



# अखिल भारतीय राष्ट्रीय शैक्षिक महासंघ

## Akhil Bhartiya Rashtriya Shaikshik Mahasangh

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**ABRSM**

अध्यक्ष

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पत्रांक : G.S.- 1/ Vikram Samvat 2078

दिनांक : 2/05/2021

To,  
CEO Bisleri,  
Western Express Highway,  
Andheri (EAST), MUMBAI. - 400 099

**Ref.: Commercial advertisement Bisleri Camel School in Hindi and few regional languages  
"Samjhdaar Bisleri Peete Hain"**

**Sub.: We condemn the commercial advertise release by Bisleri damaging the image of teachers and  
demand immediate withdrawal of the same with unconditional apology.**

Sir,

Akhil Bhartiya Rashtriya Shaikshik Mahasangh (ABRSM) is a country wide organization of pre-primary to university level teachers working in the interest of education, educators and society. Presently ABRSM is spread over 26 States with more than 36 State level organisations and 105 university level organisations with a membership of more than 10 lakh.

This is with reference to the advertisement released by Bisleri which shows a teacher teaching to camels humorously explaining funda of "contact less" during COVID times. The "camel students" ridicule the teacher for not knowing the meaning of contact less. The teacher then attempts to drink water from a mud pot (matka) by dipping mugga which evokes more hysteria from camels. Camels then make fun of teacher for not knowing about Bisleri. After this the punch line of the advertisement which further damages the image of the teacher "Samajdhar bisleri peete hai". This is against the dignity of teachers who are considered as nation builders.

The ABRSM highly condemn this commercial advertisement where the teachers' dignity and image is wrongly projected. There are ethics in making of the advertisement. No one can make mockery of any profession through such advertisement.

We therefore strongly demand that this commercial advertisement be withdrawn immediately from electronic media and same should not appear in print media as well. We also expect unconditional apology to avoid further course of action against Bisleri.

Yours Sincerely

**(Shivanand Sindhankera)**  
General Secretary

Copy to :

- Hon'ble Education Minister, Govt. of India.
- Hon'ble Information and Broadcasting Minister, Govt. of India.