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ANNIVERSARY ISSUE

IN CONVERSATION

WITH

INDUSTRY LEADERS



IN THIS EDITION



Regulars

Editorial Stream	04
Global Water News	06
Press Release	16
Subscription Form - EverythingAboutWater	25
The Ozone Page – Column	24

Case Study

Innovation With A Positive Impact: How Molecor Combats Microplastics At Source	26
From Reactive To Strategic: How Indian Industries Can Redefine Water Efficiency With Intelligent Control & Automation	28

In Conversation With*

Anil Sethi , Chairman Pump Academy Private Limited	30
Bhupesh Chowdary Nagineni , Deputy Managing Director VA Tech Wabag Limited	32
Dr Bijal Sanghvi , Managing Director Axis Solutions Limited	36
Emmanuel Aklilu Girma , Head, Business Development Green Scene Energy Pvt.Ltd.Co	40
Jitender Thirwani , Chief Operating Officer (COO) SmarterHomes Technologies Pvt Ltd	42
Jong William , Vice President Energy & Infrastructure, Asia South, Borouge Pte Ltd	44

JUNE 2026

Leonor C. Cleofas, Ceso IV , Administrator Metropolitan Waterworks and Sewerage System	46
Manish Jain , Managing Director Enviro Infra Engineers Limited	48
Dr Mayur J. Kapadia Former AGM, Quality Control Dept, GNFC Ltd, Bharuch, Gujarat.	52
Mohammed Abdul Rahman , CEO Sahara Industry	56
Mohammed Naser Azeez , MD ✓ Aquality Intelligent Solutions	58
Ramesh Giri , CEO Wah Engineering	60
Ranshul Kumar Singh , Founder, AI & Water Infrastructure Innovator Beyond	62
R.K. Singhal , Retired Additional Chief Engineer Delhi Jal Board	64
Shankar Rajaram , Head of Sales, Industry Division - INDO Grundfos Pumps	66
Mr. Shared Bhushan , Executive Director AECOM	68
Turbaashu Bhattacharya , Director & Business, Unit Head Roserve Enviro Pvt. Ltd.	72
Unwind	74
Tender News	75
Event Calendar	76
Baywatch	78
Advertiser's Index	80



INTERVIEW WITH

MOHAMMED NASER AZEEZ

Managing Director



1. The water sector is undergoing rapid transformation due to climate pressures, technological advancements, and changing regulations. Which of these factors do you believe will most significantly reshape the industry over the next decade, and why?

While all three factors are closely interconnected, I believe technological innovation will be the most transformative force over the next decade. Climate challenges and regulatory requirements are accelerating the need for smarter, more efficient water management, but technology is what enables organizations to respond effectively. From AI-driven monitoring and predictive analytics to smart sensors and digital water management platforms, technology is revolutionizing how water is treated, distributed, and conserved.

At AQUALITY Intelligent Solutions, we leverage intelligent technology to develop our next-generation water treatment systems, using solar power as the primary energy source to filter water to the purest level for drinking and other essential uses. The system does more than purify, it also recycles used water, enabling reuse and reducing overall consumption.

With automation, IoT-enabled monitoring, and data-driven operations, we provide clients with real-time decision-making tools that help optimize water usage, improve operational efficiency, and reduce losses. Digital transformation is allowing the industry to move

from reactive management to proactive, predictive operations. Those who embrace intelligent water solutions today will be better positioned to navigate tomorrow's challenges in sustainability, compliance, and resource management.

2. Reflecting on your leadership journey, what is the most valuable lesson the water industry has taught you?

The most important lesson the water industry has taught me is that every water challenge is ultimately a people challenge. Technology, infrastructure, and regulations are critical, but lasting success comes from understanding the needs of communities, industries, and stakeholders who depend on water every day.

Throughout my leadership journey, I have learned that collaboration, adaptability, and a long-term vision are essential for creating meaningful impact. The water sector requires us to think beyond immediate business objectives and focus on sustainable outcomes. At AQUALITY Intelligent Solutions, this philosophy drives our approach to innovation and customer engagement. We strive to develop intelligent solutions that not only solve technical problems but also create tangible value for our society. Leadership in this industry is about balancing innovation with responsibility and ensuring that progress benefits both businesses and the communities they serve.

3. How do you ensure that sustainability

remains a strategic priority when businesses are often expected to deliver immediate results?

Sustainability becomes a priority when it is integrated into business strategy rather than treated as a separate initiative. Organizations often view sustainability and profitability as competing objectives, but they reinforce one another. Efficient water management reduces operational costs, minimizes risks, and improves long-term business resilience.

We help our clients use digital technologies and intelligent monitoring systems to achieve both environmental and financial objectives simultaneously. By measuring key performance indicators, tracking resource consumption, and demonstrating clear returns on sustainability investments, organizations can make informed decisions that support both short-term performance and long-term goals. We believe sustainability should be embedded into every business process. When companies recognize sustainability as a driver of efficiency, innovation, and competitiveness, it naturally becomes a permanent part of their growth strategy.

4. What practical steps can industries take to transition from being water consumers to becoming water-positive organizations?

The shift to water positivity starts with a clear audit, industries need to measure exactly how much water



they use, where it goes, and where it is being wasted. Without this baseline, efficiency efforts tend to be piecemeal rather than strategic. Once inefficiencies are identified, the next step is embedding recycling and reuse into daily operations, rather than treating them as occasional initiatives.

Smart water management technologies, real-time monitoring systems, and data-driven optimization tools make this possible at scale, allowing industries to track consumption patterns and act on them immediately rather than after the fact. Zero-liquid-discharge systems and closed-loop processes further reduce dependence on freshwater by ensuring treated water is reused within operations rather than discharged.

But water positivity is not achieved through internal efficiency alone. Industries must also look outward, investing in water resource restoration, rainwater harvesting, and community partnerships that replenish local water sources beyond what the organization consumes. Transparent reporting and accountability mechanisms help ensure these efforts translate into measurable impact rather than good intentions.

Ultimately, water positivity is built on three pillars; efficient technology, honest accountability, and genuine collaboration with communities and regulators. When industries combine these, they do more than reduce their water footprint, they actively strengthen the water ecosystems they depend on, creating shared value for business and society alike.

5. In your view, what is one critical challenge in the water sector that does not receive the attention it deserves?

One of the most overlooked challenges in the water sector is the lack of real-time visibility and actionable data across water infrastructure systems. Water losses, inefficiencies, quality issues, and equipment failures often go undetected until they become major

operational or environmental problems.

Despite significant advances in digital technology, many organizations still rely on fragmented systems and manual processes to manage critical water assets. At Aquality Intelligent Solutions, we see tremendous potential in intelligent monitoring, advanced analytics, and connected water networks to address this gap. Reliable data enables better decision-making, predictive maintenance, improved water quality management, and greater resource efficiency. As water challenges become more complex, the ability to collect, analyze, and act on accurate information will be just as important as physical infrastructure investment in securing a sustainable water future.

6. What is one challenge facing the water sector today that receives far less attention than it deserves?

One of the most underappreciated challenges in the water sector today is the lack of digital visibility and real-time intelligence across water systems. While discussions often focus on water scarcity and infrastructure development, many organizations still struggle with limited access to accurate, real-time data on water quality, consumption, leakage, and system performance.

Without reliable insights, inefficiencies often go unnoticed, leading to water losses, higher operational costs, unplanned downtime, and compliance risks. As water resources become increasingly stressed, data-driven decision-making is no longer optional, it is essential.

At Aquality Intelligent Solutions, we believe the future of water management lies in intelligent, connected systems. Through IoT-enabled monitoring, automation, and advanced analytics, we help organizations gain greater visibility into their operations, improve efficiency, and make proactive decisions. Addressing this digital gap can significantly enhance water conservation, operational performance, and long-term sustainability across the sector.

7. As someone leading innovation in the water sector, what key message would you share with industry leaders, policymakers, researchers, and water professionals worldwide?

My message would be simple; the future of water security depends on how effectively we combine technology, collaboration, and responsible stewardship. Water challenges are becoming more complex, but so are the tools available to solve them. We must move beyond reactive management and embrace intelligent, data-driven approaches that improve efficiency, transparency, and sustainability.

Success will require every stakeholder to work together toward a common goal, ensuring reliable and sustainable water for future generations. At Aquality Intelligent Solutions, we believe that digital innovation can transform the way water is monitored, managed, and conserved. By leveraging real-time data, automation, and smart analytics, organizations can make better decisions and maximize the value of every drop. The time to act is now; the decisions we make today will define the water future of tomorrow.

