsible for Srikalahasti is also in charge of Kanipakam. He follows a pre-fixed weekly schedule, visiting both sites accordingly. Given the long distance between the two locations, he stays for three days in Kanipakam and three days in Srikalahasti, as shared by the technician.
- ✚ Additionally, a technical person has been deployed by the Devasthanam specifically for the maintenance of the RO plants. Both technicians work in close coordination, addressing all operational and maintenance issues as and when arise. The study team felt that this reflects a strong sense of ownership by the temple authorities regarding Divi’s intervention.

- ✚ The AE is a newly appointed officer who had joined just a couple of weeks before the study team's visit. Sharing his brief experience, he mentioned that it has been a great opportunity to understand the functioning of the RO water plant and to witness Divi's philanthropic contribution, which he found highly inspiring.
- ✚ Siva, another AE, shared information about a WhatsApp group that includes all technical staff, plumbers and supervisory personnel. In this group, members are required to mark their attendance, post photos and submit daily work reports. The system has proven effective in quickly identifying and resolving any issue at the plants. Each staff member is assigned specific tasks or roles and is expected to report their observations to the AE & DE regularly.
- ✚ *"The Divi's technician is highly experienced in maintaining water purification plants and is known for his supportive nature. He also trains Devasthanam staff on the technical aspects of water quality and purification processes. The work is carried out with strong collaboration and coordination. A heartfelt thanks to Divi's for taking up the responsibility of plant maintenance, had it been managed solely by the Devasthanam, the quality might not have been the same",* as shared by the DE.
- ✚ Almost all stakeholders expressed that Divi's contribution has been remarkable. Many Devasthanam personnel shared with the study team that, earlier, the temple surroundings were littered with plastic bottles, sachets, cups and glasses. Now, the area is clean and nearly free of plastic waste.
- ✚ The DE put forth a request for a 2,000 LPH capacity water purification unit at *Annadana Satram*, stating that the existing facility is insufficient to meet the current demand.

SRIKALAHASTI – SRI KALAHASTEESWARA JALA PRASADAM

- ✚ Nestled along the banks of the River Swarnamukhi and at the foothills of the Eastern Ghats, the temple is set in a serene and picturesque landscape. More than just a place of worship, the temple complex also serves as a vibrant hub for art, culture, and heritage. Its rich history, stunning architecture, and deep religious significance make it a prominent destination for spiritual seekers, cultural enthusiasts, and historians alike.
- ✚ People from all over India and around the world visit the town to immerse themselves in the temple's sacred atmosphere and admire its architectural splendor.

- ✚ The temple receives about 30,000 to 40,000 pilgrims on regular days, and the number doubles on Sundays and Mondays, often exceeds 1 lakh on festival days. During Karthika Masam, especially on Mondays, and during *Sivaratri* festival the footfall exceeds 2 lakhs per day.
- ✚ Borewells are the primary source of water for all requirements within the temple premises. However, studies show that the groundwater in and around Srikalahasti has been adversely affected and is not safe for drinking.
- ✚ Recognizing the need for safe and pure drinking water for the millions of visitors to the temple, Divi's has installed five RO water purification units. These units have been strategically placed in locations that are easily accessible to the majority of visitors, ensuring convenience and safety.
- ✚ All the plants are fully functional at the time of study team's visit to the sites. Details of the plants' locations are: 1. VIP gate, Near Gate no. 4, 2. Gate no. 2 near car parking, 3. Gate no. 1 – the exit gate, 4. Gate no. 3 – Rahu Ketu mandapam, 5. Kailasam – Bhakta Kannappa temple.
- ✚ Vijay Kumar, a security guard at VIP gate, shared that the RO unit installed at this location serves to a wide range of people – from devotees of all backgrounds to shopkeepers, flower and fruit vendors, car drivers, and nearby tiffin centres. "The taps are always in use, with people constantly drawing water. The push-button system is effective and helps prevent wastage. All of us drink water from here", he said.
- ✚ Jayamma, a Seva Dal volunteer, has been participating in the service here for past five years. She shared that their group visits annually and stays for 10 to 15 days. This year, after completing 10 days of service, they are now returning home. She recalled that earlier, they used to purchase bottled water due to concerns about the quality of the Devasthanam supplied water. However, this year they were pleasantly surprised to see Divi's RO purification plants installed at multiple locations and have been using these units for drinking water throughout their stay.
- ✚ Adding to her remarks, Sunita, another volunteer, said "*the water tastes good and we haven't experienced any health issues. Earlier, we used to suffer from colds and coughs, and at least two or three volunteers would fall sick. We even reduced our water intake despite being posted at water distribution points. All that has ended now, we are very happy*". The entire group gave a big applause to Divi's for giving *Jala Prasadam!*

- ✚ Nagendra, a pilgrim from a village in Nellore district, is on his third visit to the temple along with his family. He shared that during earlier visits, they used to purchase bottled water, which cost them nearly as much as one person's travel expenses. Realizing this, the couple began to limit their water intake and would drink more only when eating at hotels. *"But it turned into a nightmare, with different health issues appearing within a day"*, he said. *"This time, we haven't spent a penny on water. There is plenty available here, we can drink to our heart's content. We are very happy with the purity and quality of the water"*, he added.
- ✚ Jyoti, a buttermilk vendor near the exit gate, emotionally stated, *"nobody would invest such an amount for unknown people. Blessings to the family who contributed to establishing these water units. I cannot take up physically demanding work at my age, all I can do is sit and sell buttermilk. I use water from these taps to prepare buttermilk and lemon juice. Customers often ask about the quality of water that I use, and I point to the plant and tell them it's purified water. They then relax and enjoy the buttermilk without worry. I will continue this work and use this water till I die..."*.
- ✚ The study team noticed that the drinking water sinks are being cleaned at car parking area. When approached the site and interacted with the cleaning staff, realized that it was the second cleaning during the day. He informed that they have designated locations and they clean the place twice a day and report to the supervisor after every cleaning. He shared that the devotees often use the sinks to wash their hands after eating food, and sometimes they even wash their tiffin boxes, making the sinks dirty. Hence, the cleaning staff compulsorily wash the sinks twice a day. There were times when they had to clean three to four times a day during *brahmotsavalu* and *sivaratri* time, as thousands of people use it, he shared.
- ✚ Sivayya and Gopalaswamy, both car drivers and regular visitors, approached the study team while they were observing one of the units. They shared that, being constantly on the move, they were not in the habit of carrying sufficient water. The water they brought would often run out, forcing them to purchase bottles from nearby shops. However, the shops would frequently run out of stock, compelling them to walk longer distances in search of water. They expressed, *"if the guests arrive by the time we return from the shop, they panic, and sometime, that even leads to conflicts. But with Divi's water plants, all those problems are resolved. We've seen similar facilities in Kanipakam and Srisailam as well. These are extremely useful for everyone. Thanks to Divi's for this facility"*.
- ✚ Bharati, Lakshmi and Shobha, small shopkeepers of religious material, have their businesses near exit gate. Nagaraju, an employee at Goshala also joined the interaction here. They said

that everybody who came to the temple has to leave from this gate. Visitors have to walk till the gate to go out and by the time they visit different places inside the temple and reach this point most of them feel thirsty and use the RO unit for drinking water, making it always on run. They informed that they all use water for their day long consumption from this plant and many of the vendors from that place also carry water home.

- ✚ According to Venkatesh and Sudhakar, the auto drivers, at the Kailasam, there was earlier only one tap available for everyone to access drinking water. It was unreliable, and there was no guarantee of water supply through it. A vendor took advantage of the situation by selling bottled water at an inflated price. With no other source available, anyone in need of drinking water had no choice but to buy from him, or go without. In this context, the installation of RO unit by Divi's has been like a shower in the hot summer. There is now no dearth of water, and people no longer need to purchase water just to quench their thirst. That vendor had to close his business and leave the area, they added.
- ✚ Technician deployed by the Devasthanam expressed the need to extend the shade covering the drinking water sinks, which are currently installed in open areas. He explained that the exposed water pipes heat up under the sun, causing the water to become hot. As a result, people often leave the taps running until cooler water flow, leading to significant water wastage. *"If the shade is extended by just one foot, it would solve the problem and help save a lot of water"*, he suggested.
- ✚ According to the AE, there is also a need to install more RO units at additional locations within the temple. However, the existing drainage system, an old four canals setup, is outdated and inadequate for the current level of usage. Unfortunately, there is no alternative system in place at the moment. *"Given the demand, a renovation of the drainage system has been planned. Soon, an additional pipeline will be laid to supplement the existing setup. After the renovation, we intend to install more RO units inside the temple to better meet the drinking water needs of the devotees"*, he shared.
- ✚ The AEE stated that the RO units have been very useful and were appreciated by the department when the initiative was reported to the Commissioner of the Endowments Department. He added that while the current supply is helpful, it is insufficient. However, due to lack of proper drainage facility inside the temple, they are currently unable to install additional units. He expressed hope that the issue would be resolved soon.

- ✚ It was heartening for the study team to observe and note that almost all the stakeholders the team interacted with were extremely happy with the facility. They all appreciated the technician's commitment and passion for providing clean and safe drinking water to the people. The study team felt that this dedication reflects Divi's values and principles.

SRISAILAM – SRI BHRAMARAMBA MALLIKARJUNA JALA PRASADAM

- ✚ Located on the slopes of the ancient Srigriri hill in the Nallamala range of Andhra Pradesh, Srisailam is a prominent destination for temple tourism. The Srisailam Dam, constructed across the Krishna River, is the second-largest working hydroelectric station in the country. It spans approximately 512 meters and is situated about 300 meters above sea level.
- ✚ The ancient temple complex is one of the twelve Jyotirlinga shrines dedicated to Lord Shiva, as well as one of the eighteen Shakti Peethas, the most sacred shrines dedicated to the goddess. This rare combination of major shrines to both a god and a goddess at the same site makes Srisailam one of holiest pilgrimage destinations in India.
- ✚ According to the authorities, approximately 25,000 to 30,000 devotees visit the temple on a regular day, and the number often rises to 70,000 to 80,000 on Saturdays, Sundays and Mondays. On festival days, the number of visitors exceeds 1 lakh, with the highest footfall recorded during the months of Karthika Masam, during the week of the *Sivaratri* festival, and the week of the *Ugadi* festival. crossing the remarkable figure of 2 lakhs per day.
- ✚ A large number of Devotees arrive from the states of Andhra Pradesh, Telangana, Karnataka and Maharashtra. Thousands of devotees from Karnataka and Maharashtra travel on foot through the Nallamala forest to reach Srisailam during the *Ugadi* festival. They stay there for three to five days and offer their harvest they carry from their homes to the Goddess in the form of a ritual offering known as '*Sare*'.
- ✚ According to a news report, during this period, approximately 30 lakh gallons of drinking water are provided by the Devasthanam to the devotees. This is in addition to the buttermilk and milk supplied in the queue lines.
- ✚ Realizing the enormous demand for drinking water within the temple and its surroundings, Divi's has installed eleven RO water purification plants in two phases – seven in the first phase, and four in the second. The locations of the installed plants are as follows: 1. EO office, 2. Queue complex, 3. Donation counter, 4. Near the Petrol bunk, 5. Nandi circle, 6. Bus stand, 7. Pataalaganga, 8. Main gate of the Temple, 9. Tourist parking, 10. Sakshi Ganapati temple, 11. Hatakeswara temple.

- ✚ It is observed that there are RO units installed by other companies also but the works inspector informed that there is not much coordination between the Devasthanam staff and the concerned technicians. He continued saying that it is very different with the Divi's technician who is always in contact and they work in good coordination, though his visits are limited given his scope of work. However, it is noticed that the Devasthanam staff can be more proactive in terms of cleaning and maintenance of the plants.
- ✚ Upon enquiry, the study team was informed that the technician responsible for Srisailam is also responsible for the maintenance of the plants at Mahanandi and Mantralayam. Given the distance between the three sites the technician can only visit once or maximum two times a week. Attending to the complaints also takes time if the technician is in another site. It has been a challenge to monitor all three temple sites, moreover, at Srisailam, the number of units are more, as shared by the technician of Divi's.
- ✚ Given the extensive use of water at almost all the plants, the filter candles need to be replaced frequently. At the same time, backwashing must be performed more often to ensure proper filtration and keep up the effective functioning of the filters. This process needs to be closely monitored and consistently followed, which remains a challenge, noted the DEE.
- ✚ The Executive Engineer explained that, due to the extensive demand, they opted for a direct water supply connection from the overhead tank instead of installing individual storage tanks at each unit. Previously, there were many complaints when the valve control system was used, as it failed to meet the continuous demand for drinking water, even during the night. He also noted that the direct connection to the overhead tank minimizes operational challenges, such as water overflow or shortages in the storage tanks attached to each unit.
- ✚ The study team interacted with more than 30 individuals – the devotees, flower vendors, shopkeepers, fruits and snacks vendors, drivers and alms-seekers. The gist of the interactions is –
 - The facility is extremely useful and the water taste is very good
 - Previously also there was drinking water facility available but with the RO plants now there is guarantee of water quality
 - Devasthanam arranged drinking water facility is used to wash hands and feet also, making it untidy and hence many people don't prefer to drink from those taps. Thus, everybody is accessing water from RO units

- Divi's RO plants are attracting people with its bright colours and elegant look
 - Small vendors of fruit juice and buttermilk are using water from RO plants for their business
 - All the units are in great use but usage of units installed at Bus stand, main gate, car parking area, Sakshi Ganapati temple, and Nandi Circle are relatively high
 - Cleaning of sinks and surroundings need better focus
 - Many of them also expressed that they are now free from spending money on bottled water
 - All the devotees appreciated the effort to provide pure and safe drinking water to all
 - Everyone is impressed with the service and applauded the effort
- ✚ The DEE admitted that there needs a better monitoring of the cleaning of sinks and the surrounding area. Usage of the facility by hundreds and thousands of people with varied backgrounds obviously requires proper cleaning. Although maintenance of plants is of high priority for them, monitoring is lacking which need to be rectified at the earliest. They plan to conduct meeting with all the technical staff, water supply staff and the cleaning supervisors to ensure coordination in the work, he informed.
- ✚ The Executive Engineer explained, "to rectify certain small issues or take up even small repair works, it requires some spare parts. We want to do this on top priority basis but the administrative process of approvals and sanctions is time taking. Reimbursement system is not there now. Works like replacement of tap heads or water pipes, etc. also requires paper work which will take some time. Meanwhile, the problem becomes bigger and slowly the equipment becomes redundant. This is a systemic issue which has no immediate resolution. Therefore, maintenance should be continued with Divi's".

MAHANANDI – SRI MAHANANDEESWARA JALA PRASADAM

- ✚ Mahanandi is a village located to the east of the Nallamala Hills in Nandyala district of Andhra Pradesh, and the Mahanandi temple is an ancient site known for its rich architecture. The temple is especially famous for its freshwater pools – Rudra Gundam, Vishnu Gundam and Brahma Gundam.
- ✚ It offers a unique blend of spiritual and ecological tourism. Nestled within the lush Nallamala forest, the freshwater pools are believed to have medicinal properties. The water is renowned

for its crystal clarity, healing qualities and natural warmth. It is said that these springs can help cure both physical and mental ailments.

- ✚ Thousands of devotees and nature lovers visit this temple not only from the southern states but also from other parts of India. On full-moon days, Sundays, Mondays and other auspicious occasions, there is a steady influx of people. During *Karteeka Masam* and the *Sivaratri* festival, the temple becomes especially crowded with devotees.
- ✚ In the interest of the health and wellbeing of pilgrims visiting the Mahanandi temple, Divi's has installed three RO water purification plants, along with six stainless steel sinks fitted with taps for drinking water. Additionally, three water chillers have been installed at different locations inside the temple, each accompanied by drinking water sinks. At the time of the study team's visits to these sites, all the units and chillers are fully functional.
- ✚ Details of the locations of these plants are – 1. Nandi Circle, 2. Laddu counter, 3. Ticket counter.
- ✚ The plant installed near Laddu counter is the most frequently used, followed by the one at Nandi circle, as observed by the study team.
- ✚ When devotees were asked whether they liked the water at the chiller inside the temple, they responded that they initially assumed it was just a regular drinking water supply point. However, upon tasting it, they realized it was RO-purified water due to its distinct quality. They expressed happiness upon learning about Divi's role in ensuring clean and safe drinking water for devotees.
- ✚ The study team interacted with a family sitting near the plant by the Laddu counter after they had some water and filled their bottles. Ramulu, one of the family members, remarked that it is not just the taste, but also the setting that quenches a person's thirst, and both are found here at this plant. The other family members agreed, describing it as a deeply revered service to the people, and they congratulated and appreciated Divi's for their contribution.
- ✚ Located on the main road at Nandi Circle, the plant is accessed by people from all walks of life – wage workers, students, vendors, pilgrims, bus and car drivers, pedestrians, etc.
- ✚ Kishore, a Devasthanam employee who lives in the village, shared that he collects a 20-liter can of water from the plant every day, which is sufficient for the family's drinking and cooking needs. He expressed particular satisfaction, explaining that he previously had to purchase water cans from a private filtration unit, but the quality was poor. His children often fell sick.

However, since switching to water from Divi's plant, they haven't had any health issues. He thanked Divi's for their care and commitment.

- ✚ Siva, a fruit juice vendor, shared that he began using RO water to prepare juice after the installation of the plant near the ticket counter, which is close to his juice cart. He claimed that customers often say the taste of his juices is very good, and he attributes this to the high-quality water he sources from the RO plant.
- ✚ The study team was unable to meet the technician, as he was in Mantralayam at the time. He later shared that he is responsible for maintaining the RO units installed at three temples – Srisailam, Mantralayam and Mahanandi, and his time is divided among these locations. Due to the distances between them, it has been challenging for him to visit each site frequently for maintenance.
- ✚ He noted that Srisailam, being the largest site and having the most units, demands the majority of his time and energy. As a result, he is only able to dedicate one day per week to Mahanandi. However, he has established a strong working relationship with the technical person deployed by the Devasthanam, with whom he coordinated to address maintenance issues.
- ✚ The Executive Engineer informed that the only RO water purification plants inside the temple have been installed by Divi's. These have been very helpful in providing safe drinking water to both pilgrims and local villagers. Since Mahanandi is a small town, many families living near the temple collect water from the plants for household use. He expressed his gratitude to Divi's for their generous support in the form of *Jala Prasadam*.

SUGGESTIONS

- ✚ The temple authorities have expressed a high level of satisfaction with both the RO water purification facilities and the service provided by the technicians currently managing and maintaining the units. Since their installation, Divi's has been offering free maintenance of the purifiers. Devasthanam officials at all seven study sites conveyed their sincere gratitude for Divi's intervention and the comprehensive support extended.
- ✚ In almost all the temples, the authorities expressed hope that Divi's would continue to handle the maintenance of the RO plants in the future as well. They assured that at least one technical person from the Devasthanam would continue to be deployment to ensure proper upkeep, working in coordination with Divi's technicians.

- ✚ It was observed that technicians at different locations are setting varying TDS levels in the purification units. While TDS settings should be adjusted based on the quality of the incoming water supply, there appears to be a lack of uniformity in the standards followed. It is recommended that standard guidelines be established and implemented to ensure consistency across all locations
- ✚ For the long-term sustainability of the intervention, the Devasthanam engaged staff should gradually takeover the responsibility for maintaining the RO plants. However, as the technical experience and background of these staff members vary significantly across locations, additional technical support is needed. The study team, therefore, recommends a short, focused training program for the designated staff of the respective temples. This will equip them with the necessary technical knowledge to manage the purifiers effectively and ensure their efficient maintenance over the long term.
- ✚ Visitors are washing their tiffin boxes and plates in the drinking water sinks and disposing of food waste in them, causing blockages. While this practice is discouraged, controlling it is difficult due to the nature of the crowd. To address this, it is recommended that the Devasthanams place two medium sized dustbins on either side of the sinks. this would encourage devotees to dispose of food waste properly before rinsing their containers, helping prevent blockages and misuse of purified water.
- ✚ At several locations, the sheds are constructed under or near trees, causing dry leaves, flowers, and other plant debris to fall into the sinks, leading to frequent blockages. Additionally, in almost all locations, the water sinks are positioned adjacent to UPVC sheds where the roof ends directly above the sinks. During the rainy season or in winter, water droplets from rain or mist fall into glasses or containers while devotees fill water, leading to possible contamination. To address both issues, it is recommended to slightly modify the shed design by extending the roof by one to two feet in the front. This extension would fully cover the sinks, help prevent contamination, and reduce the accumulation of plant waste.
- ✚ Proper drainage of wastewater is essential to prevent water stagnation, which can lead to mosquito and worm breeding. Implementing soak pits, percolation tanks, or water harvesting systems can help manage used water while also improving groundwater levels. Additionally, recycling backwash water for gardening or cleaning can promote resource efficiency and water conservation. It is recommended that such measures be made a mandatory responsibility of temple authorities when entering into future agreements with Divi's for installing water purifiers.

CONCLUSIONS

Divi's *Jala Prasadam* initiative, has emerged as a standout model in the provision of clean drinking water in temples. While similar efforts have been made by others in the past, Divi's approach is distinguished by its superior execution, featuring advanced purification systems, aesthetically designed enclosures, stainless steel sinks, and user-friendly push-button taps. Devotees, temple authorities, and the general public have widely praised both the taste and quality of the water. Many people the study team interviewed viewed this initiative as a sacred act, comparing water donation to saving a life, and offered heartfelt blessings to Divi's for this noble contribution.

On a regular day, nearly two lakh people benefit from these facilities, with numbers doubling on weekends and rising to 10 lakhs during major festivals like *Sankranti*, *Sivaratri*, and *Ugadi*. Across the seven temples in Andhra Pradesh where *Jala Prasadam* is active, the annual reach exceeds 10 crore people. Given this scale, consistent maintenance is vital, including uninterrupted water supply, timely filter replacement, proper TDS control, and regular cleaning to ensure continued safety and purity.

The deployment of a dedicated technician for operations and maintenance reflects Divi's commitment to long-term impact, not just infrastructure. The active participation of temple authorities at all levels further strengthens the initiative, fostering shared ownership and accountability, key to sustaining this valuable intervention and safeguarding a vital resource.

From site visits and assessments, the study team observed that *Jala Prasadam* is more than a CSR effort; it is a thoughtful and compassionate initiative, grounded in a sacred purpose. However, maintaining hygiene around the water sinks remains essential. Simple measures, such as placing dustbins nearby to prevent food waste disposal, making periodic announcements to guide proper use, and assigning cleaning duties to sanitation staff, can significantly improve functionality and ensure long-term sustainability.

In conclusion, Divi's *Jala Prasadam* stands out as a model CSR initiative—offering clean drinking water with care, dignity, and spiritual intent. Its well-executed infrastructure, regular maintenance, and strategic placement in high-footfall temple areas have meaningfully improved public health and convenience for millions. The study team commends Divi's for continued collaboration with temple authorities to uphold hygiene, ownership and sustainability. *Jala Danam* into *Prana Danam*, and emphasizes the need for continued partnership with temple authorities to ensure hygiene and long-term sustainability.

PHOTO GALLERY



Pic 1 - Volunteers promoting water conservation



Pic 2 - Pilgrims collecting water from Jala Prasadam unit at Simhachalam



Pic 3 - Handwash and drinking water sinks on opposite sides at Annadanam



Pic 4 - Interaction with sanitation workers



Pic 5 & 6 - Devotees drinking water from RO units in Annavaram



Pic 7 - 100 LPH unit at Guest House



Pic 8 - Chiller & sink inside the temple



Pic 9 - Interaction with Seva Dal members at Annadana Satram at Dwaraka Tirumala



Pic 10 & 11 - RO plants at different locations



Pic 12 - One of the units at Car parking area



Pic 13 - Observation of the unit and Interaction with the technicians at Kanipakam



Pic 14 – Interacting with vendors collecting water from the RO unit in Kanipakam



Pic 15 – Chiller and sinks inside the Kalyana Mandapam in Kanipakam



Pic 16 & 17 – Devotees fetching drinking water from the units at Srikalahasti



Pics 18 & 19 – RO units in Kalahasti and Mahanandi



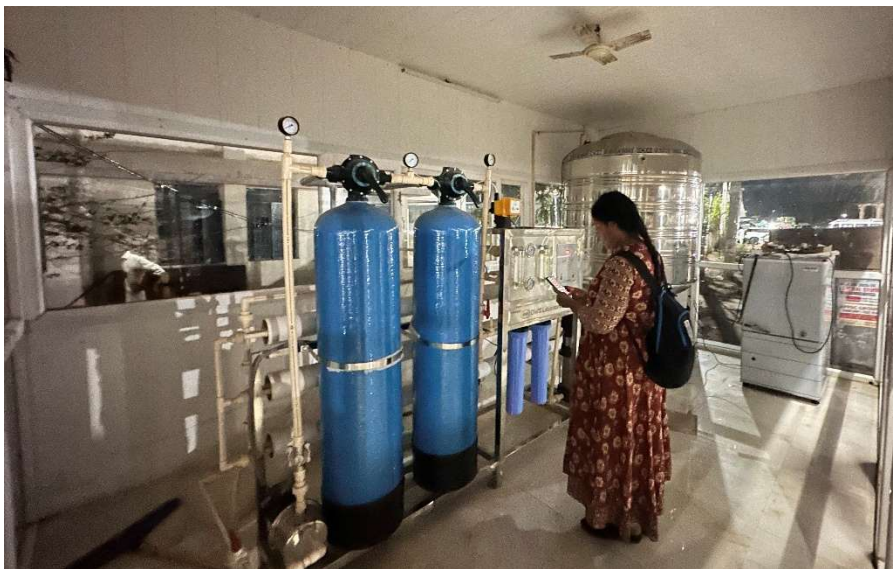
Pic 20 & 21 – Devotees drinking water from the RO plants at Srisailam



Pic 22 - Chiller in a guest house



Pic 23 - Operating system inside the plant



Pic 24 - Inside view of the RO plant



Pic 25 – Separate cooler and drinking water sink inside the temple at Mahanandi



Pic 26 & 27 – Pilgrims collecting water from the RO units at Mahanandi

We shall not defeat any of the infectious diseases that plague the developing world until we have also won the battle for safe drinking water, sanitation, and basic health care

– Kofi Annan

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