



# EVERYTHING ABOUT WATER

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## 18TH EVERYTHINGABOUTWATER EXPO AND CONCLAVE ISSUE



Special Anniversary Edition



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*In Conversation with:*

Abdul Rahman  
Mohammed,  
CEO,  
Sahara Industry

### **What are the major trends and developments you have observed in the water industry in India in recent years?**

With its huge population and economic development goals, India is among the largest water markets in the world. India's population has been growing at an unprecedented pace, 320 million added in last two decades. This rapid growth put tremendous strain on the water resources, and the quality also severely compromised due to pollution from industrial and municipal waste.

The water and wastewater management market size in India stood at INR 216.03 Bn in 2022 is expected to reach INR 518.15 Bn by 2027, expanding at a compound annual growth rate (CAGR) of 15.95% during the 2023 - 2027 periods.

Given its substantial size and requirements, the water industry in India has witnessed evolving trends in the recent years that include an increasing emphasis on water conservation and efficient management practices owing to rising water scarcity in several regions. Due to increasing water pollution and diminishing freshwater sources, there has been a focus on wastewater treatment and reuse. The adoption of smart technologies in water management is gaining momentum to monitor water quality, consumption patterns, and distribution networks, allowing for real-time decision-making and efficient water allocation. Several water utilities in the country have initiated project development and management through Public-Private Partnerships (PPP) models to improve water infrastructure and services.

Desalination plants are being setup in the regions facing acute water scarcity and other places are exploring desalination as a viable option to meet their freshwater needs. The Government of India has been working on policy reforms agenda to address water-related issues effectively. National and state-level water policies have been updated to incorporate sustainable water management practices, promote water use efficiency, and safeguard water resources. The climate change impacts have increased over the years and efforts are being made for better water security. Climate-resilient water management strategies are being explored to mitigate the effects of extreme weather events on water availability and quality.

### How can public-private partnerships play a role in addressing the water challenges in India? Can you share any successful examples of such collaborations?

Public-private partnership (PPP) are a way to address infrastructure development challenges by leveraging private sector expertise and financing to deliver projects on time and within budget. PPP can help in developing water infrastructure, such as water treatment plants, distribution networks, and sewage systems. Private entities can bring in investment, technical expertise, and operational efficiency, while the public sector provides regulatory oversight and ensures equitable access to water services. Its role in addressing water challenges in India by leveraging the strengths and expertise of both sectors have been experimented with some successful examples of such collaborations:

- The 24x7 Water Supply Project in Nagpur is a successful PPP initiative. It involves a 25-year concession agreement between the Nagpur Municipal Corporation and a private consortium for the improvement, operation, and maintenance of the city's water supply system. The project has improved service delivery, reduced water losses, and ensured round-the-clock water supply to citizens.
- The Smart Water Grid Project in Hyderabad, undertaken as a PPP, incorporates advanced technology such as smart meters, sensors, and real-time data analytics to monitor and manage water supply. The project has improved operational efficiency, reduced non-revenue water, and enabled consumers to track their water usage in real-time.
- The Delhi Jal Board partnered with a private operator under a PPP arrangement to improve the management of the city's specific areas water supply system. This collaboration involved knowledge transfer, training programs, and capacity building. The partnership helped in enhancing operational efficiency and service delivery.

- The Tirupur Water Supply and Sewerage Project in Tamil Nadu is a PPP initiative that transformed the city's water supply and sewerage systems. The project involved private sector investment and expertise, resulting in improved water supply, better sewerage services, and revenue generation for the project stakeholders.

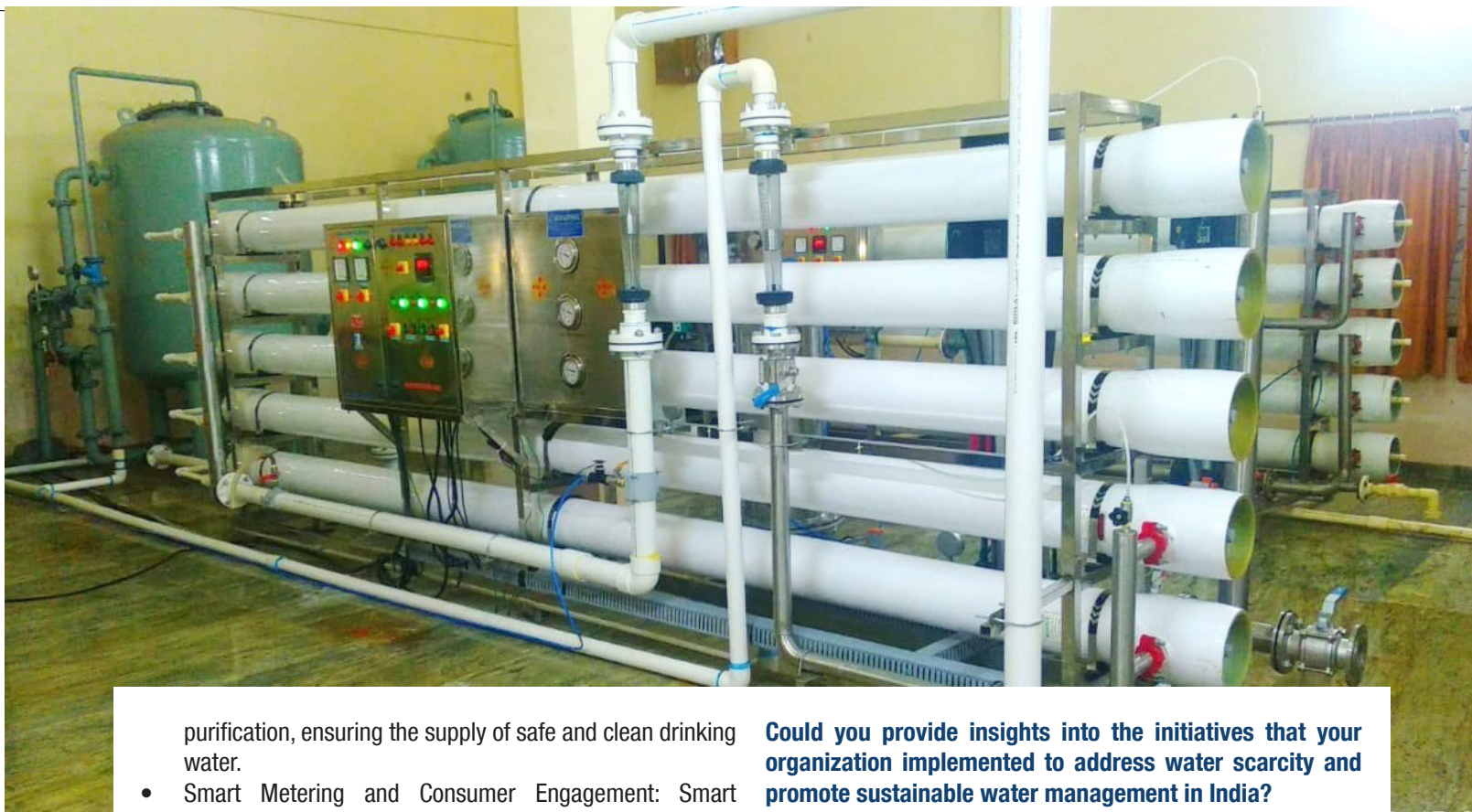
While PPPs offer opportunities for addressing water challenges, it is important to ensure transparency, accountability, and equitable access in such partnerships. Robust regulatory frameworks, clear contractual agreements, and effective monitoring mechanisms are crucial to mitigate risks and ensure the public interest is safeguarded in these collaborations.

### How can the water industry in India leverage digitalization and data-driven approaches to enhance water management practices and decision-making processes?

The water industry in India has the opportunity to harness digitalization and data-driven approaches, leading to significant improvements in water management practices and decision-making processes. By integrating technology and utilizing data effectively, several avenues can be explored for enhancing the efficiency and sustainability of water-related operations.

- **Real-time Monitoring:** Digital sensors and Internet of Things (IoT) devices can be deployed to collect real-time data on water quantity, quality, and infrastructure performance. This data can help monitor water sources, distribution networks, pumping stations and treatment processes, enabling timely interventions and improving operational efficiency.
- **Data Analytics:** Advanced data analytics techniques can be employed to analyze large volumes of data and extract valuable insights. Machine learning algorithms and predictive modeling can help identify patterns, forecast water demand, detect anomalies, and optimize water allocation and distribution.
- **Leak Detection and Water Loss Management:** Digital technologies like acoustic sensors and pressure monitoring systems can assist in early leak detection, reducing water losses in distribution networks. Data-driven approaches can help prioritize repairs, improve maintenance practices, and optimize the efficiency of water supply systems.
- **Water Quality Monitoring:** Continuous monitoring of water quality parameters through digital sensors and remote monitoring systems can provide real-time information on water contamination levels. Data-driven approaches can enable proactive measures for water treatment and





purification, ensuring the supply of safe and clean drinking water.

- **Smart Metering and Consumer Engagement:** Smart water meters can provide real-time information on water consumption patterns at the consumer level. This data, combined with digital platforms and mobile applications, can empower consumers to monitor and manage their water usage effectively. It can also facilitate demand-side management initiatives and promote water conservation.
- **Integrated Water Management:** Digitalization can facilitate the integration of data from different sectors, such as agriculture, industry, and urban planning, for holistic water management. Integrated data platforms and modeling tools can support water allocation, watershed management, and climate change adaptation strategies.
- **Public Awareness and Engagement:** Digital platforms, social media, and mobile applications can play a significant role in raising public awareness about water conservation, pollution prevention, and sustainable water management practices. These platforms can provide educational resources, tips, and tools to engage and empower individuals and communities about best use practices and water conservation.

By leveraging digitalization and data-driven approaches, the water industry in India can enhance efficiency, optimize resource allocation, improve decision-making, and foster sustainable water management practices. It requires investment in technology infrastructure, data collection systems, data analytics capabilities, and the development of robust governance frameworks to ensure data security and privacy.

### **Could you provide insights into the initiatives that your organization implemented to address water scarcity and promote sustainable water management in India?**

For the past two decades, Sahara Industry has been a prominent player in the water industry, driven by the mission of providing safe drinking water and efficient solutions for industrial and institutional needs. As a leader in the vast and ever-evolving field of water and wastewater treatment, we offer unparalleled expertise in delivering authentic products and services. Our commitment to innovation is evident as we embrace cutting-edge technology and digital solutions in our endeavors. With a strong focus on clean drinking water, ultrapure water for industries, and wastewater treatment for reuse, we have extended our reach both within India and abroad.



Our ability to leverage state-of-the-art machinery and advanced manufacturing techniques has been instrumental in achieving this feat. With a team of highly qualified engineers at the forefront, we have established ourselves as a homegrown leader in developing cutting-edge water and wastewater treatment solutions that meet global standards. Driven by a market-oriented approach and guided by modern systems and processes, our recent accomplishments include a significant clean drinking water project for a luxurious hotel in Hyderabad and another project for a



prominent chain of stores. As our list of reputable clients continues to expand, we remain dedicated to delivering high-quality products and maintaining excellent service standards.

Our technical expertise and profound understanding of the water sector allow us to offer the most integrated and strategic approach to industrial and municipal water and wastewater treatment systems. Sahara Industry provides multi-disciplinary water and wastewater treatment and engineering services, drawing from our vast experience in implementing numerous water treatment solutions with an integrated project approach.

## Company Details Required:

**VISION OF MY COMPANY** – Ensuring universal access to clean and affordable water for every individual, community, and industry.

**NUMBER OF EMPLOYEES** – 300+

**KEY ACEIVEMENTS OF THE LAST YEAR** – Several industrial water and institutional water treatment projects completed and commissioned.

**MAJOR ORDERS WON RECENTLY** – Water treatment project order received from Indian and international clients. Collaborate with international solution providers to offer the finest quality water treatment equipment and chemicals.

### **NAMES OF MANAGING DIRECTOR AND SENIOR EMPLOYEES -**

Mohammed Abdul Rasheed, Head Technical; Faizan Ahmed Khan, Head Projects

## Miscellaneous Questions:

**Favourite Book/Author** - “Cadillac Desert” by Marc Reisner

**Favourite Movie** - “Water on the Table” by Liz Marshall for thought-provoking message on water-related issues.

**Favourite Holiday Destination** - Bali, Indonesia for tropical paradise with spectacular beaches, landscapes and rich cultural heritage.

**One piece of advice for ‘EverythingAboutWater’** – Make it a reliable source of knowledge and valuable resource for people seeking insights and solutions related to water issues and opportunities.