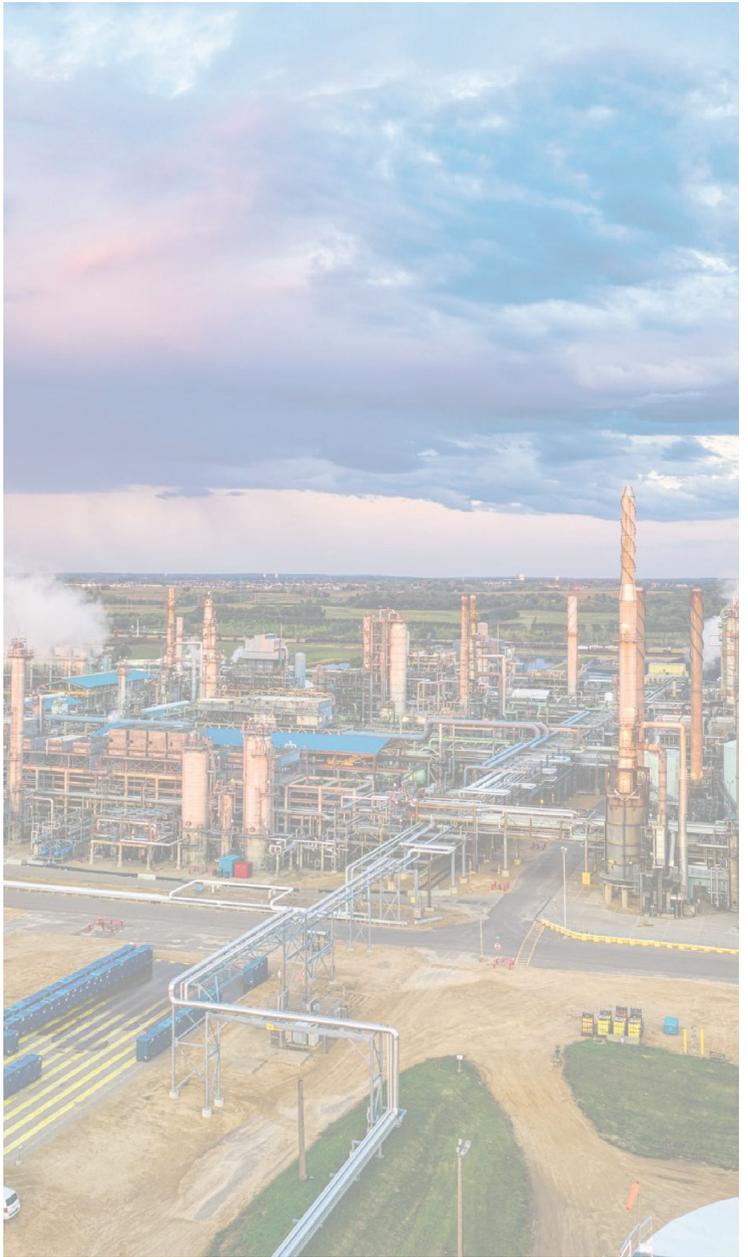


ECOPHORIA COUNT



**An Urge to Your
Good Sense...**

**Connect the Dot to
Carbon while you
save on Costs...**

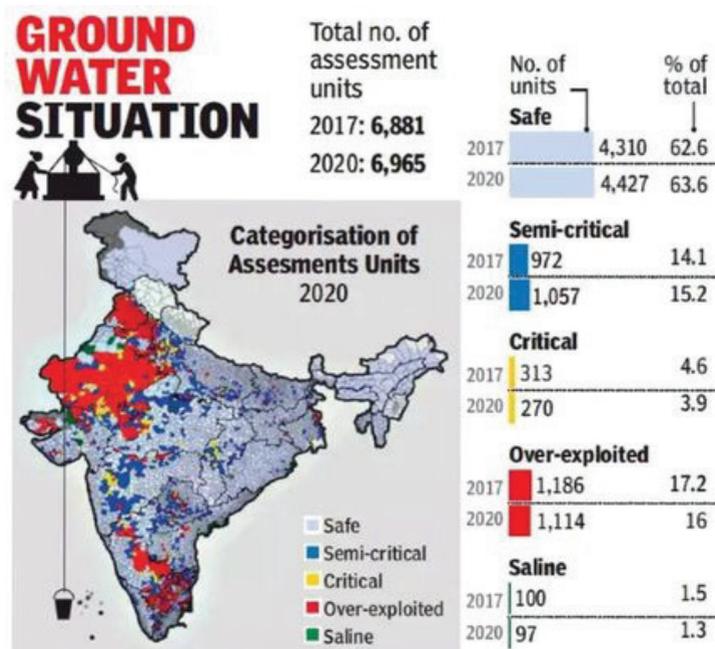
**Why do
companies and
institutions shy
away from the
obvious?**

An Urge to Your Good Sense...

This is a very recent report. It offers the world just five years for saving ourselves as the human race. "The risk of failure is real – and the consequences almost unthinkable. Each company, organization and individual will need to decide what they will do in the race to the deadline. But all will have to do something radically different. Incremental improvements will not suffice."

Eco Count and the team stands by to help you do something transformational. Stop using borewells. Stop using tankers. Minimise use of grid water and energy. Don't hurt your business while you reduce your use of fossil water and fossil energy.

This is not a business appeal. This is an urge to your good sense. After all, What can you expand and grow if you don't have the business itself to run?



Connect the Dot to Carbon while you save on Costs...

Do a cursory check of the browser for solutions for reducing carbon, and you are assaulted by jargon.... “Maximize your sustainability outcomes with a flexible & scalable data management platform,” one of them says... “Streamline Data, Simplify Audit & Manage Performance,” says another... There is another one that exhorts: “From investing in energy-efficient equipment to reducing travel, there are lots of ways in which companies can reduce their carbon footprint,”

No one tells you specifically what you can do to cut carbon, if that is your goal in the company. Any CXO is not, in reality, interested in all the tired talk on climate change, sustainability. You and I want solutions that will either reduce our capital cost for creating or running our buildings. Or want retrofit solutions for ballooning costs of energy or water.

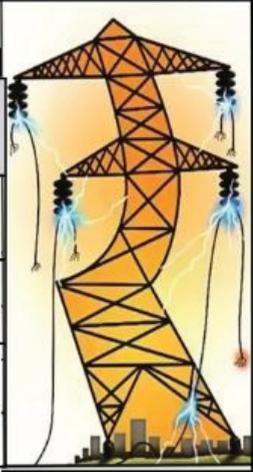
“Only five years ago,” says one CFO of a company that pays over ₹1 million or ₹10 lac every month, “I used to purchase water at about ₹100 per thousand litres. Today, I pay about ₹200 for the same purchase, if I were to add up the cost of the softener plant for treating water we buy from tankers or even some times from the Jal Nigam,” That is a doubling of cost over just 3 years on just water.

If you are a key business manager at your company, you will remember how you paid about ₹10 a unit of electricity. Today, if you are in Maharashtra or Gujarat, you pay as much as ₹18 a unit if you add up GST. Says one of Ecophoria’s client CEOs, “My investment in a few solutions for energy has paid off hugely. A saving of 10,000 units of electricity a month has been achieved at a cost that I know I will get back in about 2.5 or 3 years.”

Our experience with many such clients who are running large institutional [educational] or corporate campuses [manufacturing plants] has been that the Carbon reduction that they achieve is only incidental to them... Understandable if you realise the healthy competitive pressure that every management exerts on business managers: reduce cost, enhance quality of water or energy the buildings get, and in the process make for some sustainability bottom lines that help ESG or other requirements for the company.

All the aggressive claims of how Cloud infrastructure help Indian companies, is good. But that is a small part of the story. Digitisation can help but without getting down to brass tacks, with real solutions, on the ground, with solutions that rely on engineering innovation, and on getting solutions to hang together for the longer term.

PREPARE TO BE SHOCKED		
Category	HT -1 Industrail	HT -1 Commercial
2022-23	8.4 ₹/Kw	11 ₹/Kw
2023-24	9.6 ₹/Kw	12.8 ₹/Kw
2024-25	11.7 ₹ /Kw	13.9 ₹/Kw



Source : [economictimes.indiatimes](https://economictimes.indiatimes.com)

Why do companies & institutions shy away from the obvious?

A water advocacy leader from the US writes recently, “The question we have been seeking to address is, why hasn’t rainwater harvest been a significant player as solutions all these years? Whenever it rains, I wonder why we don’t harvest what we need – which is so little in relation to the quantum that the skies offer. Why haven’t consultants and experts in the water space tried to catch and hold it? Given the obvious risks of inundation when there is a massive downpour, a simple network of percolating systems can work wonders.” She continues, “One of our senior professionals searched 2000 projects of a large, worldwide donor organisation, and could not find a single instance of rainwater! Most such organisations assume it to be inconsequential.”

A middle level manager of a company into water purification, over a chat, said, “We have about 100,000 sft of rooftops in one of our plants. We capture the rainwater, but drive it down to borewells, and into percolation pits. The top level management has turned down suggestions for collecting and upgrading rainwater to drinking grade water at little as cost.”

Another leading hotel chain in the hospitality sector has been driving a CSR initiative, more to fulfil compliance needs of offsetting their groundwater extraction, with schools they pick up for rainwater harvest. But what is shocking is that the regulations of the Groundwater tribunal only insist on recharge into percolation pits, and not use of precious rainwater directly as potable water with some traditional treatment approaches that serve with lasting impact.

At Ecophoria, we are foxed. Why would large, bulk water-users among companies, institutions blessed with large land areas, unwilling to see the obvious? Your response, dear reader, will help us understand how we can lick this challenge..

The Value Proposition Gaining Strength

We look back at an eventful year. The team is consolidating. Focus on what we ought to be doing is gaining strength.

The question we ask again and again is: can you shed your 'vendor mindset' and help us look at your company's challenge from the same side of the table, with us partnering solutions for you? Says our marketing specialist, and one who has worked with many different market domains, as enabler:



“Over the last few months, we are getting closer to shaping that one economically viable proposition that will excite a bulk water- or energy-user to pause, to look at the pain points they have, and really listen to what we have to offer as a hard look at the solutions that lie within their system.” He adds, “You have to target those companies and institutions where the decision-making layer is not thick.

Employee-led organisations don't bite easily, for the decision-maker often is not the person who is interfacing you at Ecophoria.” This colleague of ours is wrestling with the challenge. He is redefining the algorithm to find just the right blend of institutions, companies, that will need the game-changer plans for savings that we offer as a team of formidable experts.

Why Fix What Is Not Wrong?

They find it hard to believe. They don't respond quickly enough. They don't often see that there is indeed a problem that needs solving. Says a veteran sustainability crusader and mentor to Ecophoria, "Most companies do not realise they have a problem. They are used to paying the costs for years. They do not want to fix what is not wrong, or at least what the management is not questioning as cost. So we end up offering solutions for problems that do not exist."

What is amazing is that the client portfolio is gaining strength. Projects now seeking solutions from Ecophoria are in Kolkata, in Hyderabad, Chennai, Bengaluru. There are a couple emerging in Pune. The challenge varies from reducing water purchase from a low of 50,000 litres a day to 250,000 litres. Energy demand of buildings and campuses we are addressing vary from 10,000 units a month to about 80,000 units.

The company is gearing up. There is need for a few more commando-like professionals to get on board the compact, efficient, hugely dedicated team. There is much to do...





A School cuts water purchase cost by half

A well known school in Bengaluru hosts 2000 students, and relies for 250 days of its academic year on about 60,000 litres every day of water drawn from borewells and bought by tankers.

The water they get from borewells and from tankers has been high on Total Hardness at nearly 2000 ppm. And so they use a softener plant that costs them additionally to every litre of water they treat..

The annual impact between purchase of water and the internal softener cost is about 15 million litres and about Rs 20 Lac a year.

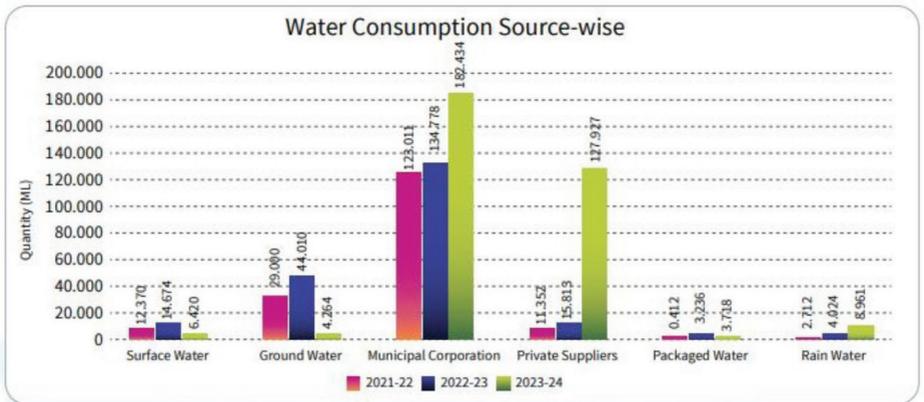
The school management invited the Ecophoria team to do a rapid assessment over 2 days, and liking what they saw as report, sought a more detailed diagnostic over seven more days of field investigation.

Current cost of Purchase and treatment of water	15 m litres / yr. ₹20 Lakh at 13 paise/ litre, rising to 16 paise /litre in summer months
Waste Water in a year	10 m litres / year over 250 days.
Treating waste-water for reuse in toilets and for gardens (not done so far and now introduced with a system that is Nature based, no pumps, no energy, no chemicals, and near-zero maintenance cost)	15 litres / student for 2000 students over 200 days. Or 7.5 m litres/yr.
Low Carbon Water generating infrastructure with only the buildings at the school.	8 m litres/yr. Savings : ₹12 lac / yr.
Other options for 'generating' water at the property:	3 m Litres. Savings : ₹4 lac/yr.
Carbon Tonnes Reduction a year:	300 CO2 tons/yr or 75 Carbon tons/ yr. .
Payback of Capital cost on the Green Water Infrastructure:	2.6 years. With total capital cost of ₹39 lac spent over 7 months, with savings of ₹16 lac a year.

We Start Where ESG Ends...

Here is a simple way of understanding what your company can do to reduce Carbon Tons with the ESG Dashboard as the baseline data document. You can see why Ecophoria solutions starts where ESG Reporting ends...

Here is a water management report of a company offering its ESG dashboard. The surface water use is small at 6%, rainwater use is negligible. Its annual use is at 300 m litres between Grid water and private supply. That is about 100,000 litres a day at about 20 paise / litre, and an annual cost of at least ₹60 lac. The Carbon tons [not depicted here] hover around 2000 tCO₂e or about 500 CT-e. With a combination of options from The Essential Ecophoria suite of solutions, this can fall from 1000 CO₂ tonnes, with the cost of annual water purchase falling by as much as ₹30 lac/year.



News Between The Lines

PM Kisan Programme for Cultivation Water is launched...

EcoCount presents a new column that picks reports on the Environment... sometimes announcements from the government... sometimes news clippings.

Often the way a news is presented with big numbers, it does not help you understand what its impact is or will be. This section will bring you the News between the lines.

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Mid September, the government announced the Kisan Sinchayee Program or the farm cultivation water scheme.

A reader of Eco Count needs no reminder that 80% of our annual rainwater goes for sinchayee or cultivation water. Piye jal or drinking water is not even 1% of all of that water. It's another matter that yet we continue not to do anything about offering drinking water, with simple devices low on cost, and that can be reached to people even in remote tehsils.

This report talks of how ₹4500 Cr could be made available. It seems like a large amount, right? Wrong. To one panchayat typically of about 4000 acres with about one-half being cultivated lands, the cost of doing a watershed, with little or no contribution from a farmer (for he cannot afford it) will be about ₹8 Cr. The break up is pretty simple. To every acre, there will be a capital cost of doing bunds, revetments, trenches, a farm pond ... with about ₹1 lac if the money reaches the hands of the farmer with a system that protects abuse by the middlemen in Govt or outside. This means that this fund now being announced will reach about 450 panchayats.

India has over 250,000+ of them, each hosting an average of 4000 acres. ₹ 4500 crores seems like a large amount. It is so minuscule that it is better that the government does not announce such a scheme at all for it will not make even a dent.

The report goes on to say glibly that the fund will cover command area development, surface minor irrigation and all the rest. What it does not say is how many villages can this pittance reach! There is more the report offers, all of which is true, with the lie of the money being a symbolic minuscule amount, buried. .

ECOPHORIA

ACCELERATING SUSTAINABILITY
TRANSFORMING MARKETS

Talk to us to learn about our
unique approaches with
Systemic Intergration of
Sustainable Solutions



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