

OXLEY PACKAGED DRINKING WATER FROM TELANGANA COLLABORATES WITH INTERNATIONAL HUMAN RIGHTS OBSERVATORY FOR SUPPLY OF BOTTLED DRINKING WATER TO ENUGU STATE, NIGERIA, AFRICA

By: Dr. Jupaka Madhavi

OXLEY Packaged Drinking water brand of Aqua Feena Company, Neerudu Group of Industries, Telangana State, India is a highly renowned Mineral Water Bottling Company from Hyderabad, the capital of Telangana State of India is now to begin its supply to Enugu State, Nigeria by early 2026. Dr.N.V.Rao, Chairman of Oxley Packaged Drinking Water would today has collaborated with Dr.Jupaka Madhavi Founder and Chairperson of International Human Rights Observatory, an International NGO - is currently undergoing accreditation with United Nations for Advisory Status and has got "Letter of Authority" from Govt. of Nigeria and Govt of Enugu State, Nigeria to foster linkages with industries, investors and partners to address drinking water issues in Enugu State.

In this background, Oxley Packaged Drinking water today has undertaken the premier international initiative of for supplying safe drinking water to Niger Delta region with Dr.N.V.Rao, Chairman of Oxley Packaged Drinking Water, a Physicist with PhD in Physics from Osmania University, Hyderabad, Telangana State will be closely working on safe drinking water and water treatment in Niger Delta with Dr.Jupaka Madhavi, a Delhi Based academician

from Jawaharlal Nehru University (JNU) with PhD in International Relations from the renowned Centre for International Politics, Organisation and Development, School of International Studies, JNU.

Dr.Jupaka Madhavi a former academician and former Senior National Consultant, in Ministry of Women and Child Development, Govt. of India for Women Empowerment and Safety (2011-2020) is currently Asia Pacific Advisor for WHO under RESPECT Framework since 2021 has roots from Telangana and has been conferred the Royal Chieftain Title ADA SIMBA - 1 by the oldest Tribe of Africa Ibagwa Nike tribe. The Title has been conferred by His Royal Majesty, Crown Mayor of Nike Clan IGWE Dr.Emmanuel Ohuchukwu Ugwu, (EZE OKWE 1 of OKWE tribal Kingdom, Ibagwa Nike tribe, Enugu East L.G.A. Enugu State). To that effect, Dr.N.V.Rao, Chairman of Oxley Packaged Drinking Water has declared that for Africa market, Oxley Packaged drinking water Company of Telangana State, India would package the Water under the brand "ADA SIMBA Oxley" thus honoring the sentiments of OKWE tribal Kingdom, Ibagwa Nike tribe thus cementing the commitment of the provision of Water as under formal commitments.

Dr.N.V.Rao, Chairman



of Oxley Packaged Drinking Water and Dr.Jupaka Madhavi have affirmed that the Private-Public and NGO Partnership (PPNP) collaboration would commence its first phase of packaged water supply starting from early 2026 under "ADA SIMBA Oxley" Packaged drinking water brand will provide safe drinking water not only to the population of Enugu State, Nigeria but also to the 11 Coastal States of the Crude Oil Belt of Nigeria alias Niger Delta, to the States in North of Nigeria by exports. In the Second phase Ada Simba Oxley Purified Water envis-

ages to set up a Solar powered Drinking Water Bottling Production Plant in Enugu State and Delta State of Nigeria by mid-2026 with an aim to supply the Bottled Drinking water to the surrounding states of Nigeria and ECOWAS States. On the Humanitarian front, Oxley Packaged Drinking water would be undertaking packaging water in 2 Litre and 5 Litre production capacity to cater to the needs of households as a women empowerment initiative by Women groups of Kano land to address the challenges of safe drinking water due to acute water

contamination by mining area sites, crude oil area and arsenic underground water. Dr.N.V.Rao would lead the Private sector partnership from India whereas from the NGO sector Dr.Jupaka Madhavi from International Human Rights Observatory and Smt. P. Padmavati, Pratinidhi, will link the best practices of Sakhi Kendras -Women Safety and Empowerment Centres and Smt. G.S.V.S Satya Lakshmi of 181 Women Helpline experience of Telanagana Govt. would work collectively to ensure that the Programme would be successfully implemented. Dr.Jupaka Madhavi, has informed that her team from Telangana State would help set up women cooperatives stores supply chain linkages with women groups from Kanoland along in Nigeria for Bottled Drinking water, Women Safety and Empowerment Centers on the lines of RESPECT Framework of WHO, Sakhi Kendras, 181 Women Helpline best practices for access to drinking water, women safety and empowerment respectively.

On the international business point of view Oxley Packaged drinking water recognizes that water business is considered as "Blue Gold" in Africa with Africa facing major drinking water challenges due to remote clustered tribal populations, geographic inaccessibility, water contamination issues, large continent size and economic bottlenecks from aspirational countries with infrastructural issues of

energy and water in provision of safe drinking water to the local populations. While providing Packaged Bottled drinking water to Enugu State in Nigeria, Oxley would also cater to the market of Economic Community of Western African State (ECOWAS) with Nigeria being the leader of ECOWAS and also called the Giant of Africa. Oxley Packaged Drinking Water has recognized the opportunity of provision of safe drinking water sensitively and responsibly not only as an international business opportunity but also as a critical humanitarian initiative. This would be a double advantage for Oxley to capture the market share commencing from Enugu State is famous for the Sub Bituminous Coal deposits which is second largest Coal reserves in the World and most importantly Nigeria with the third largest population in the world being an acutely mineral rich and crucible of Crude Oil country of Africa.

Oxley Packaged Drinking Water of Telangana State recognizes that Water is essence of life and is committed to the cause. As per WASHNORM 2021 UNICEF Report, Nigeria faces severe drinking water crisis with over 179 million Nigerians lack safely managed water and only 10% have WASH services and 29.5 % of the population use improved drinking water sources and sanitation

facilities. In Northern Nigeria 13 % of the half of well/bore well water facility is fit for drinking. In Lagos over 10 Million residents lack clean drinking water, and only 23 million urban dwellers have piped water. The UNICEF Report also cites that annually over 70,000 children under five face mortality due to water borne diseases due to contaminated water and water borne diseases including diarrhea. As per recent WHO reports Niger Delta has the highest maternal mortality rate in the world of 30% due to water contamination.

Statistically, Oxley Packaged Drinking has taken cognizance of the need for safe drinking water provision in Africa, Nigeria and ECOWAS. As per WHO Report on The Right To Water, Fact Sheet No.35, about 884 million people do not have access to sources of safe drinking water. International Treaties like Convention on the Rights of the Child, Convention on the Elimination of All Forms of Discrimination Against Women and the Convention on the Rights of Persons with Disabilities also mention the right to safe water. In India access to clean drinking water is a fundamental Right as a part of Right to Life under Article 21 of the Constitution of India as provision of safe drinking water is a matter of dignity for humanity and human rights to one and all. Article 25 (1) of the Universal Declaration of Human

Rights (UDHR) considers right to safe drinking water as an implicit component while addressing the right to an adequate standard of living, encompassing elements vital for health and wellbeing. Later developments such as UN Committee on Economic, Social and Cultural Rights 'General Comment No.15 (2002) and UN General Assembly Resolution 64/292 (2010) recognized the right to safe and clean drinking water as essential as a right for everyone " to sufficient, safe, acceptable, physically accessible and affordable water for personal and domestic uses" for an adequate standard of living. The United Nations Development Programme (UNDP), too has underlined the starting point and the unifying principle for public action in water and sanitation is the recognition that water is a human right. In 2008, Human Rights Council created the mandate of the "independent expert on the issue of human rights obligation related to safe drinking water and sanitation to help clarify the scope and content of these obligations.

This initiative of Oxley Packaged Drinking water comes on the eve of Christmas 2025 and New Year of 2026, promising the provision of ADA SIMBA Oxley - a safe drinking water gift from India to Enugu State Nigeria reaffirming "Women led Development" slogan under G21 initiative between India and Africa