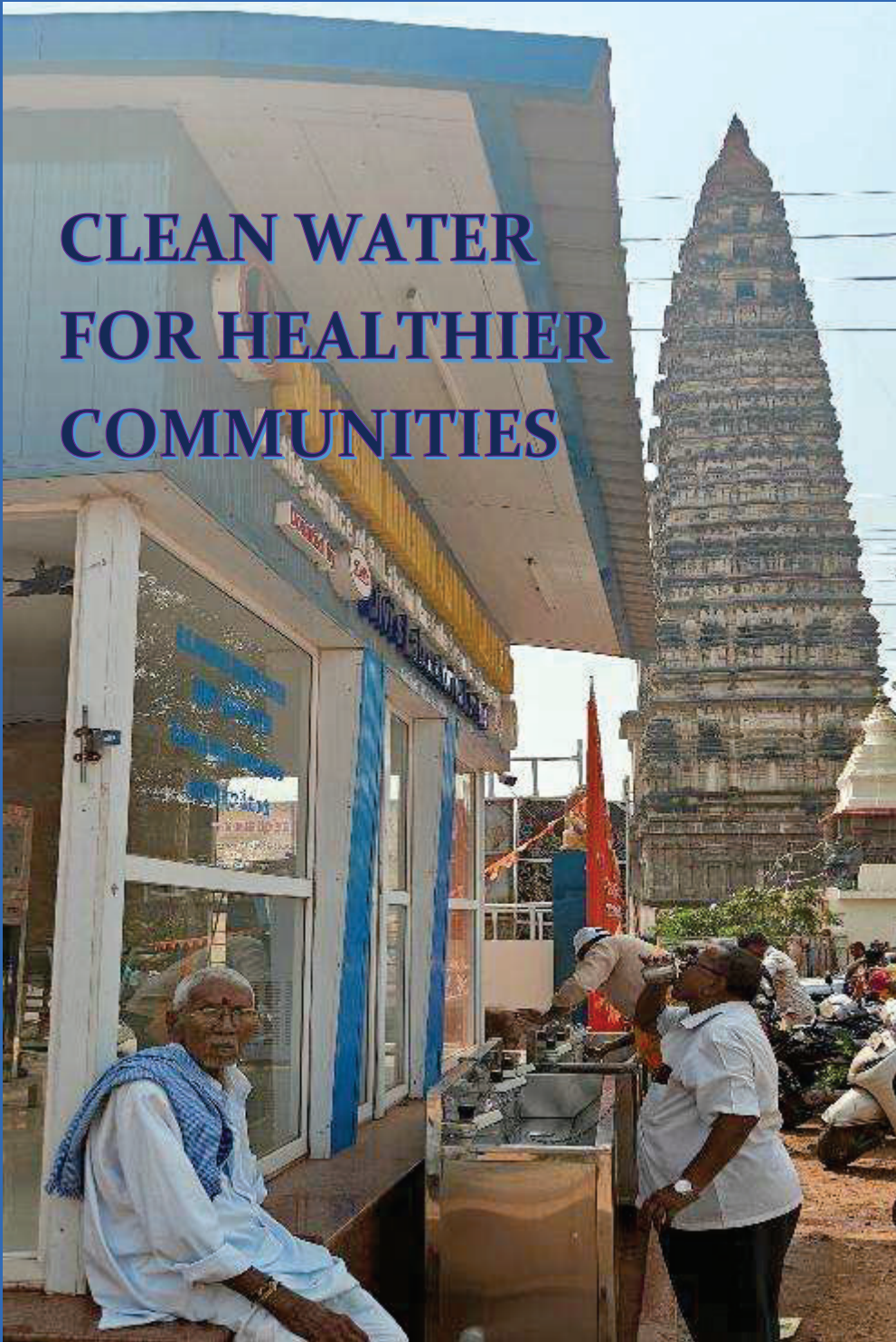




CLEAN WATER FOR HEALTHIER COMMUNITIES



Impact
Assessment of
RO water plants
at Mangalagiri
Assembly
Constituency,
Andhra Pradesh



Divi's Laboratories Ltd.

**DRINKING WATER FACILITY PROJECT,
MANGALAGIRI ASSEMBLY CONSTITUENCY, ANDHRA PRADESH**

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

A CSR INITIATIVE OF DIVI'S

2025

Report Prepared by

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Clean Water For Healthier Communities

PREFACE

Access to clean and safe drinking water is fundamental to human health, economic development, and environmental sustainability. Ensuring the availability of this essential resource plays a crucial role in improving public health, supporting livelihoods and safeguarding natural ecosystems. Recognizing its importance, the United Nations has highlighted universal access to safe drinking water as a key priority under the Sustainable Development Goals (SDGs). Despite global efforts, significant disparities in water access continue to exist. As of 2022, around 2.2 billion people worldwide still do not have access to safely managed drinking water services.

Unsafe drinking water remains a major public health concern. According to the World Health Organization (WHO), nearly 505,000 people die each year from diarrheal diseases caused by contaminated water and inadequate sanitation. In India, access to improved water supply in rural areas reached about 93 percent in 2015. However, despite ongoing efforts by the government to ensure the availability of safe and quality drinking water, it continues to be a pressing issue in several regions.

CONTEXT

A reliable supply of safe drinking water is essential for public health, economic development, and environmental sustainability, yet it remains under-prioritized globally. India faces significant water stress, with nearly 16% of the world's population but only 4% of its freshwater resources. Rural areas, which depend largely on groundwater, are particularly vulnerable to contamination from pollutants such as fluoride, arsenic, microbes, and chemicals. Unsafe drinking water continues to pose major public health and economic challenges. Waterborne diseases are estimated to cause an economic burden of around USD 600 million annually in India. The situation is more severe in drought and flood-prone areas, affecting nearly a third of the country's population, including several districts in Andhra Pradesh.

Although Andhra Pradesh plays a crucial role in meeting the country's food demand, it is increasingly facing issues such as nitrate contamination and potential water pollution. In response, the state government conducted drinking water quality tests in over 87% of the villages. Pollutants were detected in 12.1% of the source examined, following which protected alternative water sources were provided in 99.1% of the affected locations. As a result of these efforts, the state ranks second in the country in providing safe drinking water to rural areas. Despite these initiatives,

access to safe drinking water remains a challenge in many villages, urban slums and high-footfall areas like pilgrimage sites. Recognizing this need, Divi's has taken initiative to make a meaningful impact by providing safe drinking water to schools, villages and renowned temples across Andhra Pradesh, complementing government efforts and supporting underserved communities.

DIVI'S INTERVENTION

Committed to community service and ensuring that underserved communities have access to their basic right to safe drinking water, Divi's initiated a vital intervention to provide clean drinking water in remote villages, housing board townships of underprivileged communities, and the most revered temples in Mangalagiri constituency of Andhra Pradesh. This initiative has been widely appreciated by the villagers, residents, devotees, priests and temple authorities for addressing a critical need.

In response to the demand for protected drinking water, Divi's established water purification plants at the prominent temple of Lord Panakala Lakshmi Narasimha Swami in Mangalagiri as well as in fifteen villages and housing board townships in the constituency. To understand the reach and impact of this intervention, Divi's engaged Deeksha – Centre for Learning and Action to conduct a detailed impact assessment at these locations.

SCOPE OF THE STUDY

Divi's installed water purification plants across fifteen housing sites and two temples in Mangalagiri assembly constituency of Andhra Pradesh. This intervention aimed to ensure reliable supply of safe drinking water for residents of the villages, townships; and for pilgrims visiting the spiritually significant temple of Panakala Swami. To understand the effectiveness and outcomes of this initiative and to assess its on-ground impact, a focused study was conducted at these sites.

OBJECTIVE OF THE STUDY

The primary objective of the study is to assess the outcome of Divi's investment in establishing RO water purification plants in selected villages, residential colonies, and temples. The study examines the impact of this initiative on the experiences of the residents, devotees visiting the temple, and the temple authorities. It focuses on aspects such as functioning of the plants, upkeep and maintenance of the premises, sanitation practices, and the overall utility of the facility.

METHODOLOGY

The assessment 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 wide range of perspectives. 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 ₹2,40,72,000.00 under its CSR initiative for this drinking water project. The project involved installation of RO water purification plants in fifteen habitations and two temples in Mangalagiri constituency in Andhra Pradesh.

MAJOR FINDINGS

As part of the impact assessment, the team from Deeksha conducted field visits to the three villages, two townships and two temple sites. The following are the key observations made by the assessment team.

⌘ IN THE TEMPLE – SRI LAKSHMI NARASIMHA SWAMI VARI JALA PRASADAM:

- Lord Narasimha Swami in Mangalagiri, *The Auspicious Hill*, is popularly known as Panakala Narasimha Swami.
- The Panakala Narasimha Swamy Temple is one of the three temples dedicated to Lord Vishnu in his Narasimha avatar, located in Mangalagiri, Andhra Pradesh. This temple sits on the hill, while the Lakshmi Narasimha Swamy Temple is located at the foot of the hill, and the Gandala Narasimha Swamy Temple is at the top of the hill.
- The shrine is situated on the reclining elephant shaped hillock about 260 metres above the sea level. The image of Narasimha has the face sculpted on the hill rock itself, with the mouth measuring about 15 cm wide.
- Inscriptions found at the temple site suggest that the temple existed as early as the 11th century CE. These inscriptions, belonging to the Chalukya dynasty, indicate that the temple was patronized by the rulers of the time. There is a stone inscription by Krinshnadevaraya of Vijayanagara Empire at the steps leading to the hill temple.
- A special feature of this temple is that *panakam* or jaggery water is offered to Lord Narasimha; hence the Lord is called Panakala Narasimha. It is believed that the Lord consumes half the quantity of the offered *panakam* with a gurgling sound and returns the other half as prasadam.

- There is a legend about the offering of the *panakam* to the Lord here. It is said that the hill was once a volcano. Jaggary water, according to the legend, neutralizes the Sulphur compounds found in a volcano and prevents a volcanic eruption.
- Generally, pilgrims visit Lakshmi Narasimha Temple at the foothill first, then climb the hill to have darshan of Panakala Narasimha Swami on the hill, and finally visit Gandala Narasimha Swamy at the top of the hill.
- Given the uniqueness of the temple, thousands of devotees and tourists from distant places visit it daily. On a regular day, the number of devotees visiting the temple ranges from 2,000 to 2,500. This number increases to around 5,000 on Sundays and holidays.
- During festivals and auspicious days, the footfall rises to 30,000 to 40,000, especially during Makara Sankranti, Ratha Saptami, Shivaratri, Rama Navami. Sri Panakala Narasimha Swamy Brahmothsavam is an important annual festival that happens for eleven days commencing from Phalguna Suddha Shashti (February – March). During this period, the daily footfall reaches close to 50,000, and on the Purnima nearly one lakh devotees from nearby and distant places congregate.
- Divi's Laboratories, under its CSR initiative, has installed four RO water purification units in Mangalagiri under the name Sri Lakshmi Narasimha Swami Vari Jala Prasadam. All four units are of 1000 LPH capacity, installed a year ago. All the units have been fully functional since installation. Each unit is equipped with a chilling facility and two stainless steel drinking water sinks.
- Of the four RO water purification plants, three are located down the hill – one is installed inside the Lakshmi Narasimha Swami temple premises, one is located in the parking area and the third unit is placed at the *Anna Prasada Satram*.
- The fourth unit was installed in the Panakala Narasimha Swami Temple located on the hill. It is primarily used to prepare *panakam*, a sweet drink made of jaggary, cardamom and other spices, which is offered to the deity as Prasadam. Devotees collect *panakam* from the counter set up next to the main temple and offer to the shrine inside the temple.
- All the plants are strategically located, making them easily accessible to a wide range of users, including pilgrims, tourists, visitors, temple staff, vendors, drivers, etc.
- The temple staff informed that earlier everyone used to consume water from the well or the water supplied by the municipality. During that time, they shared, almost everyone

including majority of the devotees, used to carry their own drinking water or purchase bottled water.

- There used to be complaints from the visitors about the quality of drinking water earlier. The municipal water supplied had strong chlorination, an odor due to mud, and issues arising from the lack of proper cleaning of water storage tanks and the supply system. During rainy season, water contamination occurred and the water colour would turn brownish. It was mainly used for purposes other than drinking.
- Now, after installation of RO plants at various locations, everyone is consuming water from the units, including the staff, devotees, visitors, and the general public.
- It is observed that the facility inside the temple premises is the most used by the devotees. Almost all the visitors drink water from it after eating the *prasadam* served over there.
- Sri Mohana Rao, a regular visitor for many years, has high praise to Divi's for such an important intervention. According to him, the sanctity of the temple has increased with the availability of pure and safe drinking water, which has reduced the use of plastic bottles, PET bottles and sachets. He also noted the young children, in particular, are now safe with this protected water source, and hence parents feel confident in allowing their children to drink water from the RO facility.
- An elderly couple from Kurnool district who often visit the temple shared that earlier they used to carry drinking water can, as the water supplied there was not clean nor tasty. Also, there were only a few stalls near the temple selling bottled drinking water. Now, during the past one year, it was their third visit, and they stopped carrying water as they found that Divi's purified water unit is well maintained and the water tastes good.
- Durga, a sanitation worker expressed, "after installation of the RO plant cleaning of the premises became easy... visitors are not throwing used water bottles or packets as most of them stopped carrying PET bottles. The availability of safe drinking water here has made our life and their life easy. Thanks to the donors!".
- Two car drivers approached the study team curiously during the visit to the unit located in the parking site. While interacting with them, two auto drivers joined. All of them shared a similar view that the RO plant is very beneficial to everyone, especially during summer and festival days when the crowd is high. Most drivers who arrive there, drink water from the unit and carry cool water in their bottles. They appreciated Divi's for providing such a valuable public service.

- Venkanna, a cab driver from Vijayawada frequently brings visitors to Mangalagiri, shared that he usually parks his vehicle in the parking area while waiting for guests after dropping them at the temple. Earlier, he used to carry drinking water from home, and if it ran out, he had to buy water sachets since bottled water was expensive. Although he knew packed water was not good for health, he had no other option. After the installation of RO plant, he no longer needs to carry or purchase drinking water. He appreciates the availability of both cooled and normal water, as well as the clean and hygienic surroundings that makes him comfortable using the facility.
- Samrajyam and Santhi, outsourced sweepers working at the Devasthanam for the past four years, shared that earlier they used to carry two bottles of drinking water from home along with their lunch. After the installation of the water purification units, they stopped bringing water from home, though they now carry an empty bottle to take purified water back. Samrajyam mentioned that this has reduced the burden of carrying heavy bottles and she also feels her health has improved after regularly consuming purified water.
- Durga, a flower and coconut vendor near the parking area, expressed that providing such a facility is an act of humanity. She emphasized that drinking water is essential for a healthy life, noting that while a person may survive to live for days without food, it is impossible to live without water. She explained that drivers, street vendors, daily workers, beggars, shop keepers, visitors, and temple staff regularly use the facility. People drink water, fill their bottles, and some even carry water in cans for later use. Durga shared that she drinks water from the unit daily and also carries a 10 liter can of water home every day.
- Lakshmi Narasimha Sadanam is situated close to the parking area where the RO plant is installed. There is one cooler with two taps located in the Sadanam and the water is supplied from the RO plant in the car parking area. This caters to the drinking water needs of the guests staying in the Sadanam.
- Ramanamma, caretaker at the Sadanam informed that guests carry water bottles when they check-in. Once they are here, they know that they can take safe drinking water from the cooler and continue filling their bottles. Earlier, they used to purchase drinking water, which was a significant expenditure for low-income families. Now they are happy that they save money while consuming purified water. She added that the cooler has not been functional for a few days and the technician has already been informed. The technician is currently working on it and has indicated that a request has been sent for replacement of certain parts.

- The study team made an interesting observation at the plant situated in the *Annadana Satram*. A mother of two young children arrived there looking for water. When children rushed to the taps to drink water, she held them back, tasted the water first and then allowed the children to drink saying, "...mmm, its good, drink as much as you want!" This incident stood as a small but meaningful testimony to the quality of service provided by Divi's through the facility.
- A 1000 LPH RO plant installed in *Annadana Satram* caters to the drinking water needs of devotees who take anna prasadam there. A connection has been provided from the outer unit to the taps inside the kitchen to use for cooking rice. The water is further supplied to a cooler from which it is filled into steel cans and served to the devotees having *anna prasadam*.
- Two sinks with eight taps were provided at the RO plant outside the *Satram*. The facility caters not only the devotees arriving at the dining hall to have anna prasadam but is also used by children playing in the nearby playground. As informed by the *Satram* in-charge, this unit serves about 500 people every day.
- Radhika, the kitchen in-charge, expressed that earlier when they used tap water, the colour of the rice would turn slightly yellowish, and the devotees often complained about it. Now they use RO water for cooking rice, and the colour remains white. There are no complaints anymore; instead, devotees appreciate the improved taste of the food and acknowledge the contribution of Divi's.
- According to the *Satram* in-charge, on normal days food is prepared for about 300 people, while on weekends and festival days it is prepared for nearly 500. Previously, they used to purchase filtered water from outside for drinking purpose. During the rainy season, it was often difficult to get purified water due to mud contamination in the supply. At that time, they used to boil the water in large containers after filtering it twice and then store it in the pots to allow it to cool before serving it to the devotees. Despite these precautions, there were occasional cases of diarrhea due to water contamination, particularly during the rainy season, and Devasthanam had to face the blame for it.
- "Now we are freed from all that drudgery and the fear of adverse effects on the health of devotees having anna prasadam here... the RO plant has come as a boon for us and the devotees coming here to have anna prasadam. We are very much thankful to Divi's for providing the water purifier" expressed the *Satram* in-charge.

- Subrahmanyam, a cook in the *Annadana Satram*, shared that every day they use about 2,000 liters of purified water from the RO plant for the cooking and drinking purposes. According to him, cooking rice and dal has become easier with the purified water. They cook fast with filtered water, and this benefit is reflected in the reduced use of gas cylinders as well. He noted that they save at least two to three commercial gas cylinders every month. This insight suggests that the intervention is indirectly contributing to environmental conservation too!
- At Panakala Narasimha Swamy temple a 500 LPH water purifier is installed exclusively for preparation of *panakam*. It was earlier placed inside the hilltop temple, but the unit was later shifted outside the main temple. A pipe connection has been provided from the RO unit to the *panakam* preparation point.
- Prem Kumar, a priest who has been working at the temple for the past 25 years, shared in a reverential tone that they are now able to use pure and safe water to prepare *panakam* offered to the deity as *Naivedyam*. He further mentioned that about 2000 liters of *panakam* is prepared every day and is distributed to the devotees. During the weekends and festival days, the quantity sometimes doubles compared to the regular daily preparation.
- Sivakumar, another priest who has been working at the temple for past two years, is involved in the preparation and distribution of *panakam*. He said that he has witnessed a noticeable change in both the quality of *panakam* and the pattern of its consumption by devotees. Before the installation of the RO plant, the quality of *panakam* was not as good as it is now with purified water. This improvement is reflected in the way the devotees now consume and carry *panakam* in large quantities. According to him, this itself is evidence for the impact of the RO facility.
- With the installation of RO plant, preparation of *panakam* has become more hygienic, as purified water now flows directly into the drums where jaggery and grounded pepper are mixed to prepare this sweet drink. Earlier, well water supplied by the Devasthanam was used for this purpose. The taste used to be different, and devotees generally consumed only a small quantity as prasadam. Now they drink it in glasses and also carry it home in bottles, appreciating both the improved taste and the hygienic conditions maintained. He remarked that the RO plant is extremely useful and that its benefits are manifold. He concluded by expressing deep gratitude and wishing that the deity bless the Divi's family for their contribution,

- Given the extensive use of water at the plant, the filter candles need to be replaced frequently. At the same time, backwashing must be performed more often to ensure proper filtration and maintain the effective functioning of the system. This process requires close monitoring and consistent maintenance, which remains a challenge.
- Most of the devotees expressed that they are now free from spending money on bottled water and appreciated the effort of Divi's to provide pure and safe drinking water for all. Everyone appeared impressed with the service and applauded the initiative.
- The study team noticed that the sinks at the units were being regularly cleaned at all three locations where they are installed. The sanitation workers attached to the respective RO units were maintaining the facilities without any direct supervision.
- The sanitation supervisor mentioned that devotees often use the sinks and RO water to wash their hands after eating prasadam. This has become one challenge they face, as the regular water taps meant for washing have not been functioning for more than six months. However, she stated that the authorities are looking into the issue and hope to resolve it soon.
- It was cheering for the study team to observe and note that almost all the stakeholders that the team interacted with were extremely satisfied with the RO facility. They particularly appreciated the technician's commitment and dedication to ensuring the continuous availability of clean and safe drinking water. The study team felt that this level of dedication reflects Divi's values and principles.
- In almost half of the sinks across three locations, the tap heads have been replaced from push-button stainless-steel heads to traditional rotatable plastic heads. Upon enquiry, it was explained that due to frequent mishandling by users, the push-button taps began leaking, and therefore the heads were replaced with more durable plastic ones.
- The temple administration observed that the technician assigned from Divi's attends to any issue related to the RO units without delay. According to them, Devasthanam employees may not be able to match the same level of commitment and promptness due to various administrative constraints. Works such as replacement of tap heads, repair of water pipes, and similar maintenance tasks often requires administrative approvals, which can take time. In the meantime, minor issues may escalate and eventually render the equipment non-functional. The Junior Engineer (JE) of the Devasthanam expressed that this is a

systemic issue that may not have an immediate resolution, hence, continued maintenance support through the existing technical arrangement by Divi's would be beneficial.

- The study team was unable to meet the regular technician during the visit, as he had met with an accident and was hospitalized at the time of the visit. However, another technician from Hyderabad accompanied the study team to all the sites. He had previously worked at these locations during the installation of the plants and was therefore familiar with the facilities.

⌘ **COMMUNITY LEVEL:**

- Mangalagiri Assembly constituency is located between two cities – Vijayawada and Guntur. It comprises of 33 villages and two urban areas spread across three revenue mandals and one municipal corporation.
- The Government of Andhra Pradesh has constructed townships through Andhra Pradesh Township and Infrastructure Development Corporation (APTIDCO) to provide housing to the families belonging to socially disadvantaged and economically weaker sections.
- Divi's established *Sujalam* safe drinking water plants in fifteen locations (villages & TIDCO townships) in the constituency during the year under assessment. The study team visited four plants (two GPs & two TIDCO townships) to understand the impact of the intervention.
- The two APTIDCO townships visited are located in Nowluru and China Kakani. The Nowluru township has multi-storied residential buildings, while the township in China Kakani comprises independent houses collated in a Harijanawada.
- In these locations, community water plants were strategically placed to serve the maximum population of the village and were constructed in consultation with the concerned Grama Panchayat (GP). All these plants have a capacity of 1000 LPH with 2000-liter storage facility.
- Land for establishing the water plants was identified and allotted by the Gram Panchayat. The responsibility for overall supervision of the plants was also entrusted to the GP.
- One point person from the community is identified by the concerned authorities in the village to operate and maintain the plant.

- A smart card system has been introduced to access purified water, with a minimum charge collected for issuing or recharging the card. Each family receives a card upon an initial payment of 100 rupees. Using this card, a family can collect up to about 40 liters of purified water each day.
- A local person from community is entrusted with the day-to-day care of the plant. These caretakers are responsible for routine management of the unit, including cleaning, filling water, monitoring electricity usage, in addition to mobilizing community members to obtain smart cards. A technician assigned to the units visits the plants according to a fixed schedule to replace filter candles and attend to technical maintenance requirements.

APTIDCO Township, Nowluru, Mangalagiri:

- Sandhya Rani, the plant caretaker, was appointed only a couple of weeks ago at Nowluru. Earlier, another person was maintaining the plant, but due to some issues that person was replaced. She informed that about 200 cards had been issued earlier, and after she took charge, she issued 25 more cards. Of these, around 60 to 70 families visit the plant every day, collecting approximately 1200 to 1300 liters of water.
- There are around 1,800 families residing in this township. Given the potential for more families to access the facility, Sandhya Rani is making efforts to mobilise residents to purchase the cards, though there is still considerable scope to expand the coverage.
- The study team observed that another RO plant established by a different company also exists in the township, but it was not functional at the time of the visit. When enquired, residents said that plant is located slightly away from the apartments and is not easily accessible, which is why it is not availed by the residents.
- There are also two smaller homebased water purifier units run by private individuals in the colony. The study team learnt that 20 liters water cans are delivered to households from these units. Each can cost ₹10 - ₹15, whereas it costs ₹5 at Divi's *Sujalam* safe drinking water plant.
- Hasina, a resident of the same township, runs a petty shop opposite to the RO plant where she sells vegetables and provisions. She informed the team that the unit now looks much better than before, with improved maintenance under the new caretaker. According to her, people have slowly started coming back to the plant after a gap, as it had remained closed for some time earlier. She added, "It is very useful for the

residents of the colony because the taste is good and the cost is low. We cannot rely on municipal water, as its quality is often poor. We have been regularly accessing water from Divi's unit since its installation”.

- Padmavathi and her husband runs a tiffin centre close to the RO plant. They shared that they have a smart card and regularly collect water from the plant to prepare tiffin items and to serve drinking water to their customers. Earlier they used to provide municipal water, but since the launch of the RO unit they have started using this water instead. They mentioned that customers are also happy as they consume safe and purified water. They happily shared that the plant is indirectly supporting their livelihood, as their business has improved due to the better quality of water.
- Sailaja, a homemaker who earlier worked as a teacher in a private school, came to fill her water containers when the study team visited the plant. She has two young children studying in primary classes. She is very concerned about their health, particularly about waterborne diseases due to past experiences. She shared that her family permanently shifted to *Sujalam* water since its launch, though they were initially skeptical about the water quality. She said, the water tastes good, affordable, easily accessible, and maintained in hygienic conditions, which she feels are often uncertain in private water plants. She expressed deep appreciation and regard for the service being provided to the community through this initiative by Divi's.

APTIDCO Housing Colony, China Kakani:

- The colony is built to provide housing facility to the SC and ST communities near China Kakani village. It consists of individual houses accommodating around 800 low-income families.
- The main occupation of most of the residents include daily wage labour, auto/cab/ goods vehicle driving, unskilled wage work, petty shops, and street vending. A few residents are engaged in salaried jobs in private companies or marketing agencies.
- The RO plant is located on one edge of a vacant land provided by the Grama Panchayati. The primary source of water for the plant is a borewell dug specifically for this purpose. According to the caretaker of the unit, the water density is not very high.
- Simon, who lives close to the RO plant, serves as the caretaker of the unit. He has been involved since the establishment of the plant. His responsibilities include

cleaning the premises, filling water, operating the unit, issuing cards and mobilizing residents to subscribe to the smart cards.

- The *Sujalam* safe drinking water plant is the only reliable source of purified drinking water in the colony, and therefore most families depend on this facility for their drinking water needs.
- While interacting with the study team, one resident informed that the municipal water supply operated at fixed timings, which are not convenient for many families given the nature of their occupations. Additionally, the quality of the water is often poor, and during the summer and rainy seasons the taste becomes particularly unpleasant, another resident added.
- Residents shared that they have noticed a decrease in diarrhea cases during the rainy season, which they believe is due to access to and consumption of purified safe drinking water. Interestingly, they also connected this improvement to the savings they are able to make by avoiding medical expenses.
- The caretaker of the unit informed that the technician regularly assists him in managing and maintaining the unit and has also taught him the technical aspects of operating the unit during maintenance visits. He mentioned that he has learned most of the operational procedures and now feels confident in managing the plant independently.
- It was heartening to hear from some of the men in the community that the space around the plant also serves as a social gathering point, where people spend some leisure time sitting on the bench placed in front of the unit, meeting and chatting with friends.
- Overall, the residents expressed great satisfaction with the facility, noting that it contributes to improving their health as well as reducing household expenditure on drinking water and healthcare.

Kantham Raju Konduru (KR Konduru):

- The community-managed *Sujalam* Safe Drinking Water plant is centrally located in the village, making it easily accessible to all communities and enabling optimal utilization. Like in other locations, it is also a 1000 LPH capacity plant with 2,000 liters storage facility.

- The RO plant is situated right next to the village overhead water tank and the source of the water to the plant is supplied from this tank.
- It was observed that there is another RO plant right in front of the *Sujalam* unit which appears to have been there for many years. The premises contained several 20 liters plastic water cans, mostly empty and a few filled with water. When the study team enquired about the need for another RO plant when one already exists in the village, residents explained that the older plant has not been functioning for quite some time, and has become redundant as it is no longer repairable. However, since it is located in the centre of the village and was used by residents for many years, the place has gradually evolved into a public space where people gather and interact.
- The residents also informed that the villagers are accustomed to keeping their empty cans at this location and circulating them whenever they need to carry water home.
- Bujjibabu is the caretaker of the plant, chosen by the community through Grama Panchayat. He has prior experience in maintaining the RO plants, as he previously managed the older plant in their village. He seems highly committed to his work and keen on ensuring that villagers have access to safe drinking water for better health.
- He shared that the earlier plant was donated and installed by Continental Coffee company about eight years ago, and since then villagers have become habituated to consuming purified water. He explained that the unit developed technical issues about three years ago, and although technicians from the company attempted to repair it, the problem could not be resolved. As it was an older model, the required spare parts were no longer available in the market. Moreover, repairing the unit was not cost effective considering the replacement of filters, power consumption and excessive wastage of water during the purification process. As a result, the plant eventually became non-functional.
- One of the village leaders shared, *“after the closure of the previous RO plant three years ago, there was no alternative source of safe drinking water in the village. Some families who could afford it purchased home-based water purifiers, but majority had to revert back to municipal water. Gradually, pressure and demand for a new RO plant built up among the villagers, which was taken up with the MLA. Through the MLA, Divi’s was approached, and last year this unit was installed. We are all very happy*

now, and more than half of the village households collect drinking water from here. We cannot thank Divi's enough for the timely support in setting up this RO plant".

- According to the caretaker of the unit, almost all families in the village have subscribed to the smart card, except for a few families, that migrate seasonally for work. When they return to the village, they also access RO water using the cards of relatives or neighbours.
- He further shared that the *Sujalam* water plant is equipped with advanced technology that minimizes water wastage. The wastewater outlet is connected to the main drainage line, ensuring that there is no waterlogging or spillage around the plant premises.
- Kumar, a villager, arrived at the unit to fetch water and learnt that the study team was visiting the village to assess the impact of the plant. He approached the team members who were near the old RO plant and first expressed his gratitude to Divi's for the establishment of the new RO plant in the village. Pointing towards the old unit, he shared, "this is the old RO plant from which we all used to drink water, it made us accustomed to purified water. Now it is abandoned because it developed technical problems and spare parts were not available, and repairing it was not cost effective. During that time, many of us had to travel to the neighboring village to bring mineral water. However, the quality of that water was often not good and sometimes it tasted just like the municipal water. They also supplied water only at fixed timings and the cost was higher. Moreover, there was no proper road to that place, and some people even fell while carrying water cans on their two-wheelers. Those were difficult times; we faced many problems".
- He further added that with the establishment of RO plant in their village by Divi's, these problems have largely been resolved. According to him, "the water is good in quality, tastes better, costs less, is available round the clock, and is located close to our homes. It has many benefits". He shared with great enthusiasm and gratitude.
- During the visit to the plant, it was observed that a couple of lorry and van drivers stopped by the plant hoping to access drinking water. When they were informed that the system operates through a smart card, they were willing to pay for the water. However, upon learning that the facility is designed mainly to filling large containers and does not have a provision for filling small one or two-liter water bottles, they

expressed disappointment. One of them remarked to the caretaker that such a large facility could also consider having a small tap to enable travelers to fill a bottle and quench their thirst.

- The caretaker shared, “this has happened several times. Since this is a main road passing through the village, many commercial vehicles, autos and buses ply on this route, and people often stop here looking for drinking water. Because of this experience, I usually keep at least one full water can to provide water to those who come here thirsty. In this way I feel that I am serving people, and the credit ultimately goes to Divi’s for establishing this plant.”
- Observing that the waste water connection is connected to the drainage line, the study team suggested exploring the possibility of reusing the wastewater for gardening or for growing greens and vegetables in the open space available near the overhead water tank, instead of allowing it to flow directly into the drain.
- It was observed that some users filled their water cans and placed them in the premises of the abandoned RO plant while spending time there chatting with friends and relaxing. It was interesting to note that the *Sujalam* water plant has also become a point of social interaction, helping villagers build networks and strengthen community bonds.

Chirravuru:

- In this village the 1000LPH water purifying plant with 2,000 liters storage capacity tank has been installed in Harijanawada. The plant is located in the premises of a former health sub-centre, which is now being used as a community centre. It is situated on the main road and is easily accessible to majority of the families living in this part of the village.
- A large overhead water tank in the village supplies water to residents periodically. Although the *Sujalam* drinking water plant is located not far from this tank, a separate borewell was dug by the Grama Panchayat to ensure a dedicated and continuous source of water for the RO unit. While groundwater was initially found at a depth of 110 feet, the borewell was further drilled up to 160 feet to ensure uninterrupted water supply across seasons.
- Ashok Kumar, caretaker of the plant, is also responsible to operating the village overhead water supply system. He has been selected by the Grama Panchayati to

maintain the RO plant and to encourage residents to adopt safe drinking water practices.

- According to him, families are gradually adopting the habit of consuming RO water, as they find the taste and quality satisfactory. He also mentioned that groundwater in the area is increasingly getting contaminated due to various factors, making the consumption of purified water important for protecting health.
- He further shared that during the initial phase water was provided free of cost to a few families who were hesitant to invest even ₹100 for obtaining the smart card. Once they became familiar with the taste and quality of the water, many of them continued to access the facility by purchasing the card.
- At present there are 70 subscribers, out of which around 45 families collect drinking water from the plant on a daily basis. On average, close to 1,000 liters of water is drawn from the plant each day. Residents also use this water for cooking purpose, as they find that rice and other food items taste better when prepared with purified water. The usage of the plant is gradually increasing.
- He further shared that the technician has been very supportive and visits the plant as per the schedule, providing guidance on the technical aspects of operating and maintaining the plant. He expressed confidence that the unit will soon become self-sustaining, but requested that the technical training be provided by Divi's to the local operators so that they can independently manage the plant in the future.

⌘ CONCLUSION

Though providing safe drinking water in the temples is not a new phenomenon, Divi's *Jala Prasadam* model has emerged as a distinct and well-executed initiative. The superior execution, advanced purification systems, stainless steel sinks with easily operated push button taps, and the appealing enclosures make Divi's approach noteworthy. Regular maintenance and technical servicing by experienced technicians are highly appreciated by the temple authorities. Devotees and members of the general public, who access the facility have consistently appreciated the quality and taste of the water, and many have expressed sincere gratitude to Divi's for this thoughtful and selfless contribution.

Similarly, in the villages and townships largely inhabited by socially and economically weaker sections, most residents who interacted with the study team responded very positively to the initiative of *Sujalam* Safe Drinking Water plants. They shared that the initiative has significantly

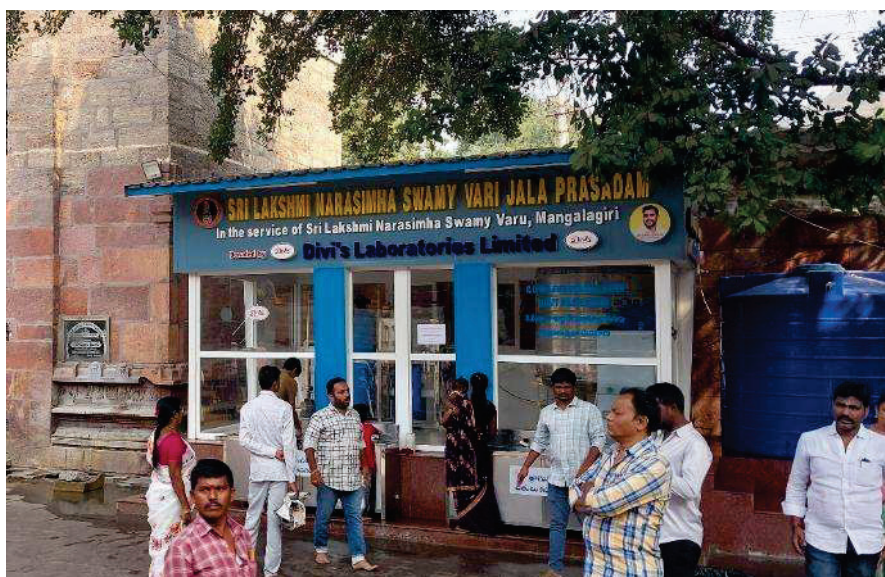
improved their access to purified water and that they are able to avail the service with dignity and respect.

In some locations, even where private RO units are available, residents continue to access water from the plants established by Divi's due to the consistent maintenance, hygienic conditions, affordability, and better quality of water. Interactions with the villagers and caretakers also suggest that the communities are willing and prepared to sustain the safe drinking water model locally. With adequate orientation on the technical aspects of plant maintenance and periodic handholding support to caretakers, the units have the potential to remain well maintained and self-sustaining.

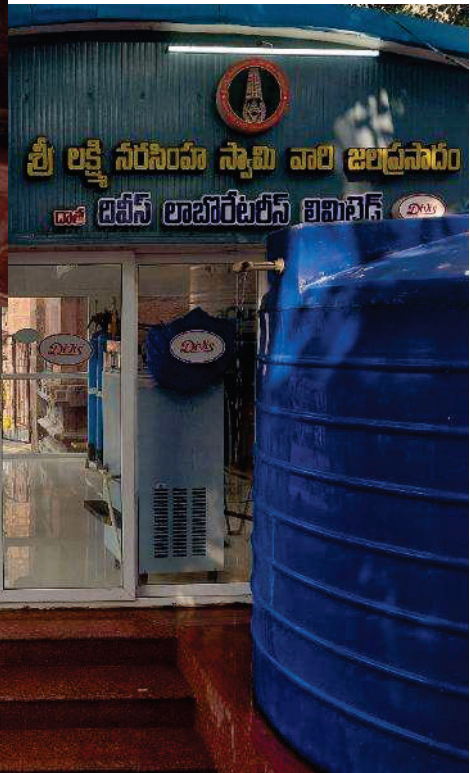
In conclusion, Divi's intervention in the Mangalagiri Assembly Constituency has emerged as a meaningful and impactful initiative, with *Jala Prasadam* facilities serving the devotees in temples and *Sujalam* Safe Drinking Water plants catering to the needs of the villages. Especially, setting up of RO plants in the residential areas of socially and economically disadvantaged groups has significantly improved access to safe drinking water, contributing to better health, convenience, and overall well-being for hundreds of families.

The study team commends Divi's for their valuable contribution towards enhancing the dignity and quality of life of disadvantaged communities. This initiative reflects the organisation's commitment to its guiding philosophy – *valuing people's needs and giving back to the community....*

PHOTO GALLERY



Pic 1 – Jala Prasadam RO unit at Panakala Swami Temple at the foothill of Mangalagiri



Pic 2 & 3 – Devotees accessing Jala Prasadam inside the temple premises at Mangalagiri



Pic 4 – Interior view of the water purification unit



Pic 5 – RO unit installed at the temple parking area in Mangalagiri



Pic 6 – Guest house near the temple



Pic 7 – Water cooler inside the guest house



Pic 8 & 9 –
Devotees enjoying
the *Pankam*
Prasadam and the
study team
visiting the unit at
Panakala Swami
Temple



Pic 10 – Interaction with the Priest at Panakala Swamy temple



Pic 11 – Jala Prasadam unit at Annadaana Sadanam with clean surroundings



Pic 12 – Water cooler inside the dining hall to serving drinking water to devotees



Pic 13 – Sanitation workers engaged in cleaning the RO unit



Pic 14 – Children taking water break at the RO water unit



Pic 15 – Visitors accessing cool drinking water at the parking area



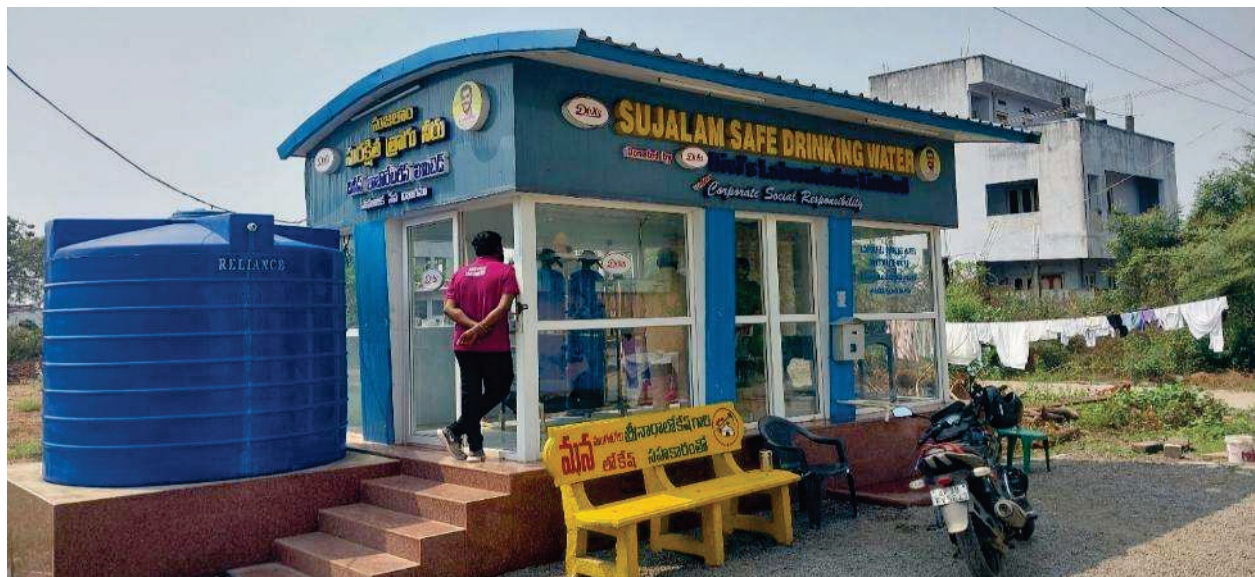
Pic 16 – Water purification unit at TIDCO Township in Nowluru, Mangalagiri



Pic 17 – Women accessing RO water at TIDCO Township, Nowluru, Mangalagiri



Pic 18 – Tiffin centre near the RO unit availing purified water for serving customers



Pic 19 – Community water plant at TIDCO Township in China Kakani Harijanawada



Pic 20 – Subscription card used to avail purified water at any time



Pic 21, 22 & 23 – Interaction with the caretaker and the villagers at KR Konduru



Pic 24 & 25 – Interaction with the caretaker of the community RO plant at Chirravuru

Anyone who can solve the problem of water will be worthy of two Noble prizes – one for peace and one for science

– John F. Kennedy

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