



# EVERYTHING ABOUT WATER

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ANNIVERSARY

SPECIAL  
ISSUE

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(REDUCE, RECYCLE AND REUSE)

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# EARTH TOO REQUIRES HEALING

*Abdul Rahman Mohammed, CEO, Sahara Industry*

*The manner in which Earth has been treated and the after-effects of years of misuse, it has undergone, the theme of this year, is rightly “Only One Earth”, and calls for living sustainably and in harmony with nature.*

**W**here are we going to live, on planet Earth or Mars? This question, is more relevant, in these times. We recently celebrated the World Environment Day. “Only One Earth” is precisely the theme of World Environment Day 2022, very thoughtfully selected, by the United Nations. It calls for living sustainably and in harmony with nature.



Ultra-Pure Water Treatment Plant Sahara Industry

**The background.** Moreover, 2022 is a very significant year as normalcy is gradually returning to our lives after two years of global disruption caused by coronavirus pandemic which resulted in frequent and longer period of induced lockdowns, which also gave the much-needed break to planet Earth, to rejuvenate. It helped reset the planet, giving the environment a chance to recover from the years of wear and tear caused by human activity, over the years. The infamous polluted air in Delhi was cleaner, the meltdowns of glacier were halted, rivers and canals became cleaner as they did not receive the dirty waters from people and industries, and one could see the marine life swimming through them. Even the catchphrase “The Earth is healing, we are the virus,” was widely circulated on social media as meme. Considering the way, the Earth has been treated, ever since man has set foot on it, and the proportions to which, years of misuse has resulted in, the theme of this year, is rightly “Only One Earth”, and it calls for living sustainably and in harmony with nature

**The alarming situation.** Water is not only necessary for the survival of living beings, but it is a must for environmental sustainability. We have, in most cases, taken all natural resources, including water, for granted and the results

are there, in front of us, in the form of severe crisis of clean water, across nations. India that had abundance of water available, not so long ago, is facing a historical crisis with almost half of its population, not having access to safe water, even for drinking. Almost three years ago, NITI Aayog had reported that 600 million people are suffering from extreme water stress, across the country. I presume the numbers must have certainly increased substantially. If those facts are not alarming, it was also reported that India is placed at the 120th position, amongst 122 countries, in the water quality index, for the simple reason that nearly 70% of fresh water sources have been contaminated and about 200,000 people were dying every year, due to inadequate access to safe water.

Many cities, in India, are finding it hard to manage their water supply, primarily because they are suffering due to acute water scarcity and require “immediate action”. It also needs to be remembered that growing stress on water will also hit India’s food security. There are studies which state that come 2030, over 40% of India’s population will have no access to drinking water. India holds about 4% of global freshwater for almost 18% of the world population and is the largest user of groundwater sources. The Earth needs fresh water to feed people’s needs, preserve ecological balance, help all species to survive and maintain the synergy of nature.

**Our mission.** Sahara Industry, has taken a conscious decision and has adopted modern systems and processes that are helpful in cleaning of unsafe water, to make it pure and safe while at the same time not wasting much of it. With high quality products and excellent service standards, we have the crucial technical expertise and in-depth understanding of the water sector, to offer the best integrated and strategic approach to industrial and municipal water and wastewater treatment systems, which is aligned with environmental consciousness ■



*Abdul Rahman Mohammed is the Founder & CEO of Sahara Industry and established with the sole purpose of providing technologically advanced, most economical and best quality water and wastewater treatment solutions. With his guided approach and dynamic leadership, the company has achieved enormous success with group turnover surpassing INR 1000 million.*