



स्वच्छ असगणी, सुंदर असगणी



संकल्प स्वच्छतेचा, सुंदर महाराष्ट्राचा



निर्मल ग्रामपंचायत कार्यालय असगणी

ता.खेड, जि.रत्नागिरी

Date :- 19/06/2025

Asgani Rural Community Condemn Coca Cola For orchestrating police action against our community leaders and members including women

We, the undersigned members of the Asgani village in Ratnagiri district of India, strongly condemn the recent police action carried out against our community members including women, which we believe was orchestrated at the behest of Hindustan Coca Cola Beverages Private Limited. This action represents a grave violation of our democratic rights and an alarming misuse of state power to suppress legitimate dissent.

At the time of land acquisition and new greenfield Khed site announcement, rural community was promised support for rural infrastructure and employment opportunities. We ensure all possible support to this new site with the hope of employment opportunities. Despite regular follow up and written communications from our leadership, the local management instead choose to misinform the local police station and threatened our community with notices.

The silent protest on June 5, 2025 which was a legitimate and democratic expression of our resistance. Still, Coca Cola orchestrated a legal action against 22 community leaders and around 450 community members including women.

Local communities denied employment opportunities including quality apprenticeships at Khed greenfield site. Then, instead of recognising these legitimate concerns and needs, Coca Cola management allows it to become an issue for the police and sits back and watches legal action against communities including women.

Coca Cola spends millions in Corporate Social Responsibility (CSR) fund for community activity but at the same failed to address affected community concerns and threatening us with legal action. The company needs to respect community rights in India for sustainable business growth.

We believe that this situation could have been resolved with regular social dialogue with the committee members but management instead chose to respond with force. This use of aggressive means against community is deeply disturbing. If company do not resolve it amicably, our community plants to escalate this peaceful protest till company negotiate in good faith and settle amicably.

We call for

- Immediate withdraw of legal complaint filed against our community members & leaders including women.
- Hindustan Coca Cola Beverages Private Limited (HCCBPL) to organise an official meeting with Asgani community leaders to ensure employment opportunities including quality apprenticeship to our community members.

We reaffirm our commitment to protecting our community rights, our environment, and our future. No amount of repression will silence our demands.

Sarpanch

