



# Regulate and charge ground water use

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- Have to distinguish between use of water for **process needs** and as **raw material**.
- Companies pay for water use under the water cess act – paid on the basis of discharge of effluents.
- But they don't pay for the use of water as raw material – used and bottled to sell.
- Endorsed Kerala High Court decision to differentiate between individual use and commercial use. Must charge for commercial use of groundwater.
- Poor regulation of groundwater. Multiplicity of authorities. No clear mandate on pollution, extraction.
- Rainwater harvesting must recharge the balance.



# Regulation also important for caffeine

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- Globally caffeine only permitted in 'cola dinks' (China, Canada, Australia, South Africa, Holland, Spain etc.). Allowed till 150 mg/l. Or caffeine-free versions of sold.
- PFA makes no such distinction. Allows 200 mg/l in all.
- Result: In India, caffeine added even in non-cola drinks like PepsiCo's '**Mountain Dew**'.
- Harmful for children, pregnant and lactating women.
- Caffeine is addictive.
- JPC Recommends:
- **Follow global best practice:**
- **Not allow caffeine in non-cola.**
- **Reduce caffeine content in cola drinks.**
- **Clear warning labels if caffeine added.**
- **Sell caffeine-free versions of drinks.**