



# WORLD WATER & WASTE



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# Let's Create Alternate Water Sources To Meet Growing Needs of Water





**“Today on World Environment Day,** the world is valiantly battling one of the world’s deadliest virus outbreaks that have affected people’s lives and global business environment.

On the positive side, the world has found “new ways” to manage its business and environment. Fortunately, for the world, COVID-19 spread has not found a way through water! Public utilities in India and the rest of the world have ensured the supply of adequate clean water to limit the spread of the disease by frequent washing of hands during lockdown periods. Thus, today more than ever, public awareness of the value of water services has grown during the pandemic.

Pre-COVID-19, our Government had made ambitious investment plans to meet the rising demand for water, ensuring every home is connected by water supply. Post COVID-19, it is widely expected that Government spending on water infrastructure may take a lower priority against the national priority of investment in saving lives (health care), rejuvenating economy (GDP), and ensuring job security to millions. Under this changed scenario, it is imperative that water is effectively managed not just at the source but throughout its life cycle to ensure its availability for industrial, domestic, and agricultural use.

At Ion Exchange, we pioneered the concept of ‘Alternate Water Sources’ to meet the growing needs of water using seawater desalination, sewage, and





Our ISO 9001, 14001 and OHSAS 18001 certified facilities manufacture world-class ion exchange resins for water and non-water specialty applications, membranes, water treatment chemicals, and specialty process chemicals. Our 360° total water and environment management, waste to energy projects for solid waste management backed by one of the largest service infrastructures has been meeting demands of industries, homes, and communities for more than five decades.

The future post-COVID-19 offers exciting opportunities for the Water Industry to innovate, apply technologies to further improve efficiencies, and reduce costs while using alternate sources of water. Digitalization and speed of adapting it along with newer innovations are already unfolding. In my opinion, post-COVID-19 offers the industry many “new” opportunities for applying “new” innovations as we settle with “new” ways of managing our lives and environment. This, I will say will be the “new” beginning for the Water Industry on the World Environment Day 2020.”

**- Ajay Popat**

President

**Ion Exchange (India) Ltd.**

*As the President of Ion Exchange (India) Ltd, Mr. Ajay Popat is responsible for corporate functions in technology, marketing, communications, heavy industry business verticals, environment division, and corporate affairs. He loves to read, socialize, mentor people in the field of water & environment, plastics, surface coating & chemicals, apart from general management, business strategy, and competition.*

*Ion Exchange offers total water and environment management solutions for all sectors - infrastructure, industry, institutions, municipal, homes, and communities, urban and rural. Ion Exchange is a manufacturer of ion exchange resins for water and non-water applications, membranes, water treatment chemicals, and specialty process chemicals, in ISO 9001, 14001, and OHSAS 18001 certified facilities. It offers design and supply of water, process liquid, wastewater treatment, water recycling plants - packaged, pre-engineered and custom-built, on turnkey, BOT, and EPC basis.*

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