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# EVERYTHING ABOUT WATER

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Issue 2016

## INNOVATION IN WATER SECTOR



INDIAN PURIFICATION LEAGUE

# DRIP IRRIGATION AND HYBRID ACTIVATED SLUDGE



## Vivek Gupta

Director  
Oswal Pumps Ltd  
India

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

**A.** The journey began in year 2000 by setting up a manufacturing unit of submersible pumps, started with making the bowls and impellers. In just span of 16 years we have now all in house state of art infrastructure to produce pumps, motors, panels, wire, and cables and pipes for domestic, agriculture and industrial sector.

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

**A.** Yes this was very challenging.

When we came into production in year 2000, a lot competition prevailed from other brands. The only way we could gain entry into the market was by offering a better quality product with lower price. Hence the backward integration was looked into so thoroughly that we could manage to achieve the goal. Whatever we saved from this exercise was passed on to our customer which resulted in acceptance of our product. We are following the same principle till date and expanding each year.

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

**A.** Well not craziest or amazing but yes

## FOR ME

### INNOVATION IN WATER

Better health and best usage of water for our future generation

one of the most satisfactory experiences was to be on the global map for having achieved in supplies and quality of our Stainless Steel Fabricated Submersible Pumps. The product is globally accepted and at par with any leading world brand. This we could achieve with best of machineries and innovative engineers.

#### **Q. Please describe your company in your words. What does it mean to you? What's your own vision to take it forward?**

A. Oswal Pumps today is the biggest plant of pumps and motors in North India and one of its kind in the country having in-house manufacturing facility. With this strength, we have registered growth each year and have added verticals like wires, cables, panels and recently uPVC Pipes. We have the best quality and management certifications to our credit. We are now Govt. recognized Star Export House. This has been possible due to our dedicated workforce and their deep sense of belonging for the company. Vision is to make our products more energy efficient. For this, we keep exploring innovative ideas and try to implement. [www.oswalpumps.com](http://www.oswalpumps.com)

#### **Q. What are the 'current strengths' of Indian Water/Wastewater Purification Market?**

A. It is the collaboration with developed countries for setting up the waste water treatment here in India. The important being the USA which alone has about 40 percent market share for such projects. The best part is that with such JVs or investments, technical knowhow

is gained which benefits in future for setting up indigenous plants.

#### **Q. What are the 'current weaknesses' of Indian Water/Wastewater Purification Market?**

A. The design or magnitude of any ETP depends upon the quantum of impurities content like presence of pathogen in the water, that can be removed, but clear parameters are still not known in many sectors thus causing unhealthy conditions in various application. Moreover like in developed countries 'pretreatment' of waste water passes through many stringent stages, this is not much practiced in India. This needs to be addressed at any cost.

#### **Q. What can be some of 'biggest threats' for Water/Wastewater Purification Market in future?**

A. See by merely making laws and not abiding is not the right approach for any solution. Unfortunately unlike other developed countries, we somehow by pass the regulations and desired results are hardly achieved. This all depends upon our though process and attitude. Unless we really want to live and gift our next generation a healthy nation, we will not reach anywhere. Hence biggest threat or blockage I only see in our attitude and non willingness to make our county less pollutant.

#### **Q. What will be the 'most potential opportunities' for Water/Wastewater Purification Market in coming future?**

A. No doubt India has a lot much opportunity for waste water purification, because till, according to the information available, about 26 percent of domestic and 60 percent of industrial wastewater is treated. There is still lot more to be achieved. With the rising economic growth and cleanliness awareness, no doubt there lies a huge opportunity for this sector.

#### **Q. What do you think are the 'most important ingredients' for creating a culture conducive to successful innovation at an organization, and why?**

A. Passion for work is the most important ingredient for any organization to succeed. And passion comes with sincerity, which comes from having sense of belonging to the organization and all this can be gathered if a company has a goal to achieve with clarity of road map. This attitude is must because irrespective of ups and downs if your work force is determined to achieve the given task, the organization will always be on the progressive path.

#### **Q. What constraints do you believe stop an organization from being innovative, and why?**

A. Nothing. If anything which is achievable within reach of our infrastructure, we always look forward to be innovative so as to compete best in the market.

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

A. Vision, knowledge and determination are the three key factors which contribute to be an innovator. Vision to

#### **Favorite book/author...**

How to know God by Deepak Chopra

#### **Favorite movie...**

Titanic

#### **Favorite holiday destination...**

Cruise

**OSWAL PUMPS LTD.**

**VISION OF MY COMPANY**

Quality and Service, Value for customer's money are the guiding principles at Oswal

be the first in the market, knowledge of course of product and resources and determination to remain on the path to deliver the commitment. We are working with best of engineers and

infrastructure and nothing stops us from being innovative.

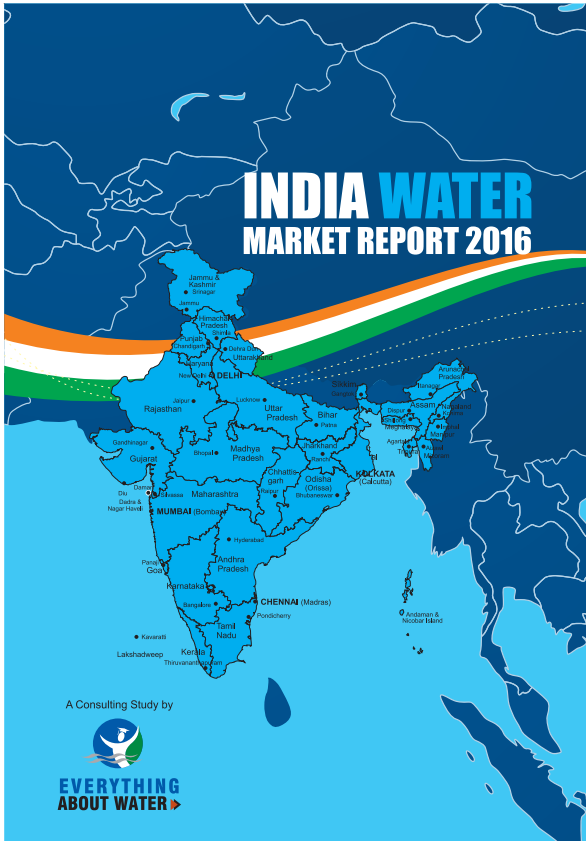
**Q. Please name 'two innovative technologies' which you think will lead the change in water sector in coming years?**

**A.** The first I would mention is the Drip Irrigation. Nearly 68 percent of the fresh water goes into irrigation purpose which is a huge share. With intelligent and appropriate usage of water for agriculture purpose we can no doubt save our water table from lowing it at such a rapid speed. Secondly is the hybrid activated sludge digesters, which

removes the nutrients to be used as fertilizers and the water can be used for drinking and irrigation purpose thus avoiding the contaminated going into the rivers and down earth.

**Q. What milestone are you most looking forward to reaching in the next year?**

**A.** We started with pumps for water lifting application and have expanded reasonably well in last 16 years. We have a vision to capture the related field as this year we have launched uPVC Pipes and Fittings. We are now aiming to offer turnkey projects to our customer base.



**INDIA WATER MARKET REPORT**

Addressing to all stakeholders - governments, funding agencies, water industry participants, end-user industries as well as industry observers and experts, the Water Market Report is an attempt to better understand the Indian water and wastewater market.

India Water Market Report discusses the following aspects related to water market in India:

- Overview of Indian water and wastewater management sector
- Overview of Indian Water and Wastewater Treatment Market
- Overview of Water Technologies
- Competitive landscape - player profiles
- Regulatory Framework and Trends

According to "India Water Market Report", the water and wastewater treatment market in India has huge potential. The market is worth INR 125 billion (USD 2.6 Billion), growing at 18.4 percent per annum. India water market will witness phenomenal growth in next five years as market size has doubled in last three years. Some of the drivers for growing water and wastewater industry in India are enormous industrial and economic growth. The outlook for the water market in India seems very promising as the water scarcity is increasing.

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