



WATER ICON

MR. AMIT KAPUR
Director
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Q. How and when was the first step taken towards being a Water Professional?

I completed my graduation way back in 1995 and joined Everest Group which has primarily been in the manufacturing of Roots Blowers, Mechanical Vapour Recompessors, Mechanical Vacuum Boosters, Dry Screw Vacuum Pumps, Acoustic Hoods & Industrial Vacuum Systems. Over 90% of our blowers are primarily used for aeration in Sewage Treatment Plants, Effluent Treatment Plants, Filter Backwash applications etc. Everest group has always believed in being a radical innovator and creating new space for itself bringing in buyers from both the streams i.e. new & existing. This required a lot of application engineering & led to our association with the Water Industry.

Q. How many years have you been in the Water Industry and What do you find special about it?

I have been personally associated with the Water Industry for over twenty years now. The best part of this industry is that it is a very dynamic industry. New challenges, new problems, new technologies, new solutions everyday, whether it is related to water conservation, re-use, storage, sustainable development or investing in water for sustainable growth.

Q. What are some challenges that you overcame in your journey to where you are today?

Everest is the first & only Blower & Vacuum Systems manufacturer in the country to have an in-house R&D Centre which is approved by Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India. Everest Group recently won a National Award for Excellence in Research & Development which was given by our respectable Prime Minister. Approximately 3% of group turnover is earmarked for R&D every year. Design & Development is one thing which never stops at Everest. It is a continual process. Everest has been in an industrial segment with wide application areas. Our marketing team constantly works on identifying areas where our products can revolutionize process. Having identified a niche, our technical team designs and develops products to suit the requirements. For example, our vacuum boosters have found a niche in vacuum distillation processes in menthol industry where it has provided huge improvements in processing efficiency. At Everest we believe in diversifying our application engineering and earning out of satisfied customers rather than diversifying the product mix itself. Excellence in application engineering has been a key component in the company's growth and profitability. Being an indigenous company we at Everest totally understand the cost effectiveness & price implications faced by customers of a developing nation. Also as compared to our International counter parts, Everest has a high quality manufacturing unit in India & hence enjoys the benefit of having lower cost of production. Our management believes in forwarding these benefits / privileges to our customers, not compromising on quality, performance & services at any time.

..... And all of the above has been one of the greatest challenges for Everest till date.

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Q. If given a chance to bring one change in the industry, what would be that change?

Re-think on conventional methods of production and introduce newer and environment friendly technologies with lower cost of production. The major driving factor for the industry today is the "need to change" and bring in cleaner and better ways of production.

Q. Today you owe an inspiration to many, but who inspired you?

Ans: My greatest source of inspiration has been my father & my elder brother. They have always taught me to ideate, innovate & lead. Everest is one of the largest producers of Roots Blower in South East Asia today and customers look upon Everest as not only a product supplier, but as a Solutions Provider.

Q. Where do you see Water Industry 10 years down the line?

Ans: Water is a natural resource, fundamental to life, livelihood, food security, and sustainable development. It is also a scarce resource. India has more than 17% of world's population, but has only 4% of world's renewable water resources with 2.6% of world's land area. There are further limits on utilizable quantities of water owing to uneven distribution over time and space. In addition there are challenges of frequent floods and droughts in one or other part of the country. With a growing population and rising needs of a fast developing nation as well as the given indications of the impact of climate change, availability of utilizable water will be under further strain in future with the possibility of deepening water conflicts among different user groups. All this translates into a great opportunity for any company in water industry which thinks out of the box when it comes to preserving resources, keeping costs manageable and producing a quality product.

Q. We are proud to have you as one of the Water Icons for the year 2014-2015, how does it feel to be a Water Icon?

It is always a privilege to be appreciated & honoured for whatever you have done. It motivates you to do more. I still have a lot to do. The journey has just begun.

Q. What message would you like to give to our readers?

Ans: Either you run your day or the day runs you. Choice is yours !! Always remember the six core values that guide us and inspire our endeavor to make a difference. These values are not new nor they are unique. It is the passion with which we live them, that makes them our inspiration. They are:

1. Respect for Individuals
2. Working Together
3. Strong Relationships
4. Integrity
5. Institution Building
6. Drive and Passion