

THE ECONOMIC TIMES

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2019

# Butter paper

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## From the Editor's Desk

Ours is a beautiful planet, blessed with flora and fauna and home to billions. Today, it stares in the face of complex challenges born from political and economic instability, ever-growing human needs, rising inequality, and changing investor perspectives. These issues affect all of us, and the only way to navigate this reality is to follow a roadmap for sustainable development that is for the greater good of humankind. The Sustainable Development Goals (SDGs) offers exactly such a compass, one through which we can all contribute to an equitable and sustainable future via thoughtful business, political and personal endeavours.

And with India representing one seventh of the world's population, the world cannot achieve its Sustainable Development Goals (SDGs) without India's support. However, this development agenda needs to be pursued in a holistic, sustainable manner, in keeping with the needs of the environment we exist in. And now, we have the resources at our disposal to achieve exactly that. But to do so will require all of us to work in tandem and take action on the things that matter most to people everywhere.

In recent times, the role of environmental and social responsibility in organizational growth has become overwhelmingly clear. There is an estimated \$12 trillion in potential growth linked to achieving the SDGs, and harnessing the SDGs can drive growth, address risk, attract capital and help organizations gain enhanced or renewed

purpose. Its objectives are more pertinent than ever for governments, regulators, investors, industries and consumers across the planet, all of whom seek to pursue a course of sustainable development in years to come.

For businesses, making the right, responsible choice is no longer an option, but an imperative. Now more than ever, businesses are under scrutiny for the choices they make; their energy and raw material sources, their packaging decisions, their supply chains, and beyond. As sustainable and ethical behaviour becomes the norm, employees, stakeholders and a new breed of consumers will come to view ethically run, sustainability first organizations in a whole new light.

Embedding sustainability across the organization will require a strategic, cultural and operational shift away from established conventions, and this is the idea behind The Economic Times Champions of Sustainable Solutions. Navigating the challenges of our time, be it environmental, societal or economic in nature, will take a concerted effort from all, but the upsides are enormous. The SDGs can potentially unlock trillions of dollars in revenue, in addition to significant cost savings and adding hundreds of millions of new jobs.

The question then should be why any forward-thinking organization wouldn't embrace the tenets of sustainable business, rather than why they should.



An Economic Times Initiative

## About ET Edge

ET Edge, an initiative of The Economic Times has been founded to empower multiple sectors, industries and segments through the dispersion of critical business knowledge through strategically developed conferences and summits. Foreseeing the tremendous potential which India has in store, ET Edge strives to bring together visionaries and key global leaders through its enriched knowledge platforms to aid the symbiotic relationship societies and businesses share.

We aim at channelizing global business intelligence vide summits and conferences through fortifying lectures, workshops, panel discussions, roundtables and case studies. The forums would ensure that the senior decision makers are equipped with information to respond to challenges being faced from a global perspective.

We have substantial expedients for the business & visualize it taking mammoth proportions while developing into a one stop destination for the stalwarts of the industry. The plan is to formulate a focused holistic solution for key sectors which contribute largely towards the GDP of the nation.

Extensive market research with core practitioners, experts, leading trend setters and policy makers is conducted to ensure that these platforms are unparalleled in the vertical they cater to. Visionaries and industry leaders contributing as speakers will only ensure that these platforms set themselves apart. Our delegates are key management personnel and decision makers who can further enrich the gatherings with their crucial insights and vast experience.

Retail, e-Governance, Real Estate, Infrastructure, Healthcare, Education, Technology, Rural & BFSI are some of the key sectors around which ET Edge aims to develop knowledge destinations.

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# About The Economic Times Champions of Sustainable Solutions 2019

Our steadily warming world is facing challenges which were part of science fiction movies until a decade ago. Growing disparity and inequality, devastating effects of climate change, overburdened cities, strange medical conditions and rising protectionism are just some of the problems our planet faces today. It is thus time that all of us come together to deliberate on the future of our People, Planet and Prosperity.

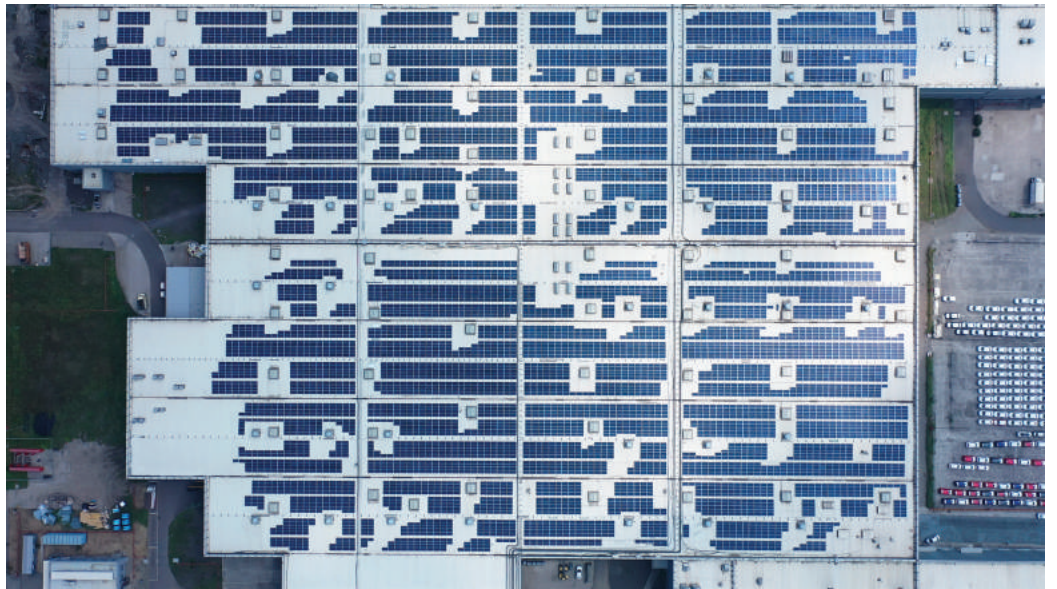
The SDGs have the potential to provide a framework for mobilizing companies to invest in sustainable development in an ongoing and scalable way, while also pursuing their own business interests, but realising the SDGs vision needs impactful changemakers to align.

The Economic Times Champions of Sustainable Solutions addresses the key issues that impact India and ponders the solutions needed for these. Ultimately, it is up to each one of us to create the world we want, contributing to creating a better tomorrow. In these pages are the lessons from those that have made a step towards that future.

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Amp's Solar Open Access Farm 1, Karnataka



Skoda Auto Volkswagen India



## OUR STORY

Amp Energy India is the Indian arm of the global renewable energy player Amp Energy headquartered in Canada. Amp Energy India is one of the fastest growing integrated renewable energy power producers in India and is focused on delivering clean and green energy to C&I (via distributed generation and open access mode) and utility customers.

Amp Energy India has a balanced portfolio of C&I and utility scale projects with a capacity of 1GW and presence across 15 states supplying power to its 45+ leading corporates and government customers. These customers are some of the leading players across various sectors such as Pharma, Auto, Cement, Steel, FMCG, Infrastructure, Heavy Industry, Educational Institutions, Hospitals, Utilities, IT and Telecom. Amp Energy India is well on track to double its portfolio by FY-22 and become a leader in its market segment.

## GREEN THINKING

Amp Energy India provides high quality green energy to C&I customers with zero or little upfront investment, significant savings and predictability in energy costs. Amp Energy India believes in the programmatic approach of building long term sustainable relationships with its customers and provides a One-Stop-Shop for sustainable and affordable energy solutions across different technologies such as solar, wind, hybrids, storage and energy management with guaranteed savings and lock in predictability in energy costs.

Now, C&I customers in India struggle with high cost of electricity of which almost 90% comes from conventional sources such as coal/oil/gas. These consumers are typically power intensive industries/ services and since the grid supply is of poor quality, they rely heavily on expensive back-up power.

Parallely, with the impacts of climate change coming to the forefront, these customers are also seeking to bring in





L&T Metro, Hyderabad



Amp's Solar Open Access Farm 2, Karnataka

sustainable solutions that ensure climate change mitigation.

Considering these customer imperatives, inefficiencies in the system and supportive policy framework, Amp Energy India is developing energy systems to provide affordable clean energy solutions to its customers. As a result, our customers are able to tap into previously unutilized resources to bring down operational costs creating competitive advantage and create an environmental impact due to the inherent clean nature of the solution.

## IMPACTING LIVES

Amp Energy India's projects help meet the energy requirements of its customers as well as help create a positive impact on the environment. With its active portfolio of solar plants, Amp Energy India has been instrumental in mitigating CO2 emissions of approx. 43 lac MT which is equivalent of planting 53 lac trees in the lifetime of the plants.

We believe in inclusive growth by creating a social environment impact in areas where our projects are located. Amp Energy India undertakes developmental activities by involving nearby communities, providing jobs to locals, setting clean water ATMs, leasing lands providing long term income to the farmers and setting microgrids in nearby installations to provide the local community with regular power. As a result, Amp Energy India is instrumental in promoting efficient, dispatchable and renewable energy solutions that encourage growth and help the environment.



[HTTPS://AMP.ENERGY](https://amp.energy)



## From the CHAIRMAN'S DESK

**PINAKI BHATTACHARYYA**

MD & CEO  
Amp Energy India

The world today is at a defining point that drastic efforts are needed to reverse the effect of climate change. The transformation of global energy system to adopt renewables and energy efficiency offer a safe, reliable and affordable way to achieve responsible growth. India is one of the countries with the largest contribution of renewable energy to the total energy mix ~ 35% of RE in total electricity generation and the government has been very supportive of the push for renewables. We at Amp Energy India feel positive about the growth prospects of the industry and believe that renewable energy is the eventual solution for sustainable economic growth and climate change mitigation. Amp Energy India was launched in 2016. Within a short span of time, Amp has expanded its portfolio to 1GW with presence in 15 Indian states and is the leading C&I focused and balanced triple play developer that embraces Technology and Impact with Growth. It has attracted investment from leading institutional investors from North America, Japan, Europe and India as a testament to its quality and business model. We strive to maintain our growth trajectory and momentum to contribute significantly across different technologies including solar, wind, hybrids, storage and energy efficiency.



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## OUR STORY

BELECTRIC was founded in 2001 in Germany and has been expanded by six shareholders to an international group since then. As an early mover in developing new international markets, BELECTRIC grew from a start-up to a global player in just 10 years and was the 1st Solar EPC in the world to install 1GW solar projects globally. In Jan 2017, BELECTRIC was taken over by Innogy SE, a group company of European energy giant, RWE AG.

Belectric India, was incorporated in 2010 with an aim to expand its Solar EPC business. Starting with its first project of 1 MW project size in 2011, Belectric India has constructed ~750MW of Solar PV projects till date with the

largest project of 350MW at single location. This is also the largest project executed at a single location by BELECTRIC globally. Belectric India aims to become the 1st subsidiary of BELECTRIC to achieve 1GW Solar PV installation landmark in the year 2020.

## GREEN THINKING

For a sustainable success and to secure the environmentally-friendly energy generation as an alternative to fossil energy sources, BELECTRIC keeps working at new solutions in the field of photovoltaics. Affordable solar energy through photovoltaic systems worldwide, perfectly integrated into the public grid this is our focus.





For this sustainable and economic target, we develop and design innovative and price-efficient photovoltaic solutions. As an international market leader, we believe in renewable energy production as the future technology. With our know-how and innovative capacities, we make photovoltaics available in all regions of our world

## IMPACTING LIVES

Through our presence we influence the lives, work and economic conditions of people

in the locations we work. At our locations, we invest, pay taxes and levies, work with local companies and partners, and offer employment opportunities to the locals. We are aware that every corporate decision also has indirect economic consequences, which is why we act responsibly at international, national, regional and local level and as a living part of the respective communities and locations. Furthermore, it is essential for us to be perceived as a trustworthy and reliable partner.



[WWW.BELECTRIC.COM](http://WWW.BELECTRIC.COM)



## From the CHAIRMAN'S DESK

**JITENDRA SINGH**  
MD & CEO, India

"We are happy that our efforts are being recognised by such an esteemed institution. The Year 2019 was a major success story for Belectric India which should be credited to the incredible Passion with which the team in India works to achieve the Goal set by our Shareholders. We look forward to an even better 2020 wherein we aim to strive more to impact & improve the lives of not only the Employees of Belectric India but also our partners who work for us at sites across the country. The 1 GWp installation barrier in India would hopefully be crossed this year and would be a great achievement for us and would make Belectric India the first subsidiary within the Belectric Group to achieve this milestone. The team is putting in all the hard work to meet this milestone."





## OUR STORY

Smallholder and marginal farmers worldwide continue to suffer from a lethal combination of problems that results in poor agricultural and economic productivity. The agrarian crisis looming large over the rural regions of India spurred Mr. Krishna Kumar in 2010 to design a SaaS-based solution that aimed to prevent farmer suicides and avert the agrarian crisis. He then left his high-rising career at GE and set up CropIn Technology — an agri-technology solutions start-up that would address several pain points in the agroecosystem and enable agribusinesses that employed smallholder farmers to make data-driven decisions and achieve productivity to a greater degree.

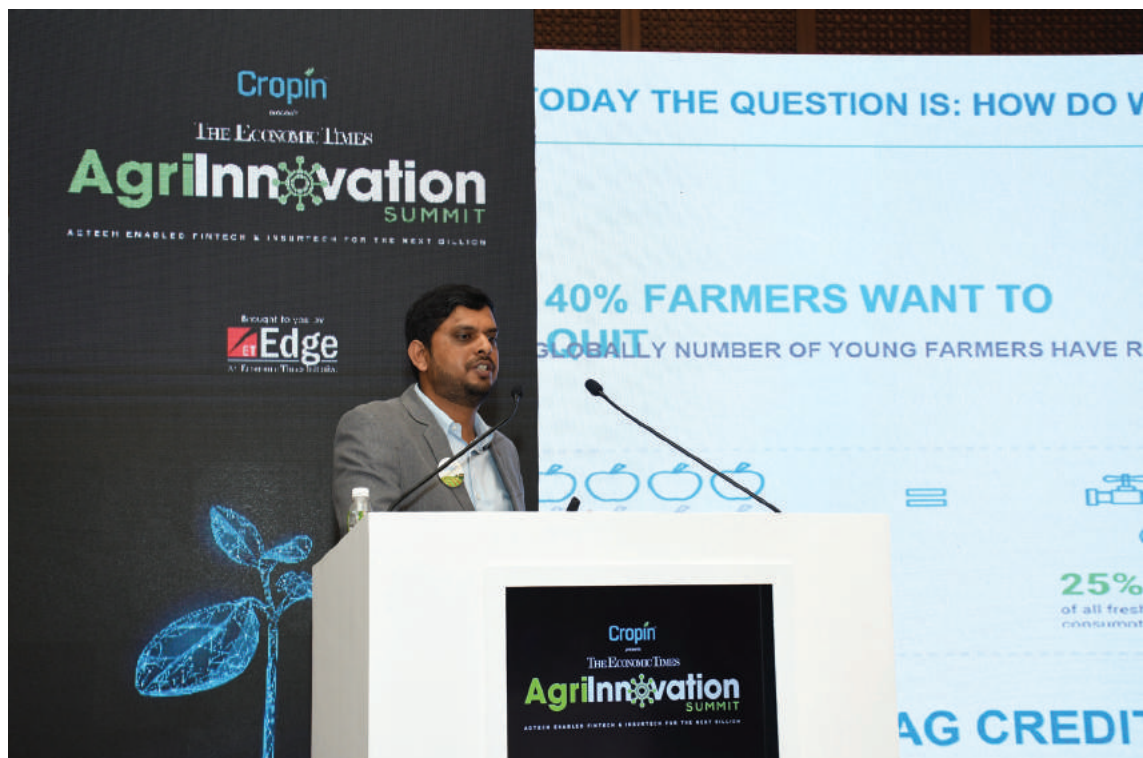
## GREEN THINKING

The exponential growth of human population is causing a bitter struggle for quality natural resources including fertile land, clean water, and fresh air. To produce enough to feed and clothe the estimated 9.7 billion people by 2050, farming communities need to explore and implement sustainable practices suitable for their region and farms, which will allow them to make judicious use of the dwindling resources while also increasing their output. Today we support 14 out of the 17 SDG goals with cutting-edge technological innovations

along with the abundance of big data in the agroecosystem is a boon for ag-tech providers like CropIn, to monitor and optimise every process along the supply chain for a more efficient and productive agriculture. CropIn’s platform empowers agri-intelligence for BFSI, Ag-businesses, Governments to cater to higher demand for healthy, fairly produced, and sustainable food, by optimising agricultural practices, minimising waste, developing climate resilience, and providing timely agricultural advisory.

## IMPACTING LIVES

Smallholder and marginal farmers are some of the most disadvantaged and underserved people despite their considerable contribution to the world. Their livelihood depends on an extremely climate-sensitive sector that does not always allow them to reap a harvest good enough to recover their previous investment into farming and also manage other day-to-day expenses. Moreover, their unstable income restrains them from availing the maximum benefit of financial services, which further affects their agricultural productivity. CropIn’s mission to “make every farm traceable” through digitisation of farm and farmer data has thus far brought about a significant change in the lives of 2.1 million farmers in 50+ countries and continues to



expand its reach to many other countries. CropIn's agri-tech solutions enables government and non-government entities to support farmers better by improving access to various agri-inputs and crop advisories that will enhance both economic productivity and livelihoods in the long run.



 [WWW.CROPIN.COM](http://WWW.CROPIN.COM)



## From the **CHAIRMAN'S DESK**

**KRISHNA KUMAR**  
Founder & CEO, CropIn

Increasing urbanisation around the world and the subsequent rise of the middle class is creating higher demand for healthy, fairly produced, and sustainable food. To meet the projected 9.7 billion people's demand for quality food, feed and fiber by the year 2050, the current agricultural productivity needs to double, and this has to be achieved with prudent use of resources, both natural and otherwise.

Smart agri-tech solutions are proving to be indispensable elements in meeting this goal. They revolutionise agriculture by leveraging big data to optimise every step along the agri-food supply chain, increase resource efficiency, reduce waste, and improve encourage sustainable production keeping future generations in mind. CropIn is on a journey to bring a transformational change in the agricultural sector at much larger scale and precision using data and with CropIn's own innovative solutions for world agri-food concerns.





**CMMI DEV / 3**<sup>SM</sup>  
CMMI®V2.0 / Exp. 20 23-01-29 / Appraisal # 51042



## OUR STORY

### ...journey of efftronics

From a humble beginning in 1985, we grew to be pioneers in making LED boards in Asia! With a 60 plus innovations to credit, we marched with our vision of providing insight to Organisations, to enable them to take informed decisions. We have impacted India in many ways – Indian Railways, road ways, Municipal Corporations, Police Department, Private manufacturing sector- and foraying into newer sectors. Smart signalling, Smart cities, smart buildings and IoT are our forte. Continuous R&D with native talent, combined with domain experience makes us a unique blend, delivering value to customer.

On the product front, our LED lights are designed to consume lowest power giving high luminance. Our product life is over five years, reducing e-waste and trash, while Energy Monitoring System reduces energy consumption by nearly 20% for industries. Our Water SCADA cuts down 39% water wastage - we can save UFW and provide 24x7 water in many cities in India. Our Adaptive traffic signals solution works on traffic synchronisation, saves on energy, cuts down vehicular emission since we reduced waiting at junctions. We are working for Railways to bring in operational efficiency using IoT and analytics to identify the bottlenecks and reduce journey times significantly.

## GREEN THINKING

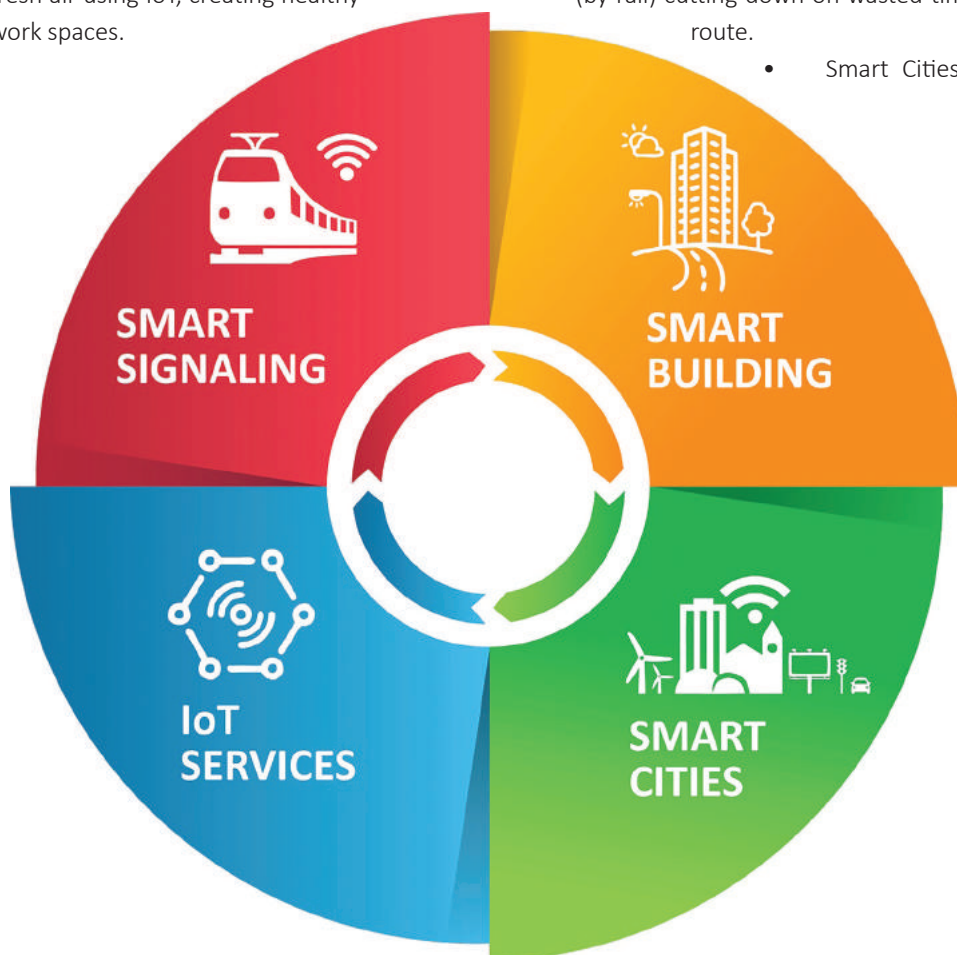
### ...we are earthy and grounded at efftronics

Green thinking goes parallel with our innovative process. We are tied up with recyclers in e-waste and use ROCH certified components. Our in-house developed CO2 measuring devices ensure timely ingress of fresh air using IoT, creating healthy work spaces.

## IMPACTING LIVES

Since its inception, Efftronics has been constantly researching into value identification, creation and delivery in every vertical it operates. Infused with innovation and technology, extensive work is in progress in all fields:

- Smart Signalling – To reduce travel times (by rail) cutting down on wasted times en route.
- Smart Cities – To



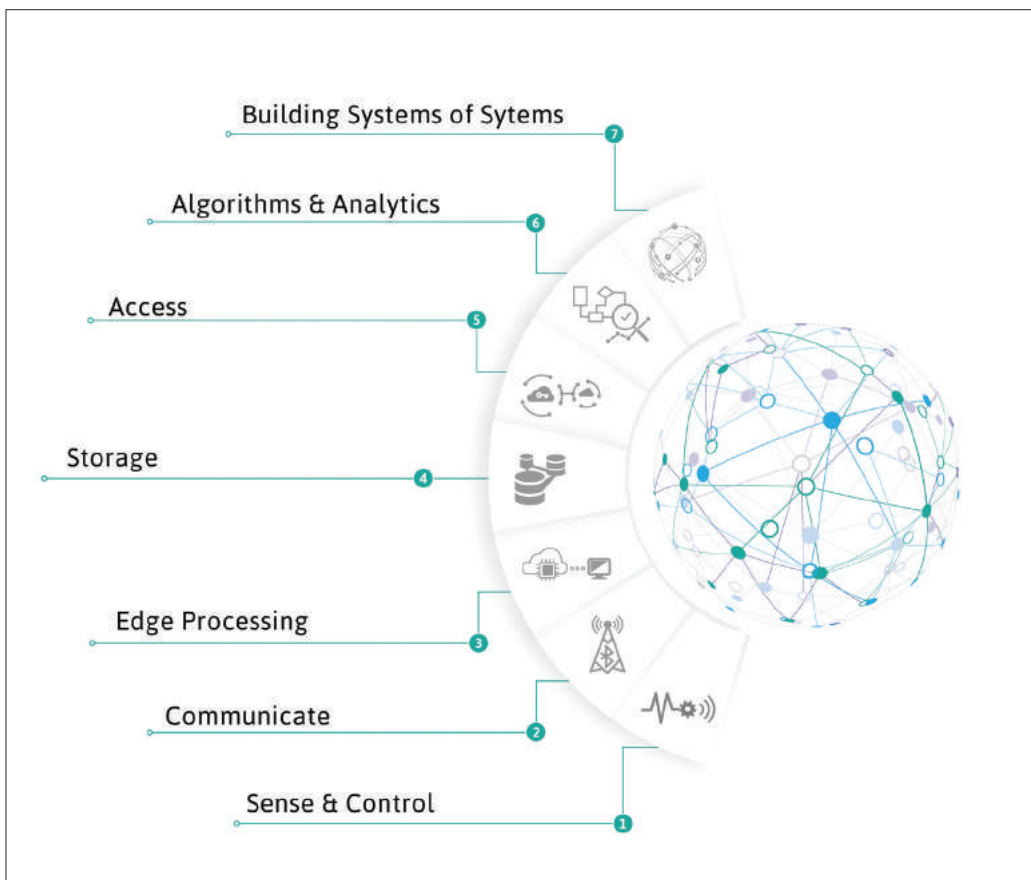


provide 24x7 potable drinking water to citizens through smart water management, Optimizing the resources to achieve and to reduce travel time on roads by using intelligent transportation system solutions etc.

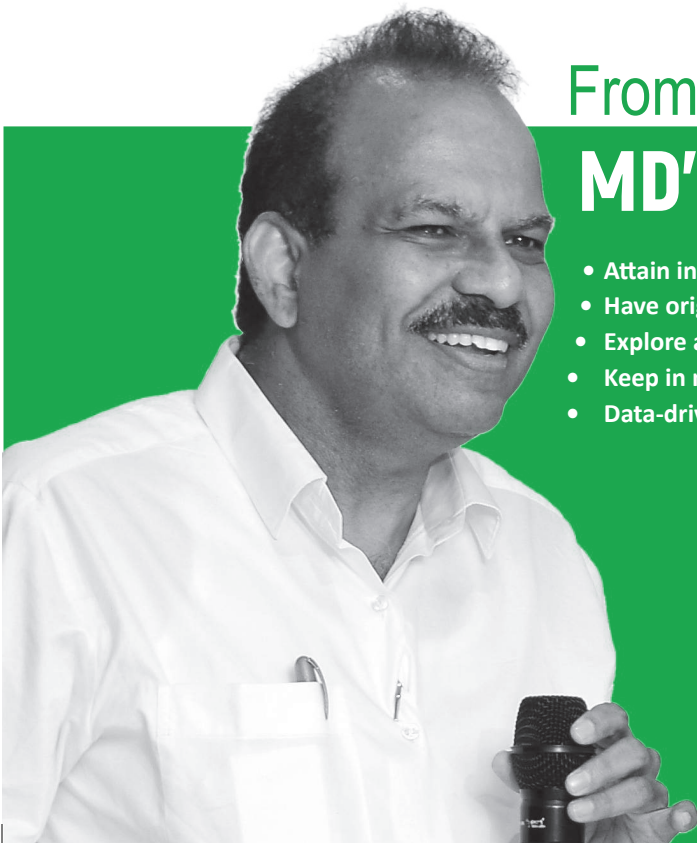
- Smart Buildings – Working on the concept of Smart Living – where uberization is being

planned for homes, shared resources, smaller apartments with the luxury of large apartments, food-on-order, and other smart solutions

- IoT – To transform existing industries into Smart Industries through IoT solutions through digitalization and to develop digital twins for higher value



WWW.EFFTRONICS.COM



## From the MD's DESK

**DASARI RAMAKRISHNA**

Managing Director  
Efftronics Systems

- Attain in-depth domain knowledge in the chosen field
- Have original ideas and identify true value through design thinking and analytics
- Explore and build competencies around latest and futuristic digital technologies
- Keep in mind and follow value creation and value delivery path
- Data-driven decisions are the keys to success and efficacy. Look everything inters of it.



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## OUR STORY

Geocycle is a leading provider of industrial, agricultural and municipal waste management services worldwide. Geo means 'earth' in Greek. Cycle evokes recycling. But it also suggests a larger process – the regenerative cycle in nature where waste materials are the foundation for blossoming new life. The name Geocycle alludes to the 'holistic' nature of what we do: turning unusable waste into a safe, usable resource. Geocycle does so by rethinking waste challenges and finding innovative solutions tailored to the needs of its stakeholders.

We apply the proven technology of 'co-processing' and utilize facilities built by ACC and Ambuja Cement to solve waste challenges sustainably. This enables us to recover energy and recycle materials from waste. We contribute towards a regenerative, circular economy that closes resource cycles, and also helps our cement plants produce cement more sustainably.

## GREEN THINKING

The growing volume of waste is a societal challenge that requires smarter, sustainable and economically feasible solutions, which Geocycle provides. Management of waste through co-processing technology is recognized as a safe and environmentally preferred option according to the Basel Convention on waste. Due to its high temperature and long residence time,

co-processing in cement kiln guarantees complete destruction of all waste, without generating additional emission or residue. Backed by our state-of-the-art technology, tailored processes and in-depth expertise, our Indian operations seek to address local waste challenges. We ensure regulatory compliance and highest health & safety standards while dealing with wastes, which otherwise would create environmental issues for the society.

In 2018, Geocycle India safely co-processed more than 850,000 tonnes of waste. We contribute towards reduction of the global waste challenge and are committed to bring about a 'zero waste future'.

## IMPACTING LIVES

Geocycle works with industries, municipalities and agricultural communities to solve pressing waste management challenges.

**Industry:** Geocycle works closely with industries to understand their specific waste challenges and priorities. We provide them sustainable solutions tailored to their needs, in a compliant and efficient way and help them achieving their sustainability targets.

**Municipality:** Geocycle closely collaborates with municipalities to develop solutions that optimally fit with their existing waste management infrastructure and supports them to define the way for the future. Dumping and landfilling of municipal waste is one of the major challenges and Geocycle can provide solutions to help municipalities achieve their environmental targets. We thus







 [WWW.GEOCYCLE.COM](http://WWW.GEOCYCLE.COM)

 [WWW.GEOCYCLE.CO.IN](http://WWW.GEOCYCLE.CO.IN)

support municipalities in providing a healthier and cleaner environment to citizens.

Communities: For farming communities, managing non-cattle feed agricultural residues is a challenge. Common practices of open burning of biomass pose a risk to the

environment and health of the community. Co-processing of this unmanageable biomass in Geocycle's facilities is a safe and sustainable option which helps avoid the pollution caused from open burning and also leads to creation of local jobs.

## From the **CHAIRMAN'S DESK**

**BERTHOLD KREN**

Regional Head of Geocycle Asia  
Head of Geocycle India

Megatrends like climate change, urbanization, population growth and diminishing natural resources are the realities of our world today. Waste management solutions that take into account all aspects of waste, moving away from traditional approach of disposal and dumping of waste are the need of the hour. Geocycle provides innovative and tailored waste management solutions that ensure resources are recycled and recovered in an efficient and sustainable manner.

We work with our stakeholders to find answers to existing and upcoming waste challenges, leveraging our vast global experience of more than 30 years. We apply the proven technology of 'co-processing' and utilize existing facilities in ACC and Ambuja Cement Limited in India to resolve local waste challenges sustainably. Our initiatives help avoid the creation of an additional landfill of 8.5 lakh tons each year. This is a source of immense pride for us. Geocycle manages more than 10 million tons of waste annually, thus making a tangible contribution to bringing society a step closer to a zero-waste future.





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## OUR STORY

Established in 2008, Husk pioneered an off-grid power generation and distribution solution to serve rural customers in Bihar, one of India's most energy deficient states. Husk was the first company to use 100 percent biomass gasification from rice husks to generate electricity for households and small businesses. Husk has since evolved its business model and launched the world's first hybrid powered mini-grid system that provides grid compatible 24/7 and highly reliable power to customers. The systems are scalable, grid compatible, and secure against theft from power generation to delivery.

Husk's business model places the customer at the center of their operations, proactively advising them on productive uses of power. The company delivers reliable and affordable power to customers and has helped local entrepreneurs launch new businesses – including water purification plants and small manufacturing shops.

## GREEN THINKING

The company provides reliable power to rural communities and businesses, 100% from renewable energy sources – 24 hours a day, 7 days a week – at a price they can afford. While most parts of North India suffers from rice stubble burning, Husk innovated to utilize biomass waste from rice crops and others to generate power and eliminate the need for

stubble burning. A third party survey indicates that wherever Husk operates mini-grids, it eliminates 100% of kerosene/diesel uses by households in those areas. In fact, Husk has been certified by UNFCCC to be eliminating 215 tons of CO2 per year per mini-grid site. At an aggregate level, we are committed to eliminating 15,000 tons of CO2 per year in 2020 and increase this number to 50,000 tons of CO2 per year in 2023. Our grid-compatible 100% "theft proof" power generation and transmission lines meet global sustainable standards and can be rolled out rapidly and cost effectively to help meet national electrification goals.

## IMPACTING LIVES

Please tell us more about how the product or service has impacted lives and changed it for the better.

Husk designs, builds, owns and operates one of the world's lowest-cost hybrid power plant and distribution network in India and Tanzania. It offers customers a flexible "pay-as-you-go" energy service, using a mobile-enabled smart metering system. This unique business model with an immense focus on serving customer energy needs has resulted in tremendous impact on lives of customers and their family members. We have already impacted lives of more than 125,000 people. Here are some concrete examples:

1. Over 85% of our customers, who are owners of small shops and restaurants,







 [WWW.HUSKPOWERSYSTEMS.COM](http://WWW.HUSKPOWERSYSTEMS.COM)

have reported significant increase in their business income. Profit of these customers increased on an average by over 30% annually due to access to affordable and reliable energy.

2. Over 87% of household customers have reported to have increased their quality of life within 12 months of connecting to Husk. 100% of households have reported reducing kerosene consumption to ZERO.
3. Over 90% of our SME customers have indicated significant increase in productivity. For example, one of our customers who run a carpenter shop purchased automation machines when they connected to Husk. That customer has increased production by 10x – from 5 sofas and 5 beds to over 50 sofas and beds on a monthly basis.



## From the **CHAIRMAN'S DESK**

**MANOJ SINHA**

Co-Founder & CEO  
Husk Power Systems

Husk Power Systems is a leading rural distributed utility company operating mini-grids in Asia and Africa. We raised US \$25 Million of Series C equity investment from a great set of equity partners that include Shell New Energies, Engie, Swedfund and FMO. Along with its strategic investors, Husk is poised to grow rapidly over the next four years and envisions adding over 300 mini-grids in India and Tanzania, deploying 100 percent renewable power plant assets that would eliminate 50,000 tons of CO<sub>2</sub> per year (equivalent to eliminating 15 million liters of diesel per year). These mini-grids will serve over 100,000 customers and impact one million people lives. Together with our strategic partners, I am now confident of achieving our vision of becoming the world's largest rural utility company providing 24/7, 100 percent renewable and affordable power to drive inclusive and sustainable development in growth markets. I strongly believe that mini-grids are the most capital efficient way to help reach 100 percent national electrification goals.





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 **ION EXCHANGE**  
*Refreshing the Planet*

## OUR STORY

Ion Exchange was established in 1964 with a vision to be the leader in our business which is so vital to people's lives and the environment. Through its mission, the company has continued to provide water and environment management products, solutions and services to industries, institutions, homes and communities. In its fifty plus years of existence, Ion Exchange has been a force to reckon with and has emerged as one of the leading water and environment solutions provider globally.

## GREEN THINKING

Achieving water security and thereby achieving the water SDG, warrants a shift in paradigm encompassing holistic concerted efforts from all quarters. Changing the way we manage water today by applying the principles of circular economy have the potential to transform the current linear water systems to a circular system. Circular economy in the context of water can significantly reduce water stress as it aims to reduce, reuse and recover resources to reduce water shortage. Ion Exchange's pioneering initiatives in sea water desalination, industrial and municipal







effluent recycle, zero liquid discharge and product/resource recovery from processes and waste streams along with recovery of waste from energy have been practiced by us from concept to commissioning.

Thus for over 50 years, we have delivered products and technologies that have made us the single largest provider of sustainable solutions in the water and environment sector.

## IMPACTING LIVES

Ion Exchange is privileged to manage water and the environment and has positively impacted all the sectors it serves - industries, institutions,

homes, urban and rural communities. Our contribution to water management and conservation in the industrial sector has resulted in over 1,00,000 installations operating successfully all over the world with over 1000 in core sectors like power, refinery, fertilizer, steel etc. Our standard solutions for water and waste water treatment have met the exacting requirements of industries like automobile, pharmaceuticals, textile, paper, food & beverages etc.

We supplement our ability to offer global water and environment management solutions to industries by effectively managing their utilities, making us the largest supplier of speciality water treatment solutions powered by the most advanced monitoring, analytical and control equipments backed by 24X7 services. We have addressed the water solution needs of rural India effectively by developing technologies to remove iron, arsenic, fluoride, nitrate, heavy metals and microbial contaminants from water. Our ZeroB home water purification systems offer consumers wide range of products at every price point and category. We believe that a business enterprise has an inherent responsibility towards the society of which it forms a part. Ion Foundation, the CSR arm of Ion Exchange, has touched scores of lives by supporting the less privileged of society in the fields of education, health, hygiene and environment.



[WWW.IONINDIA.COM](http://WWW.IONINDIA.COM)



## From the CHAIRMAN'S DESK

**RAJESH SHARMA**

Chairman & Managing Director  
Ion Exchange (India)

Maintaining a balance between the available resources and the ever-increasing water demand poses a significant challenge today. Globally, 80% of untreated wastewater flows back into the ecosystem affecting 1.8 billion people who use contaminated sources of drinking water. This issue is exacerbated in heavily populated countries like India, where both the availability and quality of water is a major challenge.

It is imperative that water be effectively managed not just at the source but throughout its life cycle. Corporate leadership efforts are now focused on water and waste management contributing towards meeting the sustainable development goals. As a company, Ion Exchange takes great pride in offering complete solutions for water, waste water management, solid waste management and waste to energy catering not just to industries and municipalities but also to communities, institutions and homes. We believe that regeneration together with sustainability is the new goal for water resources management and take an integrated approach towards conservation of water.



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## OUR STORY

With the world population increasing day-by-day, our societies are going through dire times with regards to climate change, rapid urbanization, and poverty. In order to combat these issues, the United Nations has introduced a set of Sustainable Development Goals (SDGs) and the responsibility falls on all the companies as well as the individuals to comply with these rules and help play a pivotal role in tackling the

calamitous problems responsibly.

And, the major responsibility falls on the automotive industry as the key area of intervention to come up with a sustainable and nonpolluting mode of transport falls on their shoulders. Joy-e-bike extends its support to the Sustainable Development Goals by doing their bit by enhancing / improving the quality of the air with their zero-emission electric two-wheelers.

At Joy-e-bike, we have taken the basic electric vehicle model and enhanced and improved it further to build a sustainable and also the most favored mode of transport in India, i.e., electric two wheelers. Today, what everyone sees in the market is a result of a bold and a futuristic idea, which we turned into reality to make way for a greener India, all the while keeping the global standards in mind.

In simple words, we offer the solution to pollution through our Battery Operated Electric Two Wheelers. The wide range of two-wheelers are built to follow the clean fuel ideology and is a foolproof method to reduce the rising levels of pollution.

Electric vehicles have a positive impact on both our lives and the eco-system. We all know that access to mobility is a basic human need. However, the traditional fuel-run vehicles don't come cheap. The monthly expenses of these vehicles, including the maintenance charges cost thousands and thousands of rupees. But with the help of electric vehicles, these costs can go down substantially. For a common man, this comes as a boon.



**Joy** e-bike  
Solution to Pollution



We are at a stage where we are climate change and any solution that has weightage must be grabbed with both hands. Joy-e-bike are on a quest to bring the best to consumers along with taking care of the environment. To further elevate the experience, we also offer the most efficient charging solutions to consumers to ensure ease and comfort.

Today, we can see that our country, along with the support of the government is slowly but steadily embracing electric vehicles. The change has come at the right time because electric vehicles can have a profound impact on the eco-system.

## GREEN THINKING

Did you know? Since the 90s, the global emission of greenhouse gases has elevated by almost 50 percent. In fact, if you take a look at the current air quality of Delhi, you will see that it has reached hazardous levels and one of the main culprits here is pollution.

Today, we are in dire need of sustainable solutions to combat climate change. Since it is impossible to stop people from using their own wheels, there are other things one can do to curb the vehicle-produced emissions. And this is where we come in.

Electric vehicles generate zero-emissions and produce very little noise, which means, it can substantially enhance the urban air quality

and also reduce noise pollution that emerges from vehicle traffic. Apart from that, we also make use of lithium-ion batteries in all our two-wheelers because they take eco-protection a step further as they contain minute levels of toxic heavy metals when compared to other batteries.

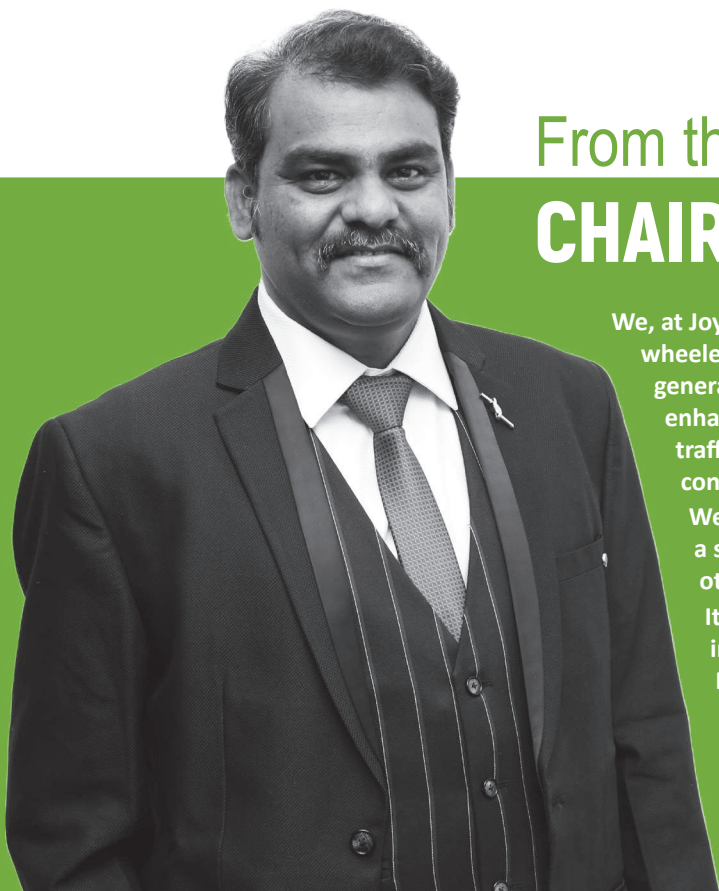
## IMPACTING LIVES

If we take a look at the life of a common man, he spends every penny wisely, only after methodical calculation. But when it comes to the fuel costs, he has no other option but to go along with the fluctuating fuel prices, even when it burns a hole in his pocket.

However, one of the major advantages of Joy-e-bike is that it cuts down your fuel cost significantly. One will now be able to save thousands of rupees that were spent on fuel because our machines merely cost 21 paise per km. Also, our vehicles require very little maintenance, which means more savings in terms of both time and money.



[WWW.JOYEBIKE.COM](http://WWW.JOYEBIKE.COM)



## From the CHAIRMAN'S DESK

**YATIN GUPTA**

Founder & CEO  
Wardwizard Solutions India

We, at Joy-e-bike are working on efficient need-of-the-hour battery operated electric two-wheelers that can also benefit our eco-system. Our wide range of electric two-wheelers generate zero-emissions and produce very little noise, which means, it can substantially enhance the urban air quality and also reduce noise pollution that emerges from vehicle traffic. These two wheelers offer solution to small / short transits, first mile – last mile connectivity, running errands, delivery & logistics operators.

We use lithium-ion batteries in all our two-wheelers because they take eco-protection a step further as they contain minute levels of toxic heavy metals when compared to other batteries.

It is expected that at-least 5% of the existing Petrol driven two wheelers will convert into Battery Powered 2 Wheelers. It means at least 10 lakhs 2 wheeler Battery Powered Vehicles can be expected to be sold in the market in coming times. More than 50% of the petrol driven two wheelers sold is Motorcycles.



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## OUR STORY

Lenzing has had an interesting journey over the years. We can proudly say that we are one of the largest wood based cellulose fiber manufacturers known globally. Pioneers in driving innovations, we strive to create products which are of superior quality while being sustainable in nature. Our specialty fibres like TENCEL™, LENZING™ ECOVERO™ are used by a range of brands across different segments like denim, active wear, inner wear, etc. The services we provide are certified by global research institutions for product assurance and the traceability of the origin of the product.

## GREEN THINKING

As an innovation leader, Lenzing partners with global textile and nonwoven manufacturers

and drives many new technological developments. The concept of sustainability has taken a shift from being a buzzword to being practiced among many leading players in the industry. Through innovative eco production methods and stringent regulations, these fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Our Eco-friendly fibres brands have distinguishable features include being softer than silk, more absorbent than cotton and cooler than linen which help integrate performance, aesthetics back to nature. Moreover, the source of the wood here are sustainably managed plantations, hence ensuring no damage to nature. We have seen a massive growth towards sustainable lifestyle over the last few years.



**Lenzing**

Innovative by nature







WWW.LENZING.COM  
WWW.TENCEL.COM  
WWW.ECOVERO.COM

## IMPACTING LIVES

We aim to provide sustainable and eco-friendly solutions to our consumers. Through our associations with various brands both Indian and global, we want to create awareness among consumers that sustainable fashion can be practices in a fast fashion world and creating

less impact on the environment without compromising on aesthetic and performance factors. Many brands have realized the need to provide alternative solutions and have not just incorporated sustainable solutions such as fibers, production processes, etc but also showcasing it as part of their sustainability goals.

## From the CHAIRMAN'S DESK

**AVINASH MANE**

Commercial Head, South Asia  
Lenzing AG

**"We are happy to see many brands incorporating sustainability proactively. Our main goal is to make sustainable fashion mainstream by providing lifestyle solutions to consumers and sensitize them on why ethical fashion is need of the hour, at the same time, we are ensuring that there is a robust supply chain available for the brands to procure the best products. We have received a very positive response in from the Indian textile industry and hope to take forward our mission to create sustainable solutions in the near future."**





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L'ORÉAL  
INDIA

## OUR STORY

While financial performance is obviously important, exemplarity in societal, environmental and ethical responsibility is just as important. In 2013, L'Oréal launched its global sustainability program "Sharing Beauty With All", announcing tangible sustainability goals towards 2020. At its core laid an innovative tool known as SPOT (for Sustainable Product Optimization Tool), made to assess and improve the environmental and social performance of products across all brands.

- In 2019, 85% of L'Oréal's new or renovated products had an improved environmental and social profile.
- By end of 2019, L'Oréal had helped 90,635 people from disadvantaged communities find employment through its solidarity purchasing and inclusion programs.
- L'Oréal is the only company in the world to have achieved an "A" score in all three CDP rankings - climate protection, water management, forest preservation - for 4 years in a row.

But faced with the vast scale of climate issues, it is essential to achieve much more

## GREEN THINKING

In 2020, L'Oréal decided to take its sustainability efforts even further through



a program called "L'Oréal for the Future". Our commitments towards 2030 mark the beginning of a more radical transformation and embody our view as to what a company's vision, purpose and responsibilities should be to meet the challenges facing the world. It is no longer enough for companies to reduce their environmental impact with objectives that are "self-set". At L'Oréal, our commitment is to ensure that our activities are respectful of the so-called "Planetary Boundaries".

In order to reconcile our needs with the preservation of a resource-limited planet, we are raising the bar and implementing a new internal transformation program. Our new commitments will not just focus on our direct impact. They will also tackle our indirect, extended impact, related, for example, to the activity of our suppliers and the use of our products by consumers.

Over the past years, expectations as to





what the role of companies should be have changed dramatically. At L'Oréal, we want to take on greater responsibility, go beyond the mere transformation of our business model. With our new sustainability program, we want to demonstrate that companies can be part of the solution to some of today's most pressing environmental and social challenges. We are allocating 100 million euros to impact investing dedicated to the regeneration of ecosystems and the development of the circular economy, and 50 million euros to a charitable endowment fund to support highly vulnerable women.

## IMPACTING LIVES

Sharing its growth with internal and external

stakeholders is a priority for L'Oréal. The Group helps people from underprivileged communities to gain access to employment through multiple programmes, empowers its suppliers to support its sustainability strategy and guarantees its employees the best social practices worldwide.

By the end of 2020, we will have helped more than 100,000 people from underprivileged communities gain access to employment. To achieve this goal, we have developed multiple initiatives: Solidarity Sourcing projects, vocational training and the inclusion of people with disabilities within our teams.



[WWW.LOREAL.CO.IN](http://WWW.LOREAL.CO.IN)



## From the MD's DESK

**AMIT JAIN**  
MD, L'Oréal India

"Over the years, L'Oréal has transformed by putting sustainability at the very core of its business model. L'Oréal is committed to improving its environmental and social impact and will stay faithful to its ambition of operating within the limits of the planet. As an industry leader, the company has contributed to building an inclusive and sustainable society and hopes to be a catalyst of change in the beauty sector and beyond. With L'Oréal for the Future, the company strives for radical transformation, respecting planetary boundaries across the entire lifecycle of its products and accelerating its efforts on a global scale".



## OUR STORY

PET, a rigid packaging material, popularly known as PET bottles were introduced to the world in early 1980s. The raw material to make PET bottles was imported in India till 1995.

In 1997, when market size was 10,000 TA, Reliance Industries Ltd (RIL) took the lead in setting up a backward integrated 80,000TA plant to make Relpet – the PET resin that is used in making PET bottle. Today, RIL has helped establish 1 million tonnes per annum market for PET in India. Currently, PET is extensively used in packaging various FMCG and pharmaceutical products valued over Rs 4 trillion. PET's growth is driven by its inherent features of unbreakability, inertness and lightweight - the key qualities brand owners look for in the product packaging.

India's recycling rate of 90% is in the top quartile of PET recyclers in the world. The post-consumer PET bottle recycling activity provides livelihood to the lakhs of people from the economically weaker strata of the society. RIL's PET recycling operations provide direct and indirect livelihood to around 3 lakh people.

In fact, RIL is the only company in the world to complete the circle - right from making PET resin, collecting used PET bottles and recycling it to one of the greenest fibres with the lowest carbon footprint in the world, branded as Recron GreenGold, which is used to make R | Elan GreenGold fabrics – further used by designers and brands to make sustainable apparels. RIL's Recron GreenGold manufacturing facilities are equipped with modern Effluent Treatment Plants, recycling used water for horticulture purpose. Furthermore, RIL also makes pre-dyed Recron GreenGold Eco-D fibres that reduces the water usage by 80% in the downstream dyeing process. Additionally, to cut down the emissions, RIL uses rice husk as a fuel in these facilities.

## GREEN THINKING

In the beginning of the 21st Century, RIL envisioned collection of the discarded PET bottles and recycled it into value added fibres for making fabrics for T-shirts, jackets, carpets, upholstery etc. RIL implemented sustainability and circularity concepts in its PET operations, way ahead of most of the global companies.

However, many developed countries did not take plastic recycling seriously until UN Environment Programme launched 'Beat Plastic Pollution' theme in 2018, whereby plastics that remained uncollected in the environment were discouraged, and at the same time it encouraged the world to look at sustainability and circularity to beat the plastics pollution.

## IMPACTING LIVES

RIL PET bottles recycling operations helped improving lives of lakhs of people involved in the entire network. Furthermore, RIL has introduced ethical practices and adequate compensation regime in the waste collection network. RIL has also supported improvement of work hygiene practices for the people engaged in this sector.

Today, RIL has a network of 150 vendors who





bale and supply 2.5 billion postconsumer PET bottles to recycling facilities of RIL. RIL has developed a cohesive network of its vendors, kabadiwalas and lakhs of rag pickers, some of them are heroes of rag to riches stories in the network. Entire reverse chain of PET has achieved a recycling rate of 90% and the products made contribute Rs 3.5 lakh crore to Indian GDP.

RIL has also installed Reverse Vending Machines at 80 locations in India for collection of used PET bottles. RIL is second largest installer of these machines after Indian Railways. These machines reward consumers with discount coupons for every PET bottle offered in these machines. These coupons can be redeemed at various outlets of Reliance Retail. Apart from collecting used PET bottles, the incentives of coupon also help spread the word of recycling among people. Reliance has also distributed bags, T-shirts,

scarves and jackets made out of recycled R Elan GreenGold fabric and embedded it with recycling awareness messages to spread the word on sustainability and circularity among people.

RIL, along with its philanthropic arm Reliance Foundation is working with environment activists to take the noble cause of cleaning up of river Mithi and Versova beach in Mumbai. RIL sponsored a special beach-cleaning machine, BobCat, that has done wonders at Versova beach in Mumbai. The machine, with capability of doing work equivalent to 200 people, is supporting volunteers.

Furthermore, RIL has devised a unique process for non-recyclable multilayered and end-of-life plastics. As a pilot project, RIL has built a 40 km road in and around its petrochemicals manufacturing facility at Nagothane.



[WWW.RIL.COM](http://WWW.RIL.COM)  
[WWW.R-ELAN.COM](http://WWW.R-ELAN.COM)

## From the COO's DESK

**VIPUL SHAH**

COO, Petchem  
Reliance Industries

At Reliance, sustainability and circularity concepts are embedded in our DNA. We take cognizance of the fact that resources are limited and its use should be optimized by applying the 4 Rs - Reduce, Reuse, Recycle and Replace. The 4R mantra is at the core of sustainability solutions that we work on at RIL petrochemicals. For recycling of plastics, especially PET, the 4R 'mantra' is working like 'Bramhastra' for us. We first try to reduce the usage, encourage reuse of materials to the fullest, promote recycling to give a new life and replace it, if need be. We are proud to manufacture one of the greenest fibers, Recron GreenGold and R | Elan fabric by recycling used PET bottles.

Buoyed by the success of postconsumer PET bottle recycling, we are currently evaluating expansion of the capacity and also evaluating spreading the goodness of PET recycling to other materials.





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**ReNew**  
POWER

## OUR STORY

ReNew Power was established in 2011 with a twofold vision- to fulfill India's energy demand gap and to mitigate the risk of the ever increasing climate emissions burden on the country. This vision saw a vote of trust from leading investors in the financial world and with an initial investment by Goldman Sachs, ReNew Power established its first wind power plant in Gujarat, inaugurated by Shri Narendra Modi. There was no turning back, and since then, in a span of 8 years, the company has become the largest renewable energy power producer in India with total capacity upwards of 8 GW. (5 GW commissioned and 3+ GW in under construction/pipeline)

## GREEN THINKING

Today, we are reeling under an increased climate change burden and urgent steps are needed to mitigate any further risks associated

with climate change. At this time, when India needs to fulfill its energy demand supply gap while ensuring it does so through sustainable means so as to avoid international pressure on emissions, ReNew Power is generating 1% of India's total electricity. Currently, we have wind and solar utility scale plants spanning 9 states in India. ReNew Power also recently became the first company in India to achieve the 5 GW commissioned capacity mark and is now on the global map of world's largest renewable energy companies. The energy we produce helps mitigate 0.5% of India's total carbon emissions while we have also employed 75000 people (directly and indirectly) across India in a span of 8 years.

## IMPACTING LIVES

- Lighting up 13 million lives
- Mitigating 0.5% of India's emissions yearly





- Employed 75000 people in the last 8 years directly and indirectly
- ReNew India Initiative

We are committed to promoting inclusive growth and empowering communities through education and the provision of employment opportunities. The ReNew India Initiative (RII) is focused on three broad areas of community development, namely: Human Capital, Social Capital & Natural Capital, impacting over 2 lakh lives spread across 150 villages in 8 states. Our flagship community outreach programs include:

- **Lighting Lives:** A holistic development model for the community, which provides access to electricity by offering off-grid solar based solutions to schools.
- **ReWIN:** A socio- economic empowerment programme to encourage rural women to become entrepreneurs through the Self Help Group model creating livelihood

options.

- socio economic empowerment program to encourage entrepreneurship amongst rural women
- **ReSET:** A programme to identify talent from under privileged sections and provide them a platform to develop their academic and extracurricular talent, with special emphasis on girl child.



[WWW.RENEWPOWER.IN](http://WWW.RENEWPOWER.IN)

## From the CHAIRMAN'S DESK

SUMANT SINHA

CMD, Renew Power

ReNew Power was established in 2011 with the vision to be a responsible leader in providing clean energy solutions for sustaining the Earth. In a short span of 8 years, we have successfully become India's largest renewable power company, contributing 1 % of India's total electricity generation while mitigating 0.5% of India's total carbon emissions.

Our planet is facing imminent danger from human-induced climate change. In the past century or so, we have depleted more forests than ever and taken our resources to saturation levels leading to global warming, irregular climate, and natural disasters. We need to act before it is too late, before our worst fears come true and we leave a planet which is not safe for our future generations.

At ReNew, with the power of renewable energy, we are trying to address this challenge. With more than hundred utility scale wind and solar projects across India, we now have an asset base of more than 8 GW which continues to grow rapidly with newer capacity additions. We are also leading worldwide discussions on climate change and renewable energy and creating awareness about the repercussions of climate change through platforms like the World Economic Forum and New York Climate Week.



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## OUR STORY

For over 40 years, Toshiba Group is Japan's leading manufacturer of electrical system for water supply and sewerage facilities. Through its subsidiary company – Toshiba Water Solutions Private Limited (TWS), Toshiba can develop water and sewage infrastructure, and offer comprehensive technologies ranging from planning to implementation to solve various water and environmental problems. TWS is a leading water and wastewater treatment firm with over 4 decades of experience in providing design, turnkey and Operation & Maintenance services. With its strong process knowledge and experience in constructing and operating the water treatment solutions, TWS can develop sustainable water infrastructure FOR A NEW DAY.

TWS specializes in executing Engineering, Procurement, Construction and Operation & Maintenance jobs for Effluent Treatment Plant, Sewage Treatment Plant, Common Effluent Treatment Plant, Water Treatment Plant and Zero Liquid Discharge (ZLD).

TWS has a robust technology bank comprising of various owned and licensed technologies like the Ozone generator, ZLD using High Efficiency Reverse Osmosis, Anaerobic Biological Treatment, Activated Sludge Process, Sequential Batch Reactor etc. Its global design centre and in-house engineering capabilities allow it to offer optimum institutional knowledge along with the best CAPEX & OPEX ratio solution to achieve low cycle costs.

## IMPACTING LIVES

An ever-growing population, inadequately planned urbanization and industrialization, together with lack of a robust municipal and industrial wastewater treatment network has left the river Ganges choking in effluents and toxic wastewater.

## GREEN THINKING

TWS provides a complete one-stop solution from design and engineering to construction, installation, operation and maintenance of water treatment facilities.

The Toshiba logo graphic consists of a red square on the left and a red rectangle on the right, both overlapping. The word "TOSHIBA" is written in white, bold, uppercase letters across the bottom of the red shapes.

**TOSHIBA**







Toshiba Water Solutions has been a partner to the Indian government's Clean Ganga initiative since 2014. The Company has so far established a total of 110 km of sewage network, and 03 STPs with a combined wastewater treatment capacity of 78 MLD along the stretches of the river Ganges.

In India's one of the largest industrial state

– Uttar Pradesh, TWS established 02 sewage treatment plants (STP) with a combined capacity of treating over 18 million litres per day (MLD), and laid down a 55km sewage network. In another key state – Bihar, 60MLD capacity STP along with 55km of sewage network was constructed by TWS.



[WWW.TOSHIBA-WATER.COM](http://WWW.TOSHIBA-WATER.COM)



## From the **CHAIRMAN'S DESK**

**TOMOHIKO OKADA**

Managing Director, Toshiba India

At Toshiba we are committed to people, committed to the future. We have an unwavering drive to make and do things that lead to a better world. Water scarcity and water pollution are persistent problem. Toshiba provides highly reliable water and wastewater treatment system and operational know how to solve customer issue all over the world. We would contribute to creation of environmentally advanced communities with sustainable water infrastructure for a new day.



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## OUR STORY

Founded in 1954, Voltas has always been in the forefront of re-engineering the future through innovative thinking and smart engineering. The group has played an important role in developing the infrastructure of India through its expertise across cooling and ventilation, infrastructure projects, textile and mining.

Voltas made a foray into waste water treatment back in 1977. Since then, the company has completed many landmark projects, and improvised, innovated and offered top-notch solutions to tackle the issue of waste water pollution competently. Voltas Limited has been a preferred partner for key government and industrial water management projects.



## GREEN THINKING

Today, services offered encompass the entire treatment range from MBBR (Moving Bed Biofilm Reactor), SBR (Sequencing Batch Reactor) and ZLD (Zero Liquid Discharge) to other technologies in industrial waste water treatment as well, such as MBR (Membrane Bioreactor), UF (Ultra filtration), and RO (Reverse Osmosis). Thanks to tie-ups with the best international names in the industry, the company is capable of handling the entire spectrum of wastewater management requirements, including treatment of water to make it potable, or for industrial use. One such project was the Gujarat International Finance Tech-city, Gandhinagar, where Voltas successfully designed, built and commissioned the water treatment, distribution, wastewater

collection and treatment cum recycling system. In this project, both water and sewage treatment, was undertaken. The treated wastewater was used for a District Cooling System (DCS) circuit. No fresh water was used.

## IMPACTING LIVES

Voltas is committed to deploying our natural resources in an optimal manner and manage ecological footprint efficiently. Our business of water management solutions continues to increase its visibility and recent completed project for Uttar Pradesh Jal Nigam under the Namami Ganga Smart City project, Agra, revamping and modernisation of Water Treatment Plant, thereby leading the city with clean drinking water.

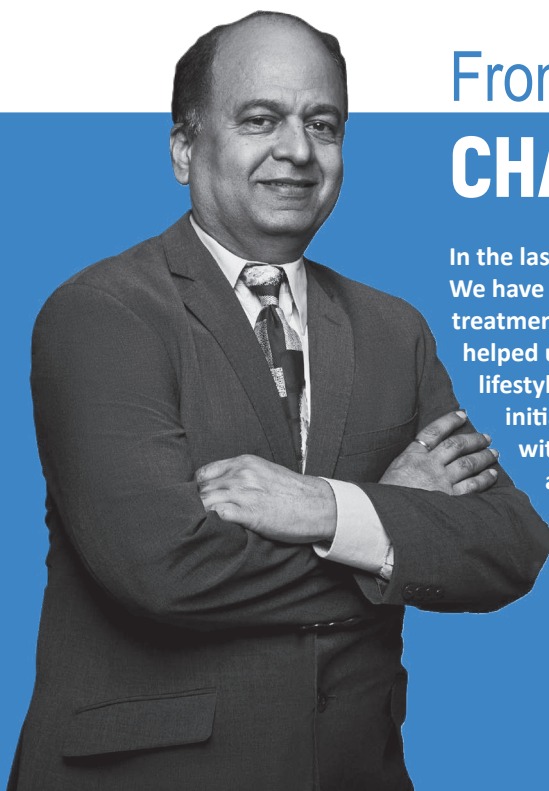


**VOLTAS**  
A TATA Enterprise





 [WWW.VOLTAS.COM](http://WWW.VOLTAS.COM)



## From the **CHAIRMAN'S DESK**

**PRADEEP BAKSHI**  
Managing Director and CEO

In the last 65 years, Voltas has been in the forefront of developing the infrastructure of our nation. We have been part of key government and industrial water management projects that include treatment and distribution of clean drinking water to households. Working on such projects has helped us to play a significant role in safeguarding the environment and providing a sustainable lifestyle to the people of India. We are keen on partnering with the Government for their initiative of providing clean drinking water to across the nation. We are confident in partnering with this initiative owing to our unparalleled expertise in offering turnkey solutions that are differentiated in quality, safety, timely delivery and cost effectiveness. Moreover, as a TATA enterprise, our innovations and expertise have always been deep rooted in the betterment of the nation.

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## OUR STORY

Our planet and its globalizing economy face acute resource challenges. Survival, in the long run, presents a new set of leadership challenges for both business and public institutions to take on the impediments of coupling the economic growth with the millennium sustainable development goals (SDG).

WAE is a science-led emergent environmental services corporation playing a leading role in the worldwide resource revolution by defining and developing all products and services based on responsible circular growth while exploiting the full potential of digital technology to take up today's major existential challenge – WATER.

## GREEN THINKING

### Say NO to Bottled Water.

WAE's activism against bottled water counters how Mega corporations of the world have reduced water to just a commodity than a human right and a natural resource. Besides contributing millions of tonnes of high GWP gases into the ecosphere during plastic manufacturing, the Bottled water industry mines billions of gallons of groundwater, leading to severe water scarcity around the manufacturing sites. The journey began a decade ago with the crusade against the narrative that positions Bottled water being healthy and clean.

Today we are proud to assert that our





TRANSFORMATION

**33,35,354**  
kg CO<sub>2</sub>e eliminated

**6,00,000**  
Plastic water jars removed

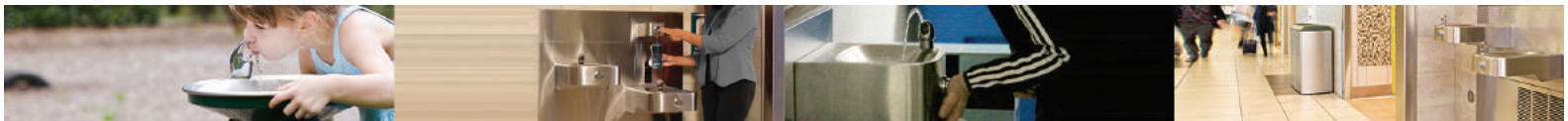
**83**  
Million liters water saved

WAE's award winning program empowered clients in India and abroad to switch to viable green alternatives; from plastic water jars to healthy and efficient source of water complying to BIS 10500:2012, standard for drinking water.

**INNOVATIVE**  
WAE Drinking Water Stations, with its integrated purification, chilling and dispensing system provide a comprehensive hydration solution and a sustainable alternative to plastic water jars at corporates and institutions.

**SUSTAINABLE**  
Removal of plastic water jars has resulted in reduction of direct carbon emissions during manufacturing and incineration while indirect impact during logistics & delivery of plastic water bottles.

**COMPLIANT**  
WAE Drinking Water Stations comply to NSF/ANSI 42, NSF/ANSI 53, NSF/ANSI 55, NSF/ANSI 58, NSF P231 and Article 9 of European Regulation (EC) 852/2004.



products and services have helped us transform how corporates, Institutions, and Industries cross India source drinking water. The constant patronage and motivation of our clients not only made the journey so far worthwhile but also empowered us to lift sustainable and ethical hydration to a whole new level. The green transformation they embarked upon has been represented by carbon footprints savings and water footprints conservation.

## IMPACTING LIVES

“The wars of the twenty-first century will be fought over WATER”- Ismail Serageldin.

It started with the symbiotic association between Earth and the lifeforms. Soon with few decades into the search for comfort and convenience, humanity exploited nature to

an extent where we are at perilous that call for necessary measures towards Greener tomorrow for the posterity. Organizations across the globe are investing in making sustainable technologies viable. Enabling their thoughts and empowering their actions with tangible solutions, together, we have made a colossal impact by the movement - Say No to Bottled Water.

The will, dedication, and persistence provided the necessary impetus to this movement and made a considerable impact in sustainability space with reduction of 3.3 million of CO<sub>2</sub> kg e, 0.6 million plastic water jars removed from circulation and 83 million liters of water saved during the last eleven years of our existence.



[WWW.WAECORP.COM](http://WWW.WAECORP.COM)

[WWW.BRANDWAE.COM](http://WWW.BRANDWAE.COM)

## From the CHAIRMAN'S DESK

**ANUPAM JOSHE**

Founder & CEO  
WAE Corp

We have a challenging and inspiring mission: to be the leading and most admired environmental services organization with a core objective to make a lasting contribution to the quality of life. Our focus lends us the opportunity to develop innovative products and services.

As a company with a firm foundation in science, we have a flair for research and an excellent track record of turning that research into useful and eco-safe technologies, products, and solutions.

The journey so far has been rewarding for all. It is a Journey that endures so that everyone can enjoy a planet that will allow them to live “according to their needs and aspirations.” But in times to come, the real transformation will be guided by our capabilities, commitment to stay on the course of a challenging strategic path, and willingness to go the distance in our quest to generate enduring value for all.



THE ECONOMIC TIMES

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## OUR STORY

Xylem (XYL) is a leading global water technology company committed to developing innovative technology solutions to the world's water challenges. The Company's products and services move, treat, analyze, monitor and return water to the environment in public utility, industrial, residential and commercial building services settings. Xylem also provides a leading portfolio of smart metering, network technologies and advanced infrastructure analytics solutions for water, electric and gas utilities. The Company's approximately 17,000 employees bring broad applications expertise with a strong focus on identifying comprehensive, sustainable solutions. Headquartered in Rye Brook, New York, with 2018 revenue of \$5.2 billion, Xylem does business in more than 150 countries through a number of market-leading product brands.

Xylem is committed to addressing significant water challenges in India, along with broader stakeholders, and views India as an important source for developing technology and solutions applicable for emerging markets. Xylem Water Solutions India Private Limited was established in 2011 for this purpose. At present, Xylem India has its Technology Centre campuses in Vadodara and Bengaluru, state-of-the-art assembly and testing facility of Large Vertical Turbine pumps, large Horizontal Split Case Pumps and Metallic Volute Pumps in Vadodara, UV manufacturing facility in Bengaluru and sales offices in Bengaluru, Noida, Thane, and Pune.

## GREEN THINKING

Xylem designs, manufactures and services highly engineered products and solutions

ranging across a wide variety of critical applications, primarily in the water sector, but also in electric and gas. Our broad portfolio of products, services and solutions addresses customer needs across the entire water cycle, from the delivery, measurement and use of drinking water to the collection, test and treatment of wastewater to the return of water to the environment. From pumps to smarter aeration to advanced filtration to chemical-free disinfection to monitoring & control solutions, Xylem's experts evaluate the varying needs of customers and help them find the right solutions for their application. Through the brands that have been trusted for decades, Xylem offers hundreds of solutions backed by a comprehensive, integrated portfolio of services designed to ensure that water and wastewater equipment keeps running at its best.

## IMPACTING LIVES

Xylem provides leading-edge technologies, innovation, data and expertise to customers that help them reduce water losses and optimize water system assets – addressing affordability issues; water reuse and conservation solutions that create water and energy efficiencies – addressing availability & scarcity issues; and smart solutions that lower greenhouse gas emissions and help prevent and/or quickly respond to sewer and storm water overflows – helping communities build resilience.

A few such projects where Xylem solutions have impacted lives and changed it for better are as follows:

- Flygt A-C custom made pumps from Xylem are turning the Lift irrigation schemes such as Kaleshwaram Lift Irrigation Scheme



**xylem**  
Let's Solve Water





(KLIS) into reality. KLIS is the world's biggest irrigation project that is set to end water woes of the Telangana state. Xylem provided solutions for lifting 75000 litres of water per second to a height of 35 meters, for Sundilla pump house.

- Pune Municipal Corporation (PMC) adopted Xylem's Smart Water Meters to better gauge water consumption, investing in more than 275,000 Sensus iPERL™ meters to monitor, measure and manage activity across its network. It is the first-ever city-wide deployment of smart water meters in India with the aim to reduce non-revenue water by more than half.
- YSI real time monitoring system from Xylem is providing robust set of high quality data that is supporting the water quality indicators in Chilika Lake's

Ecosystem Health Report Card. The salinity data of the lake assist Chilika Development Authority (CDA) and resource managers in knowing the wetland water characteristics. It provides guidance for dredging and maintaining the mouth of lake, which will increase tidal flushing and maintain optimal levels of salinity.

Xylem understands its responsibility towards the society. Xylem's corporate philanthropy program "Watermark" are delivering water to millions of people around the world. Our mission is to provide and protect safe water resources for communities in need around the world and educate people about water issues. Through Xylem Watermark, Xylem works with best-in-class nonprofits to address the full spectrum of water challenges by providing financial support, water technology, and sanitation and hygiene awareness & education. Xylem Watermark delivers sustainable solutions, combining community-based interventions with regular monitoring to ensure projects meet local water needs. Xylem in India is supporting schools in West Bengal, Gujarat and Maharashtra through its corporate philanthropy program "Watermark" to provide safe water, sanitation and hygiene education.



[WWW.XYLEM.COM/INDIA](http://WWW.XYLEM.COM/INDIA)

## From the CHAIRMAN'S DESK

**H. BALA**

MD, Xylem India

India is facing severe water scarcity. With depleting water resources and inefficient use of already available resources, the condition of water in the country will become worse if we don't act now. Water conservation, water reuse and efficient use of available water resources are the only way India can prevent the "Day Zero" situation.

Digitization is transforming the way of working in water sector. Digital technologies are utilizing the value of data, automation and artificial intelligence which help key stakeholders on better system level choices by scanning, foreseeing and predicting the upcoming complications thereby making the right recommendation. It empowers them to take best future capital and operational investments decisions.

Xylems possess an array of smart products and services that is helping utilities, communities and industries to solve water in efficient, effective and economical way. The products and solutions by Xylem are backed up by the global brands and many years of expertise. These solutions have been implemented across the globe and significant benefits have been realized by the stakeholders.



# **Glossary**



Amp Energy

Belectric

Cropin

Efftronics

Geocycle

Husk Power

Ion Exchange

Joy e-bike

Lenzing

Relpet

Renew Power

Toshiba

Voltas

WAE Corp

Xylem

THE ECONOMIC TIMES

**CHAMPIONS**

of

**SUSTAINABLE  
SOLUTIONS**





## Disclaimer

The Economic Times Champions of Sustainable Solutions 2019 is the result of cumulative inputs taken from a sampling of brands and does not purport or claim to be a comprehensive study on the subject of branding. This book is not to be taken as a ranking of brands in the Indian context.

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