



CELEBRATING 25 Years of Excellence in the Water industry!

DRIVING WATER INNOVATION

INTERVIEW WITH ABDUL RAHMAN MOHAMMED

CEO, Sahara Industry

What inspired your entry into the water sector, and how has your journey evolved since then?

My journey into the water sector was inspired by a deep concern for the growing challenges in our country; ranging from contamination and scarcity to the lack of access to clean and safe water in many regions. With a background deeply rooted in water engineering and innovation, a legacy created and nurtured by my father, I saw a meaningful opportunity to make a difference. I chose to address these pressing issues by developing technology-driven water treatment solutions that are both effective and sustainable.

When Sahara Industry was founded, our vision was clear; to design and deliver high-quality, reliable, and sustainable water treatment solutions that could improve lives and support industrial progress. Over time, this vision has grown into a nationwide mission. From supplying ultra-pure water systems for critical applications such as dialysis, to implementing advanced wastewater treatment plants, and NSF-certified RO systems, our journey has been defined by continuous innovation, technical excellence, and meaningful impact.

What began as a focused initiative has now evolved into a comprehensive platform serving industries, institutions, and communities across India. Over the years, we have built a highly skilled team of engineers and professionals, forged strategic collaborations with global technology leaders, and consistently delivered reliable performance that has earned the trust of our clients. Today, Sahara Industry stands not merely as a provider of water treatment solutions, but as a committed partner in India's journey towards water security and long-term sustainability.



How does Sahara Industry ensure that its water solutions are accessible, adaptable, and effective for both urban and rural communities across India?

At Sahara Industry, we understand that the challenges faced in urban areas, such as industrial discharge, contamination, space constraints, and high population density are vastly different from those in rural areas, where issues like water availability, affordability, and ease of maintenance are more important. To address this diversity, we design our systems to be modular, scalable, and adaptable. Whether it's an advanced ultra-pure water system for a hospital in a city or a robust, low-maintenance RO plant for a village school, our solutions are engineered to meet specific local needs.



We place strong emphasis on user-friendly design and low-maintenance operation, ensuring that our systems remain reliable even in regions with limited technical infrastructure. Our dedicated field teams offer comprehensive training and ongoing support, empowering local communities and industrial users to operate and maintain the systems independently and confidently.

By combining cutting-edge technology with practical insights, Sahara Industry ensures that access to clean and safe water is not confined to urban centres. With inclusivity at the heart of our mission, we are committed to making safe water a reality for every community - urban, semi-urban, or rural.

[How does customer feedback influence the development of your products, services, and long-term strategic direction at Sahara Industry?](#)

Customer feedback plays a vital role in shaping the solution we provide. It is not just a tool for improving our products; it's a cornerstone of our innovation process and strategic planning. The water sector is constantly evolving, and the challenges faced by industries, institutions, and communities are diverse and changing with emerging contaminants. Listening to our customers' response gives us real-time insights into emerging needs, operational pain points, and areas for improvement.

Whether it's improving the efficiency of our treatment systems, refining user interfaces for ease of operation, or engineering more energy-efficient wastewater solutions, our R&D team actively incorporates customer feedback into every stage of product development. This feedback also shapes our long-term strategies; guiding investments in emerging technologies, expansion of

Our vision at Sahara Industry goes far beyond business; we are deeply committed to water sustainability and conservation. Our solutions are designed to minimize water wastage, promote reuse, and conserve energy during treatment. By supporting a circular water economy, we help industries and municipalities treat wastewater not as waste, but as a valuable resource.

service capabilities, and ensuring compliance with global standards.

Our commitment to customer-centric innovation has enabled us to build strong, long-standing relationships while delivering solutions that are practical, dependable, and future-ready. In many ways, our customers serve as co-innovators in our mission to create smarter and more sustainable water treatment systems.

[How does Sahara Industry collaborate with governments, NGOs, and research institutions to scale its impact in the water sector?](#)

At Sahara Industry, we firmly believe that meaningful progress in the water sector is only possible through collective effort. Collaboration lies at the core of our philosophy, whether it's with government bodies, social organizations, industry associations, or research institutions. Each partnership is rooted in mutual trust, aligned objectives, and a shared commitment to creating sustainable and scalable solutions.



Engineering water treatment facilities means designing systems that are not only robust but intelligent, capable of meeting today's needs and tomorrow's challenges.

We work closely with government agencies on public infrastructure projects, delivering technically advanced and regulation-compliant systems tailored to diverse needs. Our collaborations with social organizations focus on enabling access to safe drinking water at the grassroots, particularly in remote and underserved communities where challenges are most acute. Our engagement with industry associations allows us to contribute to the broader ecosystem of water management in India. These platforms provide valuable opportunities for policy advocacy, knowledge sharing, and setting best practices that benefit the entire sector.

We collaborate with research institutions to ensure that we stay ahead of the curve in water treatment innovation. Through R&D efforts, pilot deployments, and knowledge exchange, we continuously enhance the performance, sustainability, and adaptability of our solutions. By combining our technical capabilities with the outreach, credibility, and domain insights of our partners, we are able to scale our impact; delivering clean, reliable, and sustainable water solutions where they are needed most, and supporting India's larger water security mission.

How do you balance cost-effectiveness with innovation, especially when operating in resource-constrained environments?

At Sahara Industry, balancing innovation with affordability has always been a core principle of our approach. Guided by our motto, "quality does not mean paying more", we are committed to delivering high-performance solutions without compromising on cost-efficiency. We recognize that many of the regions we serve; particularly rural

communities and smaller towns often operate with limited financial resources. However, their need for clean and safe water is equally vital, and we believe they deserve access to the same level of quality and reliability as any other part of the country.

To address this, we focus on designing modular, scalable systems that can be customized based on specific needs and budgets. By leveraging in-house manufacturing, we maintain better control over quality and costs, allowing us to deliver best quality high-performance solutions without unnecessary overhead. Our collaboration with global technology partners ensures that we remain at the cutting edge while still offering cost-effective alternatives.

Innovation doesn't always mean expensive. Sometimes, the smartest solutions come from engineering efficiency, reducing maintenance needs, and ensuring long-term reliability. Our goal is to make advanced water treatment accessible, not just for high-end industrial clients, but also for remote communities and institutions that need it the most. Ultimately, it's about creating impact through smart design, sustainable practices, and a deep understanding of the ground realities our customers face.

We also prioritize capacity building and local training, ensuring that even in remote locations; operators can manage and maintain our water treatment systems with minimal technical dependency. Through partnerships with local governments, and rural organizations, we ensure the deployment of our solutions is not only feasible but impactful.

If there's one mindset shift you could inspire among stakeholders regarding water, what would it be?

The one mindset shift I would like to inspire is: water is not an infinite resource; it is a shared responsibility. Too often, we treat water as a given, focusing on supply without equal attention to conservation, quality, and reuse. I believe all stakeholders; governments, industries, institutions, and even individuals must move from a consumption-based mindset to a conservation-based mindset.

Water sustainability requires proactive planning, investment in advanced treatment technologies, and a willingness to embrace innovation. At Sahara Industry, we design solutions that promote not just access to clean water but also responsible usage, recycling, and long-term resource protection. If we can shift our collective thinking from short-term fixes to long-term resilience, we will secure not only our water future but the well-being of generations to come. 🌊