

# PROJECT REPORT

## Water Bottling Plant

Mist Mineral Waters (Pvt) Ltd.

Makandura, Gonawila, Sri Lanka.



## Background of the Project

Bottled drinking water- involves a purification or treatment process after it is extracted from the source. The water taken from the source may not necessarily be pure.

Natural mineral water - Except for some form of filtering, no purification is done. The water is natural. The bottling plant has to be near the source. The licensing process for natural mineral water is very stringent because the Chief Food Authority needs to be convinced that this water is from a good source

Drinking 'bottled water' is a concept that was introduced to the Sri Lankan psyche in the late 1980's. The industry which started out with a few minor companies bottling and selling water without any regulatory framework, is now a thriving business.

Whole industry went through three typical phases, he says. At the initial stage, in the late 1980's, the industry was at its most primitive. Bottled water was consumed mainly by the tourists and that too was hampered by the political uprisings that occurred during that period.

With the economy getting back on its shaky feet, the industry went through what he calls the "Copying phase", where bottled water manufacturers mushroomed in the city.

The Health Ministry then stepped in, making registration under their ministry mandatory to market bottled water. The industry has now settled itself firmly in the economy.

The "Bottled Water Registration" was introduced in 2005 and was brought into operation in January 2006. The registration for "Bottled Drinking Water" is valid for three years, during which period the plants are monitored by the authorities. The Registration for "Bottled Natural Mineral Water" (for which UV treatment is not used) is valid for one year only.

Along with the Ministry registration, many companies usually obtain the SLS awarded by the Sri Lanka Standards Institute (SLSI). The SLS certification is not mandatory that many companies



Water spring

obtain it for the added image of good hygiene it gives their brand. Some Health Ministry registered local companies have been awarded the SLS certification for “Bottled drinking water”. According to her water can be marketed under two categories. The first is the more common “Bottled Drinking Water”, which has the SLS certification and must comply with the Sri Lanka standard code of practice stated under SLS. The other is as “Bottled natural mineral water” which gets the SLS certification 1038, and must follow the code of practice set under SLS 1021.

The processes followed for the purification of water are different in the two cases.



The SLSI, she says, has a number of quality parameters that they examine before giving out the certification. The standard of the water source, the process control and the consistency of the records kept are among them.

According to health officials, the process of obtaining authorization to package and sell drinking water is stringent in Sri Lanka.



The Health Ministry is the sole authority that can permit a new water bottling plant. Without their license, a new brand of bottled water cannot reach our market shelves. This applies to imported brands as well. The process to obtain the license is quite stringent.

Nevertheless, the Food Unit of the Health Ministry warns consumers to be vigilant. As with all other products, there can be room for impurities to invade the market.

"Generally, the bottled water products in Sri Lanka conform to safety regulations,"

Thus, it was prohibited to Bottle, Package and Import or Distribute mineral or drinking water without obtaining a certificate of registration from the Chief Food Authority of the Health Ministry.

The standard certification from the Sri Lanka Standards Institution (SLS) however, is not compulsory, but if the SLS or any other certification is printed, it means the product has undergone strict and regular monitoring to ensure its purity.

Drinking chlorinated water destroys beneficial bacteria in the body which will weaken and eventually damage one's immunity. Studies have revealed that where there are higher levels of THM's in drinking water, this may result in higher incidence of cancer. Pure drinking water is one of the

most essential and critical resources. It's essential to health, recreation and growth.

## Project

Pure water can make a huge difference to your health, when you are assured that you are drinking water which comes from the very heart of nature and is from an identified and protected source. With this concept in mind, Mist Mineral Waters (Pvt) Ltd was incorporated in 2010 06 09 as a Limited Liability Company having its Registered Office at Makandura, Gonawila to bottle Drinking water under their own brand name "MIST"

It is packed in food grade Pet bottles which is registered and certified by the Ministry of Health, and awarded the prestigious SLS certification by the Sri Lanka Standards Institution.

The source, plant and surrounding environment at Makandura, Gonawila, is pollutant free and nothing is extracted during the production process to change its unique characteristics which is on par with international brands.

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## Goals of the Project

### Project's Contributions to the Economy

Currently Sri Lanka is focusing on limiting Imports and towards developing the export market for value added products, which will promote and also add value towards the tourism Industry. By this project, it could be a consolidation price to earn foreign exchange reserve supplying products for tourism industry. The Proposed project adds more benefits to the range of other stakeholders who participate in this project directly and indirectly. Since all the man power is obtained from the same locality lot of income generating avenues will be created to the more poor families. Also with the crop there will be other series of activities which create employment opportunities to the natives continuously and also seasonally. Also this project adheres to the environmental principles and shows the enormous potential benefits to the organizational as well as community in long run. Further it was revealed that there is a severe cases reporting every day created due to unsafe drinking water. This project will help full to control health impact to the society.

### Marketing Plan

The global bottled water sales have grown dramatically over the past several decades, reaching a valuation of around \$60 billion and a volume of over 115 million liters in 2006. US sales reached around 34 billion liters in 2008, a slight drop from 2007 levels

The global rate of consumption more than quadrupled between 1990 and 2005. Spring water and purified tap water are currently the leading global sellers. By one estimate, an estimated 50 billion bottles of water are consumed per annum in the US and around 200 billion bottles globally.

To quench our thirst with gallons of water which come in plastic bottles. Now Available in most boutiques and supermarkets in Sri Lanka, plastic

water bottles come in various forms, shapes and brand names. They are described as 'bottled drinking water', 'mineral water' or 'spring water'.

The Demand for safe drinking water is rising especially in Sri Lanka due to the boost in the Tourism Industry and health problems, due to unsafe water.

Hence we are confident that there is no issue of marketing and currently it proved by the confirmed orders. We planned to market the product through distribution channels and by direct sales to super markets and hotels. Also not forgetting the Export Market.

### Environmental effects

Bottled water has been described as "one of the greatest cons of the 20th century" and that it is "marketing's answer to the emperor's new clothes".

Bottled water has come under criticism in recent years for the environmental impacts of groundwater extraction, the energy and environmental costs of the plastic packaging and transportation costs, and concerns about water quality and the validity of some marketing claims. One criticism of bottled water concerns the bottles themselves. Bottled water is commonly packaged in [Polyethylene terephthalate](#) (PET), which requires a significant amount of energy to produce. While PET is considered to be recyclable, only a fraction of plastic bottles made from PET are actually recycled. PET water bottles account for 50% of all the PET bottles and containers collected by curbside recycling, and the recycling rate for water bottles is 23.4%, an increase over the 2006 rate of 20.1%.



With a view of reducing environmental effects, the company has made all necessary arrangements to purchase back the empty bottles and send them for recycling plants.