

Celebrating World Water Day



Honorable Union Minister for Water Resources, Prof Saif-ud-din Soz inaugurated Jal Tarang - a festival to celebrate water & culture, organized by Coca-Cola India Inc. in association with FORCE an NGO on 22nd March 2006 to celebrate World Water Day. More than a 100 Resident Welfare Associations in Delhi participated in this function. Prof. Soz also launched a Rain Water Harvesting Project of 3.72 million-litre capacity at Gulmohar Park in Delhi as a part of Jal Tarang. A special film on Water Conservation titled "Harness

the Flow" was also launched at the function and later screened on Doordarshan. Other initiatives taken by the company on the occasion included the construction & repair of Check Dams, digging bore wells, installation of overhead water tanks, launching Rain Water Harvesting Projects at various sites across the country in partnership with NGOs & local government authorities.

Hon'ble Union Minister for Water Resources, Prof. Saif-Ud-Din Soz, said "It is heartening to note some path breaking initiatives on water, being taken by Coca-Cola together with NGOs in the communities in which they operate. I am aware of the efforts of Coca-Cola in renovating the Sarai Bawari in Rajasthan and I am thankful to Coca-Cola for this. I urge the company to continue doing the good work."

"But I tell you honestly when I heard that a Bawari has been done in Jaipur, I took notice of this and will personally go to Jaipur and I'll see myself...because it is enlightenment in the minds of those people like Atul Singh who care to restore this Bawari."
- Prof. Saif-Ud-Din Soz



Union Water Resources Minister Prof. Saif-Ud-Din Soz & Division President Atul Singh launching Jal Tarang festival on World Water Day

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