Kudumbashree team for marketing of 'Hilly Aqua' Drinking Water

Kerala Irrigation Infrastructure Development Corporation (KIIDC) is the Public Sector Company of Water Resources Department, Government of Kerala. KIIDC will be launching a new product (package drinking water) in the brand name, 'Hilly Aqua' from 16 January 2021 onwards. This bottling plant is situated near Aruvikkara Dam. This plant with most modern technology RO plant, is capable of producing 2720 drinking water jars of 20 litres capacity every day. Drinking water is packed through an automatic process without any touch of hand. ‘Hilly Aqua’ drinking water is the unique drinking water brand of Government of Kerala. BIS, FSSAI certifications are received for the process as well. Now, Kudumbashree has received the opportunity to market this packaged drinking water manufactured by KIIDC from Aruvikkara Plant.

Inauguration of KIIDC plant is scheduled for 16/01/2021. Kudumbashree signed an MoU with KIIDC for metering this packaged water. For a single jar of 20 litres of drinking water, MRP is Rs 60. ‘Santhwanam’, a Yuvashree group which consists of 6 young men and women from Kudumbashree members of Thiruvananthapuram District is entrusted with the task of drinking water supply and its marketing. They are from various CDSs in the district. These unit members would provide information about this project to the public and will identify those who needs this drinking water. Once the plant starts functioning, they will deliver the drinking water to the needy. They have already hired a vehicle for this purpose. The training for these team members has now been completed. 6 families have secured livelihood opportunity through this project. For more details contact this number: 8086353144.

We hope that, through this project, we will be able to deliver pure drinking water at reasonable rates to the needy, through the Kudumbashree system. I wish this project would help the Santhwanam Group members earn better income. Appreciations to the Thiruvananthapuram District team who took keen interest in this project and took leadership to train and equip kudumbashree members in implementing the same!