



SUSHIL SETHI

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Q. How did you enter the Water Industry?

I am passionate about water and there is a lot that needs to be done to make drinking water available to every citizen across the country. I have had no chance to think anything else in the last over three decades when we established SPML, which is today the only Indian company featuring in World's Top 50 Private Water Management Companies.

Q. Kindly share your contributions and achievement for the Water Industry.

At SPML, success is a measure of promises kept. It is the single most cherished dream in every project that we undertake. Commitment to the cause has driven us in the last three decades and we have executed more than 600 water projects in India to provide drinking water to millions of people. Today, we are working in almost all states of India in developing sustainable water infrastructure and believe that these facilities will help in addressing the water issues for next many years.

Our excellent works has been widely recognized and SPML has received a number of prestigious awards in the past few years including the Global Water Awards Commendation for Water Project of the Year.

“ In making a self-sustained India in the water sector, we have to build large platform with requisite strength and capacity to take larger roles in sustaining India's water resources ”



Q. What is your viewpoint about this industry?

Water scarcity is a big problem, around one third of the world's population live in water scarce areas. Population growth, urbanization, industrialization and life style changes are putting more stress to already shrinking water resources. With these trends continuing, two thirds of the world's population could be living under water stressed conditions by next decade.

Situation in India is about the same and we need to take quick and remedial actions as we do not want India to become a country affected by chronic shortage of freshwater. The water conservation programs and wastewater reuse must be promoted and implemented in true spirit.

Q. Kindly share your vision of the Water Industry in 2020.

My vision of India's water future should be to create greater awareness to awaken us all. Our beliefs towards water must change, from a free commodity to the most precious resource. India's developmental strengths which formed the foundation of our past achievements should be the basis of our future activities towards capacity building. The true vision for water must emerge as a living and dynamic reality in the minds and hearts of the people with determination to realize our full potential.

Q. What is your take on being Water Mogul?

I am passionate about water and this passion led us to establish our company more than three decades ago when water management was an unheard business proposal. We made a decision to promote water sustainability and develop better water infrastructure for the country. I feel good that the efforts we made over the years in water sector are being recognized and happy that Water Digest is honoring this devotion in the form of Water Mogul.

Q. What is your message to the industry?

The implications of water scarcity are immense and the problem is expected to get terrible if proper and planned action is not taken. It is becoming essential that Indian water companies and utilities across the country move towards water efficiency with the technological know-how through collaborations with each other and with international firms. We need to have innovative water solutions customized to address our country's unique needs and building capacity particularly in recovering the resources from wastewater and ensuring the quality of drinking water with technologies and innovations. We also have to ensure that the overall state of our rivers and water bodies must improve and all the sewage and industrial effluent are treated before they are discharged into the rivers.
