



THINKING BIG

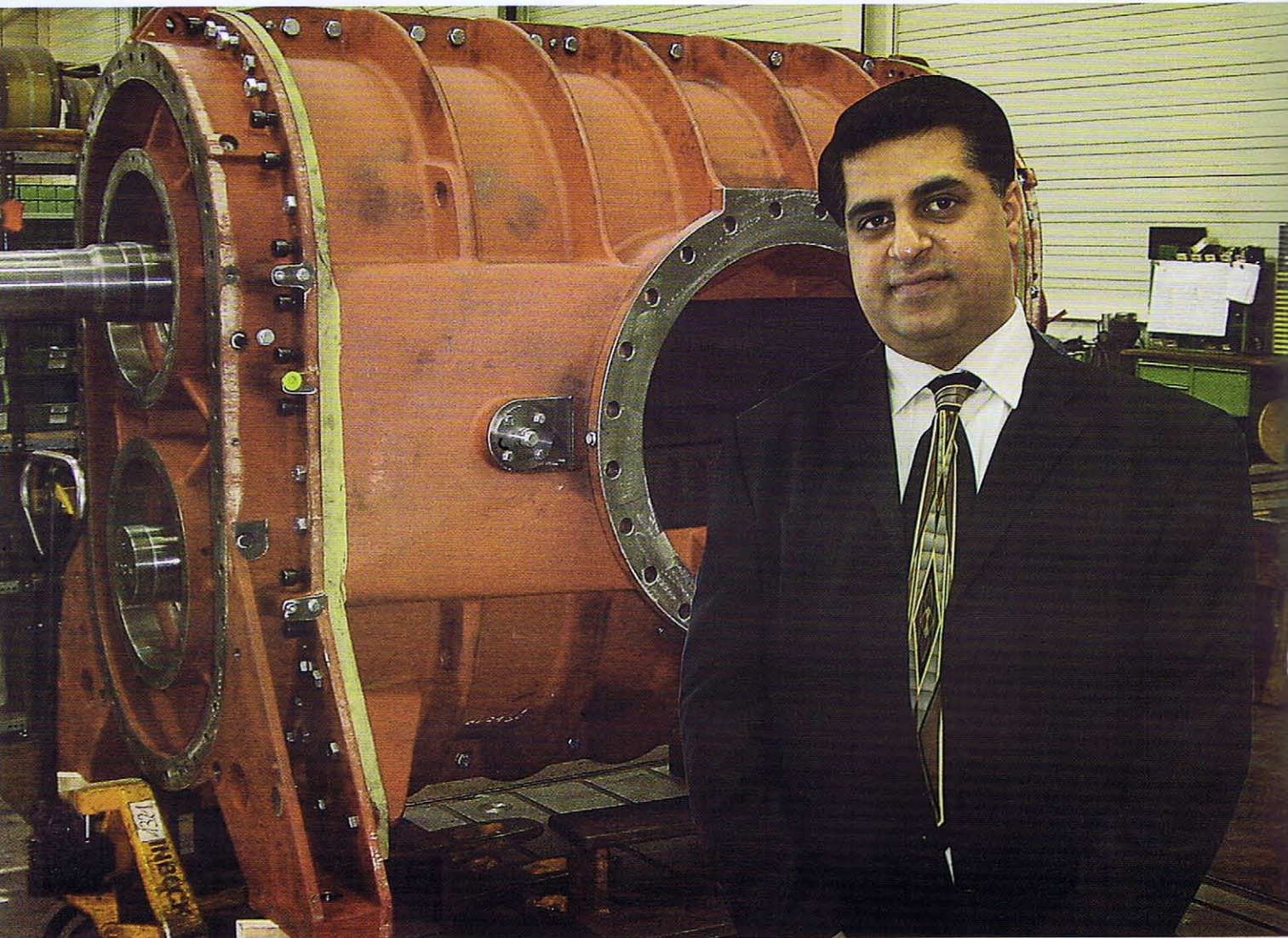
VISION 2020 FOR SUSTAINABLE
GROWTH OF WATER SECTOR

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Shift towards Solutions

Green

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. Low consciousness about the scarcity of water and its life sustaining and economic value results in its mismanagement, wastage and inefficient use, as also pollution and reduction of flows below minimum ecological needs. In addition there are inequities in distribution and lack of a unified perspective in planning, mismanagement and use of water resources.

Water Industry: SWOT Analysis

Strengths:

- ▶▶ It provides an opportunity for companies, inventors and individuals to share water concepts in a friendly environment with peers, competitors and interested parties.
- ▶▶ Knowledge and access to knowledge keepers
- ▶▶ Already established
- ▶▶ Is global, compelling and has transformational potential
- ▶▶ Governmental interests are generally supportive
- ▶▶ It works to inform and works as a filter of information and technology related to water.
- ▶▶ It stands to benefit from both private and public funding earmarked for the development and growth of businesses considered to be "green"
- ▶▶ Variety of representatives with a goal to stay in front of curve, keeps us in a position to be a recognized source for current information and technology
- ▶▶ There is a high level of ability and motivation to adapt and change

My company for me is..

Great Customer Service, before, during and after you get your blowers or vacuum systems

Part of my job which I enjoy most..

Making others successful and the personal freedom that comes with entrepreneurial risk

Career other than mine I would love to pursue..

NONE, as of now

A job I would definitely never want..

Being the BOSS, want to lead

The best thing about my company right now..

Innovative Engineering and Solution Provider

The best thing about my company in 2020..

Innovative Engineering and Solution Provider

My role model in Water Industry..

Mr. Rajiv Mittal, Managing Director, VA Tech WABAG Ltd

A company I admire most in 'Water Industry', other than mine..

Thermax Ltd - We can learn 'straight and transparent business deals' from it

A company I admire most, in other industries..

Apple - We can learn 'innovate & lead' from it

The toughest business decision I have made..

Terminating anyone's employment

My favorite brand campaign in India..

We are the Blackberry Boys!!!

The latest corporate buzzword/catchphrase I like..

Ideate



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I hope to spend my next holiday at..

Antarctica

I can't resist..

Sweets

My favorite book/author..

Mr. Warren Buffet - Work on anything as a business enterprise and you are bound to succeed

My favorite film..

3 Idiots

Social issue I feel most strongly about..

Save the Girl Child

Advice for EverythingAboutWater..

Keep up the good work

- ▶▶ Responding to current opportunities, while also pushing the envelope for future applications and technologies
- ▶▶ The question is where is the water coming from, what issues does the water cause and how can it be reclaimed or recycled for reuse is what industry can offer the Green-washed society we are entering
- ▶▶ Certainly any water flow related technologies, but also water remediation. Water availability will directly impact economic health of any geography
- ▶▶ Think out of the box when it comes to preserving resources, keeping costs manageable and producing a quality product.

Threats

- ▶▶ Tax revolts are going to clobber grants and funding, which may make perfect sense. Not being able to position itself as a green industry due to high levels of treatment and embedded energy in water makes it vulnerable.
- ▶▶ Politicians and water districts that are driven by power not good intentions
- ▶▶ Global interests and technologies may evolve quicker than what can be produced locally
- ▶▶ Investment capital may be too scarce to take advantage of opportunities
- ▶▶ Water rights (and wrongs)
- ▶▶ Taxes funding programs
- ▶▶ Personal agendas, out of control environmentalists and a general failure to pursue out of box ideas. Too many really good ideas are lost because politicians fail to see how it benefits them. Ideas go unrecognized while other less worthy ideas seem to get funded.
- ▶▶ Over-regulation is always a concern
- ▶▶ The state fiscal crisis might restrict university-based academic and fiscal support of industry needs
- ▶▶ The government is very anti-private business
- ▶▶ There are factions that will lobby to direct funds to other areas of need and may underestimate the long term savings that will be realized by new and emerging water.

Agenda for Vision 2020

- ▶▶ **Prepare a Sustainable Development Action Plan:** National Water Board should prepare a Sustainable Development Action Plan based on the National Water Policy, as approved by National Water Resources Council, and regularly monitor its implementation.

▶▶ Policy Tools:

- **Cost Benefit Analysis:** Review our business planning guidance

Weaknesses

- ▶▶ Water Industry has not seen the reach that it can meet
- ▶▶ It must continue to grow as rapidly as possible
- ▶▶ Industry members might not think far enough ahead, or search for useful synergies with other members
- ▶▶ Specific information on water safety standards and usage is not fully available to the community and to our governing officials
- ▶▶ Needs to be vocal about their solutions and active in getting their voice heard
- ▶▶ Not being a collective voice in policy making discussions
- ▶▶ Doesn't take advantage of the opportunity to enlighten interest at all levels for industry progress
- ▶▶ Lack of participation or possible fear of disclosing ideas or trade secrets which could be adopted by others.

Opportunities

- ▶▶ New technologies are developing creative solutions for our community with regard to conservation, storage and movement of this natural resource
- ▶▶ Continue to stretch outside the irrigation water arena while keeping it water focused
- ▶▶ Water is required to make Green work. To produce ethanol takes water. To produce power from solar takes water. Geothermal is water

and consult the industry and other stakeholders on the practicalities of delivering soundly based cost-benefit analysis at both strategic and programme level.

- **Impact Assessment Toolkit:** Consult on our approach to Impact Assessment, encompassing sustainable development and consumer objectives.
 - **Polluter Pays Principle:** Publish details on our thinking on the Polluter Pays Principle in the context of application of National Water Policy, as it is implemented.
 - **Asset Management:** Develop a tool to guide our assessment of companies' strategic investment planning.
- » **Consumers (Customer Reach):** Seek to understand consumers' views
- » **Water Pricing Review**
- » **Longer-Term Planning:** Develop long long-term capital programmes, facilitate timely release of climate change scenarios and seek to promote understanding of implications for the water industry, consider the carbon impact of the industry, develop our approach to long-term sewerage plans, consult on long-term incentives, develop our approach to efficiency and consider the treatment of long-term projects in our approach, consider outcome of research on the regulatory cycle and patterns of capital investment and reviewing our approach to leakage target setting, including the economic level of leakage.

Water & Sustainable Development

In the future, clean water may be the world's most valuable resource. By 2050, 4-7 billion people will live with water scarcity. In addition, countries around the world face challenges of contaminated water & ineffective water resources management. Today, 80% of diseases in the developing world are related to the water supply. Developing countries currently have the opportunity to avoid the mistakes of the developed world. Instead of following the model of "develop first and clean up later", they might "leapfrog" by using technology. For example, green chemistry can help eliminate the use of potential water pollutants, conserve water and increase both the quality and quantity of water. A systems approach is being used in industrial water treatment to protect infrastructure from corrosion, scaling and bacterial growth. Finally, closed-loop systems that eliminate the use and contamination of water are also effective. The overall process of managing the costs and risks in industrial water management is a critical component of sustainable development. Solutions in integrated water management focus on how industries can minimize their water usage by conserving, recycling and cascading water. This approach involves matching water purity to the needs of the process and stepping down water from high purity requirement processes to lower purity requirement processes.

Additionally, a significant amount of fresh water is used by industry each year,

and there is heavy investment in annual water acquisition, treatment and disposal. To reduce the rising expenses, efforts should be made to integrate best practices in water, manage resources and technology, and optimize supplier relationships across the entire company.

Regulations are intended to minimize the danger from contamination and deal with the public perception of safety and its social, political and economic complications.

The following questions need further consideration:

- » What constitutes safe drinking water and who decides what safe is?
- » What roles should industry and government play in water management?
- » Where do cost-benefit analysis come into play?
- » Should all water be treated to the same standards?
- » What is the future of desalination and is it limited?
- » How should water be valued more appropriately?

LEADERSHIP can be seen as a 'process of influence' that involves three aspects:

- » Establishing direction (e.g. a shared vision for a project)
- » Aligning resources (e.g. other people, projects and funding)
- » Generating motivation and providing inspiration to others

The water industry needs good water leadership programs that will help emerging leaders to develop the abilities they need to exert influence, drive change and advance challenging integrated water management projects. A good leadership program shall help emerging leaders to strengthen their skills in:

- » Initiating and driving change, and addressing complex challenges

for me...

LEADERSHIP, LEARNING & CHANGE

High impact leadership and learning creates sustainable change.



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in order to help the water sector implement more integrated and sustainable water management practices

- ▶▶ Leading high-performance, cross boundary, multidisciplinary teams
- ▶▶ Exercising influence over various organizational boundaries
- ▶▶ Building trust and fostering collaboration among colleagues and staff
- ▶▶ Strategically building and using social networks
- ▶▶ Using system thinking
- ▶▶ Anticipating, planning for, and using 'windows of opportunity' to drive change
- ▶▶ Creating, modifying and 'shopping' for venues in which to exert influence
- ▶▶ Using various influence strategies and models of change

Investing in Water for Sustainable Growth

Water security is the cornerstone of economic growth. It cuts across a wide range of sectors - agriculture, industry, mining, energy, domestic supplies, health and education. Sustainable development will not happen without improvements in water resources management. The risk of climate change exacerbates the situation because water is the primary medium through which climate change will threaten the livelihoods and well-being of societies. Investing in water management contributes right now to poverty reduction and in longer term to climate resilience and sustainable development. Water investments are spread across many institutions and at different levels of government. Decisions are fragmented and often conflicting. Water for productive use is covered by the related ministry -e.g., agriculture, energy or industry. But water stewardship is not their concern, making sustainable decisions unlikely unless there is an integrated approach to water resources management. Governments may consider food and energy security as national priorities, but seldom make the link to water's role as a prerequisite for food and energy security.

Political leaders and relevant decision-makers need to act on the following:

- ▶▶ Financing water security is a requirement for economic growth and social well-being. Almost all economic activity depends on the management and development of water resources and provision of a reliable water supply. By investing in water, governments are investing in their country's economic and social development.
- ▶▶ Good governance guides good investments. To put in place systems that will not only facilitate investment in water but make it more appropriate, effective and sustainable, an integrated approach is needed. This improves decision-making processes that take into account stakeholders' concerns and reduce risk. In practice, it means creating an enabling environment, setting coherent policies and strategies that improve institutions, and building knowledge and capacities.

- ▶▶ Investing in water security is investing for the future. A balanced financing package is needed that accesses funds from many different sources for all aspects of water management and development. A wide range of financial and economic instruments and mechanisms are required to ensure sound resource management and service provision.
- ▶▶ Investment involves trade-offs. The integrated approach provides a framework for resolving the many trade-offs in infrastructure development, social equity and environmental protection. However, the choices remain difficult and consensus has to be found on agreed values; defined water entitlements; and hydrological knowledge. The traditional fragmented supply driven approach, the constraints of feasibility analysis and poor project preparation have to be addressed.

Key functions that have to be financed:

Governance

- ▶▶ Policy, strategy and priority setting
- ▶▶ Resource allocation and budgeting processes
- ▶▶ Legislation and regulation
- ▶▶ Coordination and planning at different levels and across different sectors
- ▶▶ Institutional development and reforms
- ▶▶ Development of skills, capacities and training
- ▶▶ Knowledge, assessment, studies, data collection and research
- ▶▶ Stakeholder engagement and consultation
- ▶▶ Public awareness and information
- ▶▶ Conflict resolution and arbitration

Protective Investments

- ▶▶ Flood and drought management
- ▶▶ Catchment/watershed management
- ▶▶ Environmental and ecosystem protection
- ▶▶ Water quality and pollution control
- ▶▶ Basic water needs, sanitation and health services

Productive Investments

- ▶▶ Water supplies for industrial and commercial activity
- ▶▶ Agriculture and livestock water supply
- ▶▶ River management for navigation
- ▶▶ Thermal and hydro power production
- ▶▶ Fisheries
- ▶▶ Mining
- ▶▶ Recreation and tourism

Everest Group has strongly realized and felt the shift of the industry towards green solutions. The Group stands today as one of the upcoming names in the vacuum industry, a fully integrated and diversified company involved in the engineering, evaluation, designing, manufacturing, testing, execution, post sales & service of pressure & vacuum systems. We aim to build the most cost-effective development firm, through the blending of our world-class 'best practices' with local experience and knowledge. We cater to the needs of local emerging economies.

Everest is the largest producer of roots blowers in South East Asia having effective presence in STP & ETP (wastewater treatment) industry, pneumatic conveying systems, aeration systems, aquaculture etc, to name a few.

The major driving factor for the industry today is the "need to change" and bring in cleaner and better ways of production. Rapid industrialization & ever increasing population is putting a lot of negative impact on our environment.

Our future generations shall have to suffer if it continues in the same pace. Strict environmental norms, pollution control, increase in scarcity of water and need for decreasing energy consumption are major challenges of the day and this is what has forced the ig industries to re-think on conventional methods of production and introduce newer and environment friendly technologies with lower cost of manufacturing.

All these translate into opportunities for Everest since we support them in terms of bringing in continuously upgraded technologies and giving them the highest quality products at best possible prices. India is today a part of boundary less world with unhindered flow of capital, technology, products and services, but, of world class standards only. It is for this reason we have great plans for expansion especially with an objective to cover practically all industrial processes..so as to offer total solutions for energy conservation, improvement in product quality and higher yields. The product expansion would accordingly take place to meet the individual demand and needs.



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GPS Capabilities

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