

# PPP CAN PLAY A DECISIVE ROLE IN REFORMING INDIAN WATER SECTOR



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**Favorite book/author...**  
Bhagavad Geeta

**Favorite Movie**  
3 Idiots as it teaches the real life lessons

**Favorite holiday destination...**  
Many such as Male, Bali and Pattaya

**One piece of advice for EverythingAboutWater?**  
Keep up the good work.

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

**A.** I am a Mechanical engineer with a Post-Graduation in Business Administration from Delhi. Post my studies and 3 Years of initial working with an Indian Engg. company, I left for Moscow and travelled/stayed for almost 10 years in Europe handling different operations of few large Export companies which used to deal in Engg. Items/ Engg. projects and other consumer commodities as well. In 2003, I came back to India and since then working in water sector. I am blessed with a lovely wife and two sons who are studying in school.

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

**A.** Water always has been a very challenging and fascinating domain for me. In 2003, a small incident triggered my thoughts on water and I decided to enter into water industry. On one of the streets of Delhi, I saw a long queue waiting for a water tanker since that area did not had piped water supply which made me think to enter this industry and contribute with my small efforts and knowledge, Since then, I have been associated with many water Industry leading names like (Driplex Water Engg., Hyflux, IDE etc.)

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

**A.** My 1st job was in Sales and Marketing with an Indian Giant Elecon Engineering Ltd in New Delhi where in I was responsible for sales and marketing of Different kinds of Industrial GearBoxes, Gears, Couplings and material handling projects in North India including private and government sector. This stint only made

me acquainted with Indian Engineering giants & their working like NTPC, BHEL, Railways, ISGEC etc. and this continues till now.

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

**A.** There have been many inspiring stories but one, which impacted me deep is about a child whom I met in Nehru Place, Delhi during peak summers. Walking back to parking, this little fellow requested me to buy him a glass of water which I happily did. While sipping his glass, he asked me a very simple but most tough question of life which was "When god gives us water free of cost in rains and rivers, why do I have to pay for it?" I had no answer to it and this question till date remains unanswered to him and to me even.

**Q. Please describe your company in your words. What does it mean to you?**

**A.** My Company IDE Technologies is like Home for me when it comes to me working for it. It is of course, one of the best Professional, Most advanced technical GIANTS I have ever worked with in Water domains whose continued focus is technology improvement, optimization and reduction in technology cost by taking calculated risks and to resolve challenges which Organization and Industry faces.

**Q. What are key points you think will fuel the growth of Public-Private Partnership model in Indian Water Sector?**

**A.** There are three key points or factors which will not only fuel but are essential to the growth of Public-Private Partnership model in Indian Water Sector and

## for me

### ROLE OF PUBLIC-PRIVATE PARTNERSHIP IN WATER SECTOR OF INDIA

It is not important but a must now, looking at the current and future water situation in India.

these are:

- ▶▶ The Government Policy Framework
- ▶▶ Right Pricing of water
- ▶▶ Education to masses on Importance, correct usage and pricing of water

If all these three factors are addressed well in time, I believe India will be able to overcome the water scarcity in short term as well as long term, else situation will worsen in future and we will see challenges growing multiple times.

#### Q. What is the current situation of PPP models in water sector?

**A.** Not very healthy I must admit candidly. There have been few PPP projects in water sector in India which can be termed as real success. And I as mentioned above, all three major points add to this current situation. More ever, there is a lack of knowledge / information in Governments sector / departments also to conceptualize the PPP projects and all this has led to very few successful projects in Indian water sector. While the industry is ready to play its role by bringing in suitable technology and project models, lack of support from various fronts has been a growth hindrance.

#### Q. How much impact you think Public-Private Partnership will have on reforming Indian Water Sector?

**A.** PP Partnerships can actually play a very large, important and decisive role in reforming Indian Water sector and making sure that masses, Industry and Agriculture all get their respective share / need of water to make Indian Economy as big and healthy as it should be. While masses must play their role in ensuring / paying genuine

water price, Industry must adopt latest technology in terms of wastewater treatment and discharge and Agriculture should again adopt technologies to maximize their output with least water consumption by learning from other nations / societies.

#### Q. In your opinion, what government initiatives should be taken to encourage more public participation in water industry?

**A.** No state, society or nation can become water rich / sufficient by adopting only one or few practices. Nations like Israel and Singapore which were water deficient have demonstrated this to whole world in recent times. Indian Government must adopt practical and enforceable measures by policy framework which must include not only water conservation practices like Rain water harvesting, stoppage of unlimited ground water usage, creating more rain water reservoirs/ storage systems, pushing states / municipalities to adopt water reuse practices at least for Industrial application, desalination to create additional water quantum for portable applications and strictly making Industry to cut on their discharge, better discharge norms. Only such measures can really make India a water sufficient nation and all such have been successfully implemented under PPP framework in many nations. Private Industry has the right approach, technology and willingness to take on genuine risks if governments also adopt similar mindset.

#### Q. Which is the "Best Water Company in India" in your opinion?

**A.** There are many organizations which are really doing good work. IDE Technology has been most successful when it comes to Sea Water Desalination, Municipal and Industrial Water Recycling, VA Tech Wabag has multiple technology streams adding value to Indian water sector. A large number of NGO have been working hard to meet various challenges and contributing positively to the scenario.

#### Q. What personal and company milestones are you most looking forward to reaching in the next few years?

**A.** As a personal Goal, my efforts are to make

sure that authorities are well aware of latest technology to be implemented in India to minimize the project cost, enhance water availability thus making water not an issue but an essential driver of growth for people and nation.

#### Q. One final question: What's 'the best advice' you have ever received?

**A.** A simple one line quote which I myself said sometime earlier was "a simple drop of water can ignite life on earth, think, what abundance of fresh usable water can do to this planet."

### IDE TECHNOLOGIES INDIA PVT LTD

#### VISION OF MY COMPANY

To led the Water Industry in Sea Water Desalination and Water Recycle by innovation, latest technology breakthroughs and cost effective solutions and partnering with clients.

#### ANNUAL SALES OF YOUR COMPANY

Approx 450-500 Million USD

#### ANNUAL PROFIT-BEFORE-TAX

We make small margins to make projects more viable.

#### TOTAL ASSETS

Most assets IDE has in form of PPP projects which we owe besides few others.

#### KEY ACHIEVEMENTS OF LAST YEAR

Launch of Waste water Recycle technologies and ProGreen (Chemical Free Desalination)

#### MAJOR ORDERS WON RECENTLY

Reliance SWRO (168 mld), Reliance (72 mld MED), CMWSSB (45 mld TTRO), Formosa Petrochemical (105 MLD SWRO).

#### NAMES OF MANAGING DIRECTOR AND SENIOR EMPLOYEES

Avshalom Felber – Chairman  
Gal Zohar – CEO  
Roni Klein – Global Sales Director