Green Way
Newsletter

www.greenvironmentindia.com
(An IIT Madras incubated /graduated Environmental Engg company)

June 2021

Eight Years and Going...

Greenvironmentindia's longstanding relationship with its clientele testifies RTM's success in optimising water use, reducing water spend and ensuring mandatory environment compliances

"Water challenges at the outset looks contradictory, like swimming against the current but RTM (Real Time Monitoring of Water Quality and Quantity) was helpful to keep us afloat since 2013", the team Greenvironmentindia received an interesting anecdote, while interacting with the water managers of various industries.

They went on to say that "we confronted with the dictum of reducing the water spend, while the demand for water was on the rise. Further we had to think over the way out to demonstrate the quality of water at various stages of consumption. Adherence to mandatory environment compliances and reducing the water footprint were also in demand in order to keep the green credentials of our respective entities afloat."

The anecdote, simply reflects the success of Greenvironmentindia's RTM in fulfilling challenges of saving water cost, ensuring water quality and reducing water footprint.

The RTM Way

The clients who are using Greenvironmentindia's RTM for the last eight ears, cutting across sectors such as food processing, hospitality, shopping malls, commercial complexes and residential sector testify RTMs effectiveness in addressing the water challenge at times.

RTM stands for a lasting commitment, commitment to reduce water foot print, optimize water use, ensuring water quality and to reduce water spend.

In a competitive business scenario, even the noble idea of reducing water footprint would go long only when it adds value and help to address costs. RTM's stress to contribute to the demands of operational efficiency of water and waste water treatment plants, cost reduction, maintaining environment/pollution compliances and energy saving makes it inevitable for its clientele.

But the highlight of RTM is its inherent system to ensure transparency of real time data about the water quality, for both fresh as well as recycled water. This enables the respective industry to look into the water sources in case of fresh water and efficacy of water recycling plants in case of recycled water. The data about the recycled water quality helps to maximise reuse of water for more non-potable purposes.

For industries, especially food processing industries ensuring water quality is challenging. Keeping water quality as per the strident water quality norms for water used for potable as well as non-potable purposes is crucial to ensure food safety. Many food processing industries supply processed food products to overseas markets where the water quality parameters are even more strident.

For hospitality sector, where eco-friendly services is the watchword, besides enhancing water reuse, RTM helps to promote the clientele to prove their green credentials.

For residential sector, commercial complexes and shopping malls, RTM helps to reduce the water spend as municipal supply of water is shrinking and dependence on private water suppliers who charge exorbitant rates, is increasing.

Site Staff Trainings

Greenvironmentindia organised Virtual RTM Site Staff Trainings on June 17th,19th&26th 2021.

Virtual Water...

The concept of 'virtual water' is used to refer the hidden amount of water involved in the production of products or services and which is subsequently considered as embedded in that product or service. "Embedded water" or "indirect water," are the other terminologies used to refer such water "hidden" in the products and services people buy and use.

Water in varied quantities is used in production of various commodities or in the process or realisation of various services. When goods and services are exchanged, virtual water is also exchanged. When a country imports a water-intensive product, it imports virtual water. In international trade 'virtual water' concept has a special significance in an era where many water-scarce developed countries are shifting production base of water intensive crops and commodities to developing countries. For example, it requires about 4325 litres of water to produce one kilo gram chicken and 2497 litres of water to produce one kilo gram of rice.

This may push the impoverished population of developing world to severe water scarcity in the coming years. Hence, including the hidden cost of water in the pricing is being discussed as a measure to compensate for the hidden water used in the cradle to grave journey of products and services.

The concept of virtual water was first introduced by Dr John Anthony Allan, a Middle Eastern specialist in the School of Oriental and African Studies, King's College London as a way of understanding how water scarce countries could provide food, clothing and other water intensive goods to their inhabitants. For his contributions Professor John Anthony Allan was awarded the 2008 Stockholm Water Prize. He proposed that virtual water is the water required to produce a product from start to finish.

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