

## Varuna Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Vikram Singh	4 <sup>th</sup> Year	Information Systems
Member 2: Zachary Kashman	2 <sup>nd</sup> Year	Finance
Member 3: Shreya Venkat	2 <sup>nd</sup> Year	Finance
Member 4: Morgan Crandall	2 <sup>nd</sup> Year	Marketing

**Advisor(s):** Dr. Brian Ray

**Topic:** Bisleri Invests in Water Infrastructure Aligning with the Indian Government.

**Audience:** Bisleri International's Board of Directors

### Sustainable Development Goal

SDG #6: Ensure availability and sustainable management of water and sanitation for all.

SDG #9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

### Executive Summary

We are suggesting Bisleri International (Indian's top bottled water manufacturer) to invest in water infrastructure in Kerala, India to align with Prime Minister Modi's public-private partnership plan to provide clean water infrastructure. Our public private partnership (PPP) will be similar to an existing utilities operation out of Yerevan, Armenia. Yerevan launched a PPP back in 2006 that did not adequately address the water needs of the public. However, in 2017, Yerevan was able to reestablish what an effective PPP looks like and we believe that it can be replicated in Kerala, India. The Armenia example showed how a PPP can introduce water utility services to rural communities that don't operate at a net loss for the public or private sector.

Following the 2017 adjustments, private sector operation in Yerevan, Armenia increased the water supply dramatically, reaching nearly 24/7 in Yerevan. Water assets were constructed or rehabilitated, customer service was professionalized, and labor productivity was improved. Even with steep tariff increases due to private operation, the public supported PPPs and were willing to pay for improved water services. In a 2011 survey, only 30% of residents wanted to revert to solely public management. Investing in water infrastructure would provide a clear benefit for both Bisleri and the public sector in Kerala, with Bisleri enjoying a higher triple bottom line and Kerala finally enjoying modern water infrastructure.