

# Waste Water Purification Can Play a **GREAT**ER ROLE



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**Q. Please tell us about yourself and your family.**

**A.** I hold a Doctorate degree in Environmental Chemistry and M.B.A in Operations Management. I have been working in this field for over 25 years. [www.ul.com/india](http://www.ul.com/india)

**Q. How and when did you enter the water industry?**

**A.** After completing my M.Sc in Analytical Chemistry, I did my Ph.D in Environmental Chemistry and my topic of research was Water Pollution. Hence, the urge to serve this industry was always there.

**Q. What was your first job profile? Please share its experience and learning with us?**

**A.** I first joined the Central Pollution

Control Board and then moved to Eureka Forbes, the water purifier company and worked in Research & Development related to drinking water. I was involved in the development of water purification systems including the various components associated with it.

**Q. What has been your craziest or most amazing experience in the water industry till now?**

**A.** Interacting with young school kids, educating them on the safety aspects of drinking water, and creating awareness on diseases related to drinking water has been a fulfilling experience in this industry. Along with this, accompanying sales representatives on sales calls has been another memorable experience.

**Q. Please describe your company in your words. What does it**

**FOR ME**

**WATER & ENERGY NEXUS**

It's like Google search engine for water related queries.

**mean to you? What's your own vision to take it forward?**

**A.** UL is one the of the oldest companies in the standards and certification business in the world, their mission is to ensure safety in all walks of life and to create a safe and secure environment in any place, be it the workplace, schools, at home or even on the road. It is rare to find such opportunities where companies offer employees the opportunity to contribute towards the safety of others and make a living out of it at the same time. What started out as a job for me soon turned into a passion. As an ambassador for Water Safety in India, I have the opportunity to be involved intrinsically in the development of safety standards for water in India and my vision is to be able to provide the people of India safe and disease free water across the length and breadth of India as well as educate the people on the prevention of spread of water borne diseases and necessary steps towards bringing safe and clean water to all.

**Q. What are the current strengths of Water/ Waste Water Purification Market? Please elaborate with examples.**

**A.** There has been a growth in the treatment of water technologies in the urban areas and almost all houses today have some form of water purification equipment. Be it water purifiers or RO machines or simple water tap purifiers or even plain boiling of water, the urban population are well educated on the ills of water borne diseases and other problems due to contamination of water sources. Cost of these

equipment have further encouraged usage and companies manufacturing these products have made these more accessible through reduction of costs. The municipal corporations too have engaged in various activities to ensure that there are no cases of water contamination at sources and waste water treatment plants, etc. However, the problem exists in the rural areas where there is lack of education and awareness of issues related to water borne diseases and contamination, etc. There has to be a more concerted effort on the part of companies and administration to reach out to these people and educate them and introduce them to various technologies and options to safer water and disease free lives.

**Q. What are the current weaknesses of Water/ Waste Water Purification Market? Please elaborate with examples.**

**A.** We have greater access to technology these days but the application of these technologies is of utmost importance. Random application does not necessarily guarantee safety and security from problems. Education of the public on importance of treatment of water and what technologies can work in conjunction with each other to further securitize the health of the people. We should take examples of more advanced countries and adopt technologies and learning from those countries to ensure that our country is free from all these water related problems.

**Q. What can be some of biggest threats for Water/ Waste Water Purification Market in future? Please elaborate with examples.**

**A.** I do not see any threat in this market. The increase in demand of pure water would always allow the market to grow. However, weak enforcement of clean water regulations could delay the adoption of wastewater technology in

India. This situation appeals for a stricter regulation which would in turn fast track the adoption of newer technology in waste water management.

**Q. What will be the most potential opportunities for Water/ Waste Water Purification Market in coming future? Please elaborate with examples.**

**A.** Millions of Indians are suffering from inaccessibility to potable water. Moreover, the lack of drinkable water source within the vicinity of their dwellings is forcing people to drink water from unhealthy sources. The excessive drawl of groundwater resulting from the increase in the urban and industrial water demand has led to the depletion of underground water table. It is in this space that waste water purification can play a greater role in fulfilling the demand of drinking water. The government needs to encourage waste water management especially in rural areas where people have to travel for thousands of kilometers in order to get drinking water.

**Favorite book/author...**

The Five Dysfunctions of a Team by Patrick Lencioni

**Favorite movie...**

Lagaan

**Favorite holiday destination...**

Maldives

**Advice for EverythingAboutWater...**

The magazine is doing great work in addressing some of the pertinent water related issues. One suggestion will be to publish the magazine in local languages to reach out to the rural population.

**Q. How do you think a ‘Sustainable Water & Energy Nexus’ can be made in the industry?**

**A.** Public Private Partnership is one way that a sustainable water and energy nexus can be created. Sustained education and awareness programs and a firm but fair policy on making various industries responsible should go a long way in ensuring that the general public understands the importance of conservation and sustainability of natural resources.

**Q. Share with us anything you have done to increase ‘Water or Energy Efficiency’ in your products, services or process at your organization?**

**A.** UL provides the expertise and services that customers need to meet the requirements of ANSI/ NSF Standard 60. Our comprehensive compliance services for treatment chemicals cover chemical product categories like coagulants and flocculants, corrosion and scale control, disinfection and oxidation, pH adjustment, precipitation, sequestering, and softening.

UL's drinking water treatment chemicals surveillance program is based on

NSF 223, providing manufacturers with the option of surveillance audits as infrequently as once a year. Considerations are given to the quality management system that has been deployed at a manufacturing facility and the geographical location of a facility. Our certification transfer program makes it easy for customers to upgrade to UL services, and our global presence allows us to provide cost-conscious surveillance around the world.

**Q. According to you, which skills and traits make someone a true water professional?**

**A.** Knowledge on updated water treatment technologies, best practices in the industry, passion to work for the safety of people, practical knowledge on water treatment, etc. are some of the traits and skills that will make a true water professional.

**Q. Which is the “Best Water Company” in India in your opinion - which you would easily call the “Champion of Indian (Water) Purification League”?**

**A.** Without mentioning names of companies, I would like to say that champion companies are rated based on the segment of water treatment. Some

companies are very good in providing water treatment for domestic purposes while others have the expertise in industrial and commercial applications. But the point to note is that the services provided by all these companies are lifesaving.

**Q. Which is the “Best New & Upcoming Water Company” in India in your opinion - which you would easily call the “Emerging Team of Indian Purification League”?**

**A.** As mentioned earlier, I would not like to mention the name of any specific company but there are several recent entrants in this segment, making great strides in the water industry. This also involves some of the multinational companies which have made giant strides in the industry.

**Q. Who is the “Best Water Professional” in India in your opinion - whom you would easily call the “Player of the Indian Purification League”?**

**A.** A person who is conscious about safety and provides economic solutions which can be practically implemented would fall under this category. There are many people in India relevant to this group, working in various organizations.