

### Mehul Panchal

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# Maximizing Resources

### Q. How did you enter the water industry?

**A.** A number of factors have played a role. A water industry profession is one of the best ways I can give back to the society. Across the world, as we know, there is a massive scarcity of drinking water for millions of its populace. As per a 2010 World Bank estimate, over one sixth of the world's population lacks access to secure drinking water. [www.filter-concept.com](http://www.filter-concept.com)

Water has a highly essential role in keeping up the life and economic growth. Life of people is largely associated with the availability of water. Lots of companies work in water industry with various services for people in urban and rural areas. These firms are in need of a huge number of water professionals and other workers. Skillful candidates are required for various positions from the top management, planning and research and up to water distribution.

Other factor is environment commitment, Environmental scientists and specialists use their knowledge of the natural sciences to protect the environment. They identify problems and find solutions that minimize hazards to the health of the environment and the population. An environmental career gives me the opportunity to protect public health and the environment. According to me this field thrills me to cater my professional requirement as well as social responsibility.

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

**A.** I started my career with a Pharmaceutical Company as a Junior Trainee Engineer. I spent almost 2 Years, Which has helped me to learn a lot and has greatly responsible to mould myself to whatever I am today. From Day One, I've taken pride in seeing like-minded people who want to be successful achieve their personal and professional goals within Enterprise. During my work experience I feel like I have learned valuable information on how to work effectively in an industrial environment. I learned the importance of job ownership and exemplifying customer centricity. The opportunity to work in a privately owned company allowed me to dabble in learning and working across all divisions such as Leadership, Administration, Projects, General marketing and Advertisements, etc.

Things I learnt from my career are: Thinking differently makes you stand out from the rest of the crowd. Having courage of convictions makes you follow your dreams.

When I started Filter Concept 10 years ago, the water industry was the most attractive & Social Committed workplace, and that played a major role in my decision to come to work for Water Industry.

**Q. Your craziest experience in the water industry till now?**

**A.** The turning point in my life came when I decided to start Filter Concept. I was advised against this move by many as it was considered 'risky'. Once started, I encountered opportunities to work with top companies of Indian Economy & Good OEM/EPC Companies enriching myself professionally and strengthening my belief towards hard work to excel & commitment towards society through corporate social responsibility, we practice.

I won't say that it was easy to achieve this but definitely it is something I am proud of. When

I look back, I find that I have come a long way and still have to pass many more milestones. When you are fully prepared and you have faith in yourself, nothing can stop you and the risk ultimately becomes the biggest opportunity for you.

**Q. What are the current strengths of Indian Water Industry, according to you? Please elaborate with examples.**

**A.** Taking in sense of water Industry; Industrial water use includes water used for such purposes as fabricating, processing, washing, diluting, cooling, or transporting a product; incorporating water into a product; or for sanitation needs within the manufacturing facility. Some industries that use large amounts of water produce such commodities as food, paper, chemicals, refined petroleum, or primary metals.

Thus; probably every manufactured product uses water during some stage of the production process.

Although water's influence on corporate decisions and the use of water varies across sectors, the industries faced some common challenges and opportunities in managing water resources and ensuring the availability of water for their operations.

We can see increasing competition for water and, as a result, show an increasing awareness of water usage. Industry leaders are concerned about the potential for business disruption because of changes in the volume or quality of water available, and are taking steps to increase water efficiency and plan for contingencies.

Industries are adopting best practices to maximize their water resources. Steps include reducing the amount of water used in their processes, enhanced monitoring and automated control of water usage, and increased reliance on water reuse. The Indian water and wastewater industry is growing at a tremendous rate every year. The water

*for me...*

**WATER  
COOPERATION**  
Save water secure  
the future!



industry has become a key sector of growth and development. India is poised to grow in the water technology segment and will soon become a force to reckon with in the global water business, with its improved infrastructure, water delivery, and inventive technology.

With new technologies and innovative team approach, Indian water Industry has growing to owning key position in Indian Industry.

We, at Filter Concept Pvt. Ltd. Providing Filtration Solutions to more than 50 industries and knowing their Manufacturing Process; we have understood industries are in need of products where they can reuse their sources like water, oil etc. As a result we have developed Automatic Filter System for these requirements. Recently our Automatic filter systems received National award for excellence in water management from CII as well Best Water Saving Product. We have been enabled by our technical expertise, product portfolio, and global reach in our consistent efforts to leverage opportunities across industries.

**Q. What are the current weaknesses of Indian Water Industry, according to you? Please elaborate with examples.**

**A.** Our demand for water is constantly increasing. Every year, there are more people to add in the world. Factories turn out more and more products, and need more and more water. We live in a world of water. But almost all of it, about 97 per cent is in the oceans. This water is too salty to be used for drinking, farming, and manufacturing. Only about 3 per cent of the world's water is fresh (unsalted). Most of this water is not easily available to people because it is locked in icecaps and other glaciers.

Water resources are under stress from a number of factors, including climate change, contamination, and regulation and growing demand. Today, more than ever, water is both slave and master to people. We use water in our homes for cleaning, cooking, bathing, and

carrying away wastes. We use water to irrigate dry farmlands so we can grow more food. Our factories use more water than any other material. We use the water in rushing rivers and thundering waterfalls to produce electricity.

India has 18 percent of the world's population and 4 percent of the globe's water resources. According to a study by HSBC, India might be the most water-stressed among the Group of 20 nations by 2025. Water scarcity and water quality are predicted to be one of the largest economic and health concerns in the coming decade, meaning that businesses will need to take into account an area's water resources before developing a region.

Hence; Water can no longer be taken for granted. We must use water carefully & make its best use of limited precious source.

What I believe is water Industry is doing very well for economy but unfortunately we are not getting proper recognition.

**Q. What can be some of biggest threats for India Water Industry in future, according to you? Please elaborate with examples.**

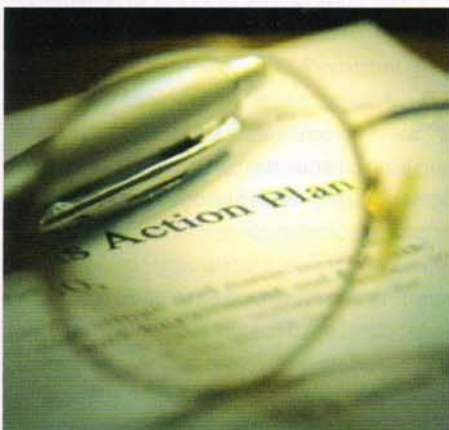
**A.** "The challenges facing the water industry over the next 10 years means companies are going to have to be more adaptable and smarter at meeting the needs of their customers, because The Government and industry regulator are tasked with cutting wastage and preserving what is becoming an increasingly valuable resource, while at the same time protecting consumers from paying higher bills. Deteriorating water quality can substantially raise water treatment costs for some industries. Many require high quality water, even for cooling purposes. The so-called "new economy" industries require water of high purity for their process operations. Thus, water quality degradation problems, often caused by industry, pose threats to other industries, and, more generally, to the population as well as the ecosystem. The impact on water supplies

from a growing service sector in, such as the local impact from large hotels in remote areas, remains poorly understood. Apart from that Recycling of water by manufacturers is slowly increasing. While there is a benefit in the form of reduced freshwater withdrawals, higher recirculation rates within the industrial process may generate higher concentrations of pollutants, eventually discharged into receiving waters. This could affect freshwater availability for other downstream uses.

Along with that the industry still faces constraints moving ahead. The regulatory bodies lack the teeth to enforce many of the guidelines and the mandatory requirement of a functional treatment plant gets bypassed sometimes. Polluting industries have adopted an uncaring attitude and it has required active support of every individual to get them to act. There is still a large capital investment required for many treatment plants and most industries try to avoid it or go for a short-cut solution. Awareness and recognition of newer technologies has been slow in coming.

**Q. What will be the most potential opportunities for Indian Water Industry in coming future, according to you? Please elaborate with examples.**

**A.** In recent times, the technical expertise and knowhow of the water treatment manufacturers is pretty standard. Therefore, their



success in getting big project orders has been dependent on their pricing, project execution skill and process engineering ability. This trend is likely to increase in the coming years.

The waste water treatment market in India is seeing immense expansion. And it is today on the crossroads. In a developing country with core requirements, a need to play socially responsible and proactive role is essential. With proper direction from the government and appropriate steps from the industry leaders, it is balanced to take off in the future.

The sale of water-related equipment and services is now a business with an annual turnover of USD 400-500 billion. Although water has become a precious commodity in many areas of the world, the price charged to consumers of water in most countries is still too low to accurately reflect its value.

Because of Earth's water is running out and we need new ways to take water and make it fresh.

The Global Water Desalination market is been witnessing increased initiatives in the Water industry. Hence there will be ample of opportunities for water Industry.

**Q. What makes someone a true water professional?**

**A.** The real qualities of a true professional are work dedication, Clear Focus and result orientation towards opportunities or responsibilities.

Keep raising on every platform, the issue & importance of water / clean water availability and possible acute scarcity in future and the best possible ways to practice & save the maximum of this invaluable natural resource. A true water professional has to always keep educating and updating an individual, group, society and community, creating awareness amongst them & reminding them of their responsibility towards future generations to come.

**Q. Who is the Best Water Professional you have met?**

**A.** I have met lot of water professionals during my career and found that each one has a unique dedication for their professional as well as social commitments.



**Filter Concept Pvt. Ltd.**

(An ISO 9001:2008, ISO 14001:2004, OHSAS 18001:2007 Certified Company)

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