



Bisleri International's 'Bottles for Change' CSR Initiative Partners with BIMTECH



In a significant step towards promoting corporate sustainability and environmental awareness, Bisleri International Pvt Ltd's 'Bottles for Change' CSR Initiative has officially partnered with the Birla Institute of Management Technology (BIMTECH), Greater Noida.

The partnership was formalised through a Letter of Association (LoA) signing ceremony held on July 6, 2026, at the BIMTECH campus. The ceremony was led by Dr. Prabina Rajib, Director, BIMTECH, and Mr. Vidya Bhooshan Singh, CSR Regional Manager (North), Bisleri International Pvt. Ltd., marking the official commencement of the collaboration.

This initiative, facilitated by the Centre for Sustainability and CSR at BIMTECH, aims to promote awareness about responsible plastic disposal and effective recycling practices within the academic community and beyond. The initiative highlights that used plastic should not be viewed as mere waste but as a valuable resource that can be recycled into new products.

Through this collaboration, both organisations seek to integrate sustainable waste-management practices among future business leaders, foster a circular-economy mindset and reduce their environmental footprints through structured plastic-waste management strategies.