



MOHDNASERAZEEZ
CATEGORY: 3-7YEARS
AqualityWaterSolutions



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QUALITYWATERSOLUTIONS is known for its expertise in handling the filtration and purification needs of commercial and industrial water treatment with technologically advanced designs and optimally functioning systems. These

systems can also be made available in customised specifications or configurations to suit individual requirements of output water that varies from regular household consumption to specialised industrial processes. "Ancillary equipment and systems for water supply, storage, cooling, dispensing, recycling and rain water harvesting are also part of our product offering," says Mohd. Naser Azeez, Director.

The idea behind the startup

Topographic differences, temporal uncertainties and rapid economic growth over the last few decades have brought water-related issues to the forefront. We face several major challenges such as citizens' access to quality drinking water, increasing salinity in groundwater supplies, reliable water sources for industrial growth and public health crises due to untreated sewage and polluted rivers. While water stress is the concern at the national level, many communities and regions are already battling more serious crises.

We at Aquality (AWSPL) believe that innovation holds the key to growth and sustainability of any organisation. While high growth remains a key parameter to success but that in itself may not ensure community development and environmental replenishment. In the current socio-economic scenario where environment has become the priority globally, efforts are required locally to achieve growth, which benefits at a greater scale in the water sector.

WHEN EVERY DROP COUNTS

The USP

It is our integrated approach to common goals that sets us apart. Cooperation over competition, sustainability over profitability, livelihood over employment, solutions over sales, value creation over marketing are some of our priorities in the long term. We strive to create a positive impact at the community level with our interactions.

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Business model

As an entrepreneurial firm in an era of extreme competitiveness, we move ahead by creating value rather than pursuing business. This strategic choice is reflected in our approach at every step, it is something we count on to emerge as a leader.

The way forward

As innovative entrepreneurs, we would definitely be focusing on efforts to bring in sustainable solutions. This could address the needs at the ground level like our innovation, which uses renewable energy for water treatment. Such products will be the future of the in

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industry that has more or less been dependent on technology developed in other countries and tends to be unsuitable for local conditions. With innovation as the core strategy, AWSPL anticipate to be at the forefront of the industry providing solutions to the most demanding needs, be it products or services.

Overseas foray

Global markets have always been a strategic goal from inception as the water treatment industry's scope extends beyond geographical boundaries. That being said addressing the international market requires resources and strengths at an extended level, something which we are on track to achieve.

Social touch

Innovative products for safe water in remote areas, awareness and information on water conservation are some of the social causes taken up and pursued by us where the impact is not measurable in units. However, employment, training, skill development and services that have a more apparent impact are some of our achievements at social level.

The paradigm shift

Businesses do normally change the way they operate when technology develops making previously unattainable targets easily reachable. However, to withstand or evolve with drastic developments and changes in technology, the organisation has to be extremely dynamic and adaptable. For the record, entrepreneurial organisations have the ability to embrace and adapt than traditional business models, which have a rigid structure.

The IoT is changing the way equipment is designed to interact with users/operators while enabling realtime access and control to key parameters. This has drastically improved the performance and maintenance of water treatment equipment.

Tech disruptions

Artificial intelligence, machine learning and blockchain, which are among the latest in technological advancements aiding the industry can have a positive impact if

incorporated in the business model. However, implementing and integrating these in the business require rethinking the existing processes from scratch. This may take some time but eventually these advancements hold great potential across the vertical.

Idea of wealth generation

All wealth created cannot be measured in terms of financial figures nor marketability. Even though profitability is historically the main criteria of success to assess an industry, the water treatment industry is more about fulfilling the basic needs of existence.

For me, choosing this industry was beyond the considerations of profits. Satisfaction comes from being able to provide affordable access to safe drinking water. That being said, as an industry, water treatment has immense potential globally as products are being developed that can overcome scarcity issues by treating any kind of water for reuse multiple times.

Self realisation

As a matter of fact there has been no such single moment yet, but looking back I realise that initially the challenges and tasks were smaller in scale which have multiplied several times during the years. That shows that we have grown to be counted and recognized. In fact this nomination and award is one such moment. Down the line I would look at creating opportunities and supporting those who are struggling with similar challenges I faced initially.

Message to young entrepreneurs

Entrepreneurship is all about perseverance, working hard, thinking smart, not getting killed by stress, paying attention to details without getting distracted, overcoming weaknesses, focusing on core goals, sacrifice, taking along people, adapting to situations positively, embracing and learning from mistakes to name a few.

To summarise there is no single formula to being successful but it is a culmination of factors and efforts. **BW**

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