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Also at: Ludhiana, Chandigarh, Hyderabad
Channel Partners Across India

About Us

Earth Water Group has been formed to address the key issues facing the world today- Infrastructure Development, Quality of Water, Water Conservation and Environmental Protection. Creating value for stakeholders, the organization founded by Dr Kewal Krishan Nohria, Piyush Goyal and Sunil Ghorawat strives to operate in a transparent environment backed by a deep sense of integrity, accountability and responsibility. Armed with a rich technical capability and a proven track record, the Group is a market leader and innovator in most of its activities.

Industrial Water Management

In this Issue

- ▶▶ Improving Water Quality in Rice Mills
- ▶▶ Voice with Shrikant Deshpande
- ▶▶ India Water Expo launched



water colour ?
 water reuse ?
 unreliable chemicals ?
 maintenance & services ?
 water odour ?
 hard water ?
 low water pressure ?
 impure water ?
 water recycle ?

Fontus Water Answers All Your Questions...

Adequate water supply and availability of high quality water has long been a challenge for industries. Fontus Water, leaders in water & wastewater treatment, offer systems, products & services to overcome all your problems during production processes. As an industry expert, we have developed the most advanced and innovative range of systems that meet all environmental norms. Serving diverse sections in the industrial segment, our solutions cover all your water & wastewater treatment needs.

Fontus Service Advantage

Operation & Maintenance | Annual Maintenance Contracts
 Service on Call | All India Network



Our Offerings

Process Water & Wastewater Treatment
 Boiler / Cooling Water Treatment
 Filtration & Softening
 Demineralisation
 Pressure Boosting
 Chemicals, Consumables & Spares
 Site Services ..and more



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Introduction

When Blue Goes Green

Environmental concerns for industries worldwide have been growing rapidly. Economic growth running parallel to conservation is one of our greatest challenges. As we share another issue of GUSH with you, Earth Water Group initiates a thought on managing water as a solution.

How to minimize fresh water consumption? Which technologies are best for waste discharge? Can product quality improve with better water quality? Industries seek answers to these and many more questions. Awareness on how water can be critical for improving production has set in motion the implementation of means and techniques that help conserve this scarce resource. But are we doing enough?

In India, environmental norms being enforced on the industrial sector by the local and central government, is the core reason for many industries adopting these technologies. Experts talk of many choices that would be appropriate for optimum utilization of available water resources. But perhaps the challenge confronting the approach is that many Indian manufacturers are yet to understand how these would work and bring about a change for the better. A transition from enforcement to acceptance at will is yet to be seen. Most of the concepts for water management in industries are simple with technical guidance available. Difficulties lie in the mindset of the end-users. We still believe these are expenditures not worth investing in. We are yet to learn how these methods will save costs and not add to them.

With all that is available, the government would have to put in place initiatives that will help increase the Indian industries response to the need of the hour. While there is still time, will we make the appropriate choices? Will there be a will to find a way out?

With much more in store in this issue, we hope you enjoy reading GUSH!

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News update



News update

Nuton VMP Pumps

Overview

Nuton VMP vertical stainless steel centrifugal pump is manufactured by adopting advanced technology. The best advantage is that of water-power model design, high efficiency and power saving design. The product is dependable, good in appearance, small, light weight and it is easy to transport and install.

Uniqueness of VMP Pumps

- Reliability • High Efficiency • Space Saving • Suited for brackish water

Typical Application

- High pressure pump for Reverse Osmosis Plants.
- Industrial circulating system and processing system
- Water supply for boiler or condensate system
- Agriculture , irrigation and re-watering
- Industrial building, Cleaning and other washing work
- Pressure boosting



nutonTM
SMART PUMPING

Successful STP Commissioned at Bayer India

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. The Bayer Material Science subgroup is a major global supplier in polyurethane raw materials, isocyanate coating raw materials and high-tech polycarbonate plastics. The company has erected a plant for production of compounded PC and PC-blends in Greater Noida.



In order to save river Hindon from further contamination and to meet environmental guidelines Bayer Material Science wanted to set up a sewage recycling plant. Fontus Water has successfully designed, built and installed a 25 KLD plant based on SAFF technology. The system includes a bar screen, an oil and grease trap, an equalization tank, a SAFF reactor followed by a tube settler for settlement of bio-flocs. The treated sludge was then disinfected through chlorination (hypo solution). Dual Media Filter was provided to reduce the suspended solids for tertiary treatment which was supplemented by an activated carbon filter for removal of odour and color. For Sludge Handling, the sludge separated by the tube settler was designed to be collected in the thickener tank which reduces the quantity of sludge with a filter press provided for dewatering.

By using the sewage recycling plant supplied by Fontus Water, Bayer Material Science, Greater Noida is able to conserve water and use the recycled water for gardening.

It's Show Time!

Upcoming Shows:

Fontus Water

- ▶ Indiamart India International Build Expo , Chennai, 19-21 Aug
- ▶ City Infra 2011, New Delhi, 22-24 Sep

EA Water

- ▶ Indo Water 2011, Indonesia, 14-16 July
- ▶ Singapore Water Week, Singapore, 4-8 July



Events

Rice Pro-Tech Expo, June 10-11, 2011



The 5th International Rice Pro-Tech Expo was held in Ludhiana from 10-12 June. A leading annual rice milling technology show, the exhibition attracts a number of machinery manufacturers, auxiliary equipments and spares as exhibitors. Supported by the industry associations in Punjab and Haryana, the event draws all major rice millers and exporters in North India, as visitors. Fontus Water had a prominent stall at the event, and showcased its reverse osmosis, softener, DM and wastewater treatment solutions for the industry. The stall and the displays were well-received by the focused audience creating a new buzz for water management in the rice industry.

Ludhiana

India Water Expo , April 28-30 2011

The First edition of the India Water Expo was held at Chennai, a central hub for the Indian Water market. EverythingAboutWater was the official knowledge partner for the event. EverythingAboutWater organized a two day conference and three 1 day training workshops during the event. The event was a great success. Over 9,205 water professionals and end users visited the show over the three days and 108 companies exhibited. The exhibition was actively supported by Southern Region Water Treatment Equipment Manufacturers and Traders Association. The event proved to be a combined package of exhibition, networking and information sharing creating an effective medium for business and bold forwarding action. With the success of the first show, the expectations from the next editions which is to be held in Ahmedabad and Chennai next year, have already been raised.



Spotlight on page 6...

Mark the Calendar!



July 2011

- ▶ Seminar on Water & Waste Water Mgt, Nagpur
- ▶ Seminar on Water & Waste Water Mgt, Jaipur
- ▶ Training on Water Reuse & Recycle, Vizag
- ▶ Training on WTCP, Bengaluru
- ▶ Training on Corrosion Detection & Control, Jamshedpur
- ▶ Training on Water Reuse & Recycle, Vapi

August 2011

- ▶ Training for Automobile Industry, Gurgaon
- ▶ Seminar on Water & Waste Water Mgt, Lucknow
- ▶ Training on RO & MBR, Pune
- ▶ Training on Industrial Water Management, Bhubaneswar
- ▶ Training on Industrial Water Management, Ludhiana

September 2011

- ▶ Training on Industrial Water Mgt, Rudrapur/ Pantnagar
- ▶ Seminar on Water & Waste Water Mgt, Vadodara
- ▶ Training on WTCP, Hyderabad
- ▶ Training on Improving Municipal Waste Water Management, Mumbai
- ▶ State Water Conference

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Milestones



Fontus Water



- ▶ Major orders booked during this quarter include a large water treatment and STP order from BPTP and from Peninsula Group for three MBR plants for sewage recycling.
- ▶ New customers added to the clientele were Metro Cash n Carry (for an STP plant, Hiland Group in Kolkata, Ozone Group in Bangalore and Pratibha Industries.
- ▶ We also secured repeat orders from Pacific Corporation, Mahagun and Uppal Builders.
- ▶ On the Industrial front, we secured orders from Motherson Sumi, Cethar Vessels, SKH Technologies, Golden Hatcheries, Vardhaman Industries and Haldiram.

EverythingAboutWater



- ▶ The Eleventh Anniversary issue of EverythingAboutWater Magazine was rolled out in the month of June.
- ▶ EA Water partnered with India Water Expo, an exclusive trade show on the Indian Water Market.
- ▶ We participated in IFAT 2011, Shanghai increasing our international presence.
- ▶ A two day conference on Water Treatment Designing and Calculations was organized in Jakarta, Indonesia. This was an enriching experience for all delegates and it broadened their knowledge horizons on process designing , sizing and selection of Water treatment equipments.

Aventura Components



- ▶ Aventura added a whole new range of products this quarter including Multiport Valves and Vertical Multi Stage Centrifugal Pumps.
- ▶ We secured one of our largest international orders with a 30 m³/hr WTP in Bangladesh.
- ▶ Expanded to 18 new locations with a total of 56 new customers.
- ▶ We partnered with over 10 to 12 new distributors across India.

DCPL



- ▶ DCPL completed design of Plumbing & Heating systems for Men's hostel of Kabul University, a USAID project.
- ▶ Design work for MEP services of Curo mall & multiplex, Jalandhar, is almost complete The challenge was to reduce power consumption to minimize carbon foot print.
- ▶ Preliminary design for plumbing & fire fighting works has been submitted to CMRC for nine underground stations of upcoming Chennai metro.



TRI-CITY WATER BONANZA

Water fraternity now has the opportunity to cover North, West and South, all in one financial year. The three Water Events are:

- EverythingAboutWater Expo, Greater Noida, 9-11 February'2012
- India Water Expo, Ahmedabad, 8-10 March 2012
- India Water Expo, Chennai, 27-29 April 2012

This would be a holistic and comprehensive platform with strong support from Industry, Govt. and Media. This is the most economical package to each the trade visitors. EverythingAboutWater is the official knowledge partner for India Water Expo.





INDIA WATER EXPO LAUNCHED



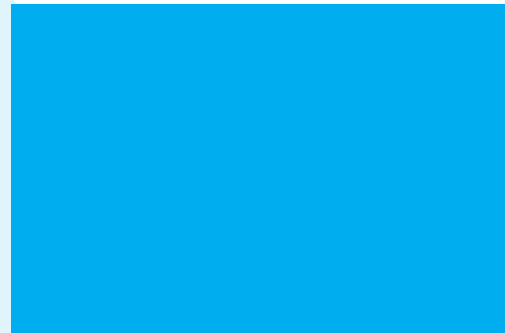
An Exclusive Trade Show On Indian Water Industry



**108 Exhibitors
9205 Visitors
238 Delegates**



Aventura Partnership Program



Coming Up With The Next Show In Ahmedabad & Chennai



A Case to Study



Bush Foods improves water quality for Parboiling and Boiler feeds through Reverse Osmosis by Fontus Water



The Group has been exporting Rice to some of the most eminent export names in the world like WestMill Foods (UK), Migros Super Markets (Switzerland) and Trinidad Benham (USA). The manufacturing plant of Bush Foods required a pre-water treatment system in order to provide clean water for all its needs in boilers and in production process of rice especially Parboiling

Background & Challenges

Bush Foods Overseas Private Limited is growing steadily but solidly and has emerged as one of India's most trusted and reputed companies through consistent shipments of Top Quality Basmati Rice & other food products.

Bush Foods has fully automated State-of-The-Art Plant in Sonapat, on the G.T. Karnal Road with production capacity of approximately 400 MT per day for finished white rice and 500 tons per day for brown basmati rice.

The manufacturing plant of Bush Foods required a pre-water treatment system in order to provide clean water for all its needs in boilers and in production process of rice especially Parboiling; a process of partially cooking rice in boiling water that makes rice easier to process by hand, improves its nutritional profile and changes its texture.

The water supply was from a bore well, which had a total dissolved salt level of about 2000ppm. The treated water was required to have a salinity level of less than 200ppm. The requirement was for about 15000 litres of treated water every hour and there was also a space constraint to locate the plant

Solution offered by Fontus Water

As one of the leading water treatment expert in the industrial sector, Fontus Water designed, built and installed a Reverse Osmosis plant to meet Bush Foods requirement. Considering the flow and space requirements, the system was specially designed and tailored to the customer needs.

In the pre-treatment system, the raw water is passed through a dual media filter followed by an activated carbon filter. The Dual-Media Filter comprises of sand and anthracite as filtering media and polishing media respectively. This is followed by an Activated Carbon Filter to remove bad odour and organics in water. Micron-Cartridge Filter made with filter material Polypropylene were also used along with DMF and ACF and these provide super clarity & extra sparkle to water that is already filtered by a conventional sand filter.

Following this pre-treatment system of various filters, water passes through the RO system which includes a High Pressure Pump and 15 brackish-water RO membranes inside 3 high-pressure FRP housings. An array of membranes in multi-element housings was created, to ensure optimum recovery, salt rejection, space utilization and energy consumption.

An Antiscalant Dosing system is designed to inhibit scale and disperse colloidal particles, this extends the RO system run time, reduces cleaning frequencies and increase the overall productive life of the RO elements. A pH correction system is also used to ensure that the output water quality meets the required norms. The high-pressure piping for the system is made of stainless steel to be able to withstand the force, without any leakages.

The RO system provided is equipped to operate in semi-automatic function. If the level of water in raw water tank is low or the

product water tank is high, the system will stop. There were other necessary safeties and interlocks incorporated in system through the specifically developed control panel.

This complete RO system is able to give the product water flow rate of 15000 litre per hour with a recovery rate of 75% which ensures low wastage and high efficiency. Moreover RO implemented is able to reduce the salinity output from its plant to less than 200ppm which is the required level.

Results

Fontus Water provided the most economical method of removing 90% to 99% of all contaminants. RO as a technology, is highly effective in removing several impurities from water such as Total Dissolved Solids (TDS), turbidity, pesticides, lead and other toxic heavy metals. By using the Reverse Osmosis plant provided by Fontus water, Bush Foods is able to reduce the salinity output from its plant to the required level and use the same water in boilers and processes such as parboiling, which improves the nutritional content of the rice and makes it more marketable.

Site View



Fontus Service Advantage

- ▶ Prompt Customer Service
- ▶ Reduced Maintenance Cost
- ▶ All India Network
- ▶ Water Quality Audits
- ▶ Quick Response Time



tete- a -tete'

Q. How has been your experience with Earth Water Group?

It has been a very enriching experience working with Earth Water Group. The organization promotes merit and competitive spirit among its employees thereby fostering a performance oriented friendly atmosphere. Employees are encouraged to take initiative and think out of the box resulting in enough opportunity for growth.

Q. All through these years how has Aqua Career progressed and how do you foresee its role as a recruitment consultancy in the Water Industry in the near future?

Indian water market is growing at a stupendous rate of 15-20% every year. Water and Wastewater Industry all over the world is moving into newer areas of business opportunities and looking for talents to match their current requirements.

Witnessing these developments, Aquacareer has established itself as an organized and focused player in the Water Recruitment industry. It has been instrumental in establishing new businesses in the country by finding the right talent for them at the top management level. In times to come, we see Water Recruitment industry growing at an exponential rate similar to the growth seen in the IT and the BPO industry in the past couple of years. Therefore, Aquacareer has a huge potential to prosper and strengthen its position in the segment.

Q. Can you throw some light on the role of Aqua Career in establishment of new businesses in India?

Recruiting right people for the right positions is the mantra of successful management. With our Domain Knowledge, we have a better understanding of the industry & its requirements. During the last four years, we have successfully placed water professionals at senior & middle management levels in top water management firms, Pump, Chemical & Project companies in India, Middle East & South East Asia. We have

worked closely with names like Degremont, VA Tech, Pentair, Norit, GE Water, Nalco, Wipro, IDE, Grundfos Pumps, AES Arabia, Pact Engg .

Q. How is Aqua Career superior in its services in comparison to other recruitment firms?

“Aqua Career” is the largest recruitment consulting services provider in the water industry. It provides a platform for companies & professionals in the water sector to meet & fill their specific requirements. With the extensive reach of Earth Water Group and the diverse horizons that it covers in the Water industry, Aqua Career is able to attract prospective talent from across the industry. Aquacareer’s continuous endeavour has been to provide best Water management professionals available to the industry and add value to the segment. With experience, Aquacareer has a good know how of the industry and has an extensive database of 75,000 water professionals.

Q. What has been Aqua career’s prime learning from its 4 years in the Industry?

With the unparalleled growth in the Water industry, the job opportunities have increased. Due to this people from other sectors are also looking forward to opportunities in this sector. Consequently, the mindset of the players in this sector is changing as they are welcoming people from outside the Water sector as well. Therefore there has been a trend shift for recruitment. Multinational companies are hiring Water management professionals from India for their operations overseas.

Q. With increasing responsibility and work pressure how do you manage your work life balance?

In the present competitive era job responsibilities are getting augmented. With this, Work pressure and time bound targets have become a common phenomenon. I believe time management and prioritization of tasks is what is needed to balance between personal and professional life.

Face-to-Face With Pallavi Ambardar Manager - Talent Acquisition



Voice

Efficiency of Water treatment systems & reduction of impact on Environment

Industrial Water Treatment has seen steady growth in the last decade. Expansions in the industry have necessitated new technologies for Water Treatment. There is a clear shift towards new technologies like Reverse Osmosis, Ultrafiltration, Membrane Bio Reactors in addition to traditional technologies like DM & Softening.

There is urgent need to consider some additional factors:

- **Effluent/Waste Generation:** Waste handling has become extremely essential for all industries. A careful evaluation of Waste generation & the planning its environment friendly disposal is a must.
- **Reuse of Available Wastewater:** It may be worthwhile to look at available wastewater & ways and means to make it suitable for reuse. Fresh water intake to be minimized to the extent possible.
- **Power Consumption:** There are great possibilities in this area. If all the drives are considered with Energy Efficiency as central focal point, the ongoing savings will be very high. It is also possible to incorporate VFDs so that power does not get wasted.
- **Audit of Existing System:** It is advisable to get the existing Water Treatment System audited. This can lead to Power Savings, Operating cost saving, Simplification of O&M practices and augmentation possibilities.
- **Case Studies:** It will be worthwhile to share the new experiments conducted by industries to make systems more energy efficient & environment friendly.

Fontus Water Limited has always been addressing these issues with the prospective customers. It is heartening to see many consulting agencies, EPC companies & End user Industries, already focusing on these points. I am sure with more and more awareness, this will become a norm.



Shrikant Deshpande
Vice President
Fontus Water Limited

There is clear shift towards new technologies like Reverse Osmosis, Ultrafiltration, Membrane Bio Reactors

