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A photograph of a water treatment plant with several large rectangular tanks and a metal walkway extending into the water. The scene is captured during sunset or sunrise, with a warm orange glow reflecting on the water's surface.

**24<sup>th</sup>**  
**ANNIVERSARY  
ISSUE**

**In Conversation With  
THE INDUSTRY LEADERS**

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# INTERVIEW WITH Abdul Rahman Mohammed

CEO,  
Sahara Industry

**Q: Could you share your company's vision and mission for water management and sustainability? How does your company stand out in the competitive landscape of the water industry?**

**A:** At Sahara Industry and our parent company, AACP India, our vision is to lead the way in sustainable water management, empowering communities and industries with safe and clean water solutions. We are committed to addressing the water crisis through innovative treatment technologies and responsible resource utilization.

Our mission is to provide cutting-edge water and wastewater treatment systems that deliver exceptional quality, reliability, and value, while fostering a culture of environmental stewardship that respects and protects natural ecosystems. We strive to create lasting value for our diverse clientele by offering innovative, reliable, and energy-efficient products. Through continuous research and innovation, we tackle emerging water challenges with uncompromising quality and commitment. All our products adhere to rigorous international standards, and we provide comprehensive after-sales support. At

Sahara Industry, we are not just treating water – we are securing a more sustainable and prosperous future for all.

**Q: Can you share some of the initiatives your organization has taken to combat water scarcity and promote sustainable water management in India?**

**A:** We recognize that clean, reliable water is the lifeblood of society, industry, and economic growth. Our pioneering solutions leverage smart water technologies to aid sustainable resource management by optimizing water use, minimizing waste, and promoting a circular water economy. By providing sustainable water solutions, we aim to enhance public health and sanitation, support industrial productivity and expansion, preserve ecosystems and biodiversity, mitigate the impacts of climate change on water resources, and foster sustainable urban development.

Our product design and development system integrates advanced technology into our core engineering principles. Our expert team of engineers, designers, and manufacturing specialists works diligently to address current and emerging challenges

related to water quality, contamination, scarcity, and sustainability. Most of our products are ANSI/NSF certified, support in optimizing water usage, detecting leaks, and requiring minimal maintenance over extended periods.

We focus on designing water treatment systems that minimize energy consumption without compromising performance, thereby reducing both operational costs and environmental impact. We develop targeted solutions for emerging contaminants such as pharmaceuticals, microplastics, and PFAS, and we maintain a robust R&D program to stay at the forefront of water treatment technology, constantly refining and updating our product offerings.

**“OUR COMPANY IS DEDICATED TO SHAPING A WATER-SECURE FUTURE BY INTEGRATING ADVANCED TECHNOLOGIES WITH ENVIRONMENTALLY CONSCIOUS PRACTICES.”**



**Q: What are the current trends and major innovations in the water industry? How do you foresee the water industry evolving over the next 5 to 10 years?**

**A:** With increasing urbanization and water demand, the per capita water availability in India has declined by almost 20% in the last two decades and is likely to decline by another 20% by 2050, making it a water-scarce country. With rapid urbanisation, the country is also facing challenges in terms of water and sanitation. As populations grow, wastewater levels are rising, and with conditions of wastewater treatment and groundwater contamination varying from city to city, some are struggling to cope with these issues.

Innovation and technology will play a bigger role in increasing water sector's resilience and sustainability. Membrane filtration, ultraviolet (UV) disinfection, and advanced oxidation processes (AOPs) are improving water quality. Smart water management systems using IoT and AI are optimizing water distribution, leak detection, and consumption monitoring. Decentralized water treatment systems are gaining traction, providing localized and efficient solutions. Desalination technologies are becoming more energy-efficient, addressing water scarcity in arid regions. Additionally, green infrastructure, like rain gardens and permeable pavements, is being integrated into urban planning to manage storm water naturally.

Over the next 5-10 years, the water industry is expected to see significant growth in these areas. Digital transformation will continue, with more widespread adoption of smart water networks and predictive analytics, improving operational efficiency and reducing water loss. Climate change will drive the need for resilient water systems, leading to increased investment in adaptive infrastructure and nature-based solutions.

**Q: What are some key technologies and innovations that are helping to improve efficiency and sustainability in water management?**

**A:** The water industry is undergoing a significant transformation, driven by key trends in smart water management and distribution. IoT, AI, and data analytics are at the forefront, enabling real-time monitoring and predictive maintenance of water infrastructure. Digital twin technology offers unprecedented insights for optimization and decision-making. Advanced Metering Infrastructure (AMI) enhances billing accuracy, leak detection, and water conservation efforts.

Advanced treatment technologies make wastewater reclamation and reuse for even potable purposes viable and cost-effective. Policies and regulations will be increasingly shaped by big data analytics and real-time monitoring. Emerging technologies like Blockchain for water trading, nanotechnology for purification, and biomimicry for complex challenges will be in demand. AI and automation technologies will support autonomous water management systems, improving efficiency and sustainability across entire water networks.

**“THROUGH OUR HOLISTIC APPROACH TO WATER TREATMENT AND MANAGEMENT – MINIMIZING DISCHARGE, IMPROVING QUALITY, AND PROMOTING AWARENESS – SAHARA INDUSTRY IS PLAYING A CRUCIAL ROLE IN ADDRESSING ONE OF THE MOST PRESSING ENVIRONMENTAL CHALLENGES OF OUR TIME.”**



**Q: What lessons can India learn from other countries that have successfully addressed water issues, and how can these be adapted to the Indian context?**

**A:** India can learn valuable lessons from countries that have successfully addressed their water issues. Some of the relevant examples include:

**Integrated Water Management:** Australia's comprehensive approach to water management, involving policies that integrate water conservation, allocation, and quality, can guide India in creating a cohesive water management framework.

**Advanced Water Recycling:** Singapore's extensive water recycling program as their NEWater, clearly demonstrate to effectively reuse wastewater for potable purposes. India can adapt these techniques in urban areas to address water scarcity.

**Desalination and Irrigation:** Israel's advanced desalination technologies provide a sustainable solution for water-scarce regions. Implementing similar systems along India's vast coastline can augment water supply. Israel's adoption of drip irrigation and water recycling for agriculture has maximized water efficiency. India can promote similar technologies, especially in water-scarce regions, to improve agricultural productivity and conserve water.

**Technological Innovations:** The Netherlands' use of cutting-edge technology for flood control and water management can inspire India to adopt innovative solutions for managing its diverse water challenges.

**Public Awareness Campaigns:** California's efforts in raising public awareness about water conservation through campaigns and education have significantly sential for balancing

reduced water consumption. India can launch nationwide awareness programs to promote water-saving practices.

Community Engagement: Brazil's successful community-led water management initiatives highlight the importance of involving local communities in water conservation efforts. India can empower local communities to manage and protect water resources.

By learning from these examples and adapting them to local conditions, India can enhance its water management practices, ensuring efficient use and equitable distribution to address its unique water challenges effectively.

**Q: Balancing the needs of agricultural, industrial, and domestic water users can be challenging. How do you think these competing demands can be managed effectively?**

**A:** Balancing the needs of agricultural, industrial, and domestic water users is challenging yet manageable through insights, planning and strategies. Implementing integrated water resources management ensures that water is allocated and managed holistically, considering the needs of all sectors. Establishing fair water pricing and incentives for conservation can encourage efficient use across all sectors. Providing subsidies for implementing water-saving technologies can further promote responsible usage.

Technological innovations play a crucial role in this balance. Adopting advanced irrigation techniques, such as drip irrigation and precision farming, can significantly reduce agricultural water use. Similarly, industries can implement water-efficient processes and recycling and reuse systems to minimize their water footprint. Developing and enforcing regulatory frameworks that govern water use and quality is a competing demands. These regulations should promote equitable water distribution and prevent over-extraction, ensuring that all sectors receive their fair share.

Engaging stakeholders from all sectors in water management decisions fosters cooperation and ensures that diverse needs are considered. Public-private partnerships can drive innovation and facilitate resource sharing. Utilizing data and monitoring

**FAVOURITE BOOK:** "A LONG WALK TO WATER" BY LINDA SUE PARK, A NOVEL THAT DEPICTS THE STORIES SURROUNDING WATER SCARCITY

**FAVOURITE MOVIE:** "PIPASA", A DOCUMENTARY ON INDIA'S WATER CRISIS

**FAVOURITE HOLIDAY DESTINATION:** MUNNAR IN KERALA, A HILL STATION TOWN WITH MESMERIZING NATURAL SURROUNDINGS

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**COMPANY MOTTO:** PURE SOLUTIONS FOR A SUSTAINABLE FUTURE

systems to track water usage and availability helps in making informed decisions and adjusting allocations as needed.

By combining these strategies, the competing demands of agricultural, industrial, and domestic water users can be managed in a sustainable and equitable manner.

**Q: How can our audience stay informed about your company's latest developments and initiatives?**

**A:** We encourage your audience to use a combination of these methods to stay fully informed about our latest

developments and initiatives in the water management sector. Our website is frequently updated with news, product highlights, and announcements about our latest technologies and solutions. Sign up for our newsletter to receive periodic updates directly in your inbox. This often includes exclusive content and early announcements.

Connecting with us on social media platforms like LinkedIn, Twitter, Instagram, and Facebook will give real-time updates, industry insights, and engagement opportunities. We often participate in water industry events and expositions where we showcase our latest innovations. Check our website or social media for announcements about our attendance at upcoming events. Create a Google Alert for our company name to receive notifications when we are featured in publications and news articles or other online content. For more specific inquiries, our customer support team can provide information about our latest products and services.

We highly appreciate the interest and engagement that help drive our commitment to innovation and excellence in providing top quality, affordable and sustainable water treatment solutions.

### About the Author

Drawing from a background in marketing and finance, the enterprising young entrepreneur has adeptly steered the company towards becoming a leading manufacturer and supplier of cutting-edge, top-tier water and wastewater treatment solutions in India. Employing a fusion of contemporary business tactics, technological advancements, and visionary leadership, he has driven his group of companies to achieve extraordinary expansion, surpassing a turnover of INR 1200 million.

