

ECOPHORIA COMMUNITY



JULY 2024

- **SAVING MILLIONS OF WATER-LITRES, ENERGY UNITS ... AND RUPEES**
- **WE OFFER SOLUTIONS FOR PROBLEMS THAT DON'T EXIST**
- **A COOLING COMBO THAT SAVES 80% ON USER COST**
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NO.1

SAVING MILLIONS OF WATER-LITRES, ENERGY UNITS ... AND RUPEES



Albert Einstein's quotes are always pithy, striking. All that counts... is another priceless one. Everything at Ecophoria is about designed and deliberated acts of counting, of reducing use, or saving money.

Ecophoria Count is a regular update that we will bring you every month... Of ideas, reactions and responses from people working on solutions, and those enjoying the benefits of such solutions.

It is about a year since we were invited first to check out a 'problem' that a senior manager in a Hyderabad-based company had. They had a CSR fund of 2 Cr and wanted us to look at rehabilitating a lake that lay outside their campus... We soon saw their motive was to see if the village panchayat would permit the company to draw about 150,000 litres a day for their process water and human needs of the 4000-strong workforce. We realised that their own campus had as much as 32 acres.

Our next question was to him was: if it is to serve your company's need, why would you want to look outside your own campus, when you had as much land that could be put to good use. What if we gave you an economically viable proposition with a quick payback of capital cost, would you pursue it? His annual cost of water purchase was about ₹90 lac. We offered a solution that would cut this by a whopping ₹40 lac, while it would reduce their water purchase by about 30 m litres a year.

It was an offer he found hard to refuse.

Today there are nine such projects that Ecophoria is designing and executing – varying from water needs of 100 KLD to 250 KLD, and energy demand varying from 10,000 units a month to about 80,000 units.

WE OFFER SOLUTIONS FOR PROBLEMS THAT DON'T EXIST



The small team at Ecophoria has 'tested' the value proposition with the handful of 'projects' for water or energy savings that have been taken up. Water costs companies were paying seemed to them fine and fair. And we were offering solutions that would have the cost of purchase! That had them puzzled. Why seek a solution when the company was fine with the costs, was the Supply Chain officer's dilemma.

When they realised that on a cost of ₹90 lac a year, we could save them ₹40 lac, they were intrigued but still did not want to act without the permission of the bosses.

That is the central challenge for the team at Ecophoria. Solutions we offer are good to be true, even for water industry professionals. The game-changing solutions beats the norm.

Over recent months, the effort has been to go out to the larger marketplace and find companies

in the MSME sector or the employee-led larger corporates. The intent is to reach out to business leaders who want to address the challenge of water they need every day, but with reduction in cost of purchase.

Some want to do it for the savings we offer them, while others are sceptical of what we can offer: if they have not cracked any such dramatic solution with all their experience, how can Ecophoria do it? There are others who are not willing to listen, for they know what they want, and are interested in only vendors who sell them products and equipment – again, they believe they know what is right. There are yet others who see sense in the process, but are afraid of taking it to their bosses for fear of being rejected, or fear of the bosses wondering why such simple solutions were not offered by this manager himself!



A COOLING COMBO THAT SAVES 80% ON USER COST

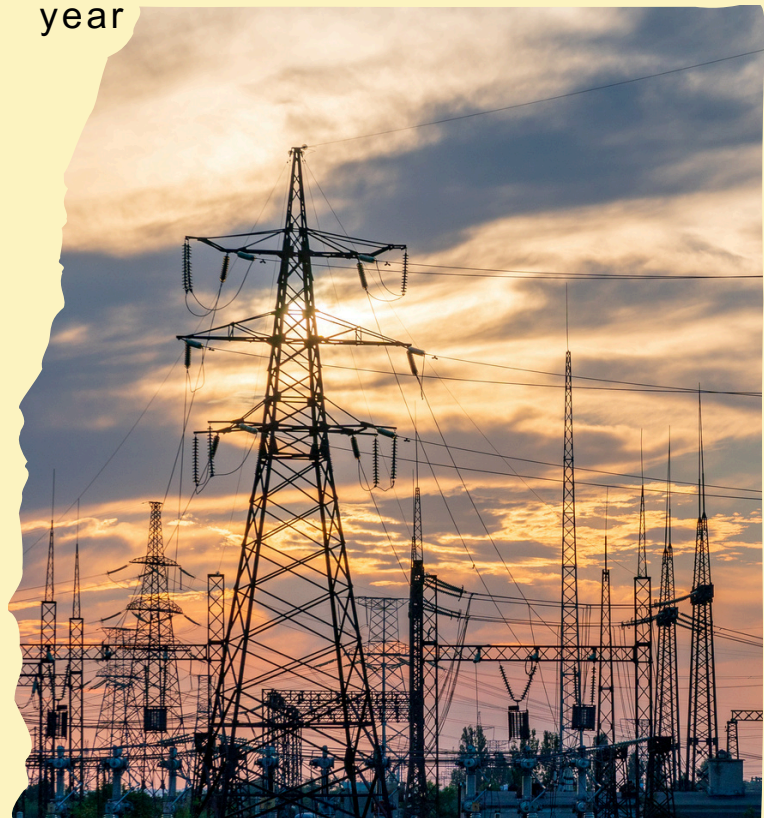
If you know what to ask, more than half your job is done....



It was a mail from a CEO who had known of our work. He was setting up a new office in Gurugram and given the heat, wanted us to design a cooling option for the entire floor of about 11,000 Sft.

Soon we realised he had secured a costing, thanks to another friend of his, at 1.1 crore with a regular, and competent, cooling system for the entire floor. We did what we do best: ask the right questions... of both a bunch of solution providers, and of the CEO on what he wanted in the office floor. Again it was not a vanilla solution that worked. We set down a brief, and then spoke to a variety of air management professionals before we got to a balance between Capital Cost and the recurring cost of energy bills every months. From a capital cost that he had secured for a conventional 'energy efficient' solution that was at ₹1.09 crore, we got to a 'cooling package' that cost ₹84 lac. The solution is now rolling

out in the building that hosts 450 people. The new cooling combo consumes 0.35 units for every TR of installation, against the 'conventional' solution that showed energy cost at 1.34 units of electricity per TR! The math showed that the annual cost of electricity from the originally proposed system, at ₹26 lac a year fell dramatically to ₹6.5 lac a year.



STORIES OF SAVING...

SOS #01: CHENNAI HOTEL'S WATER WOES

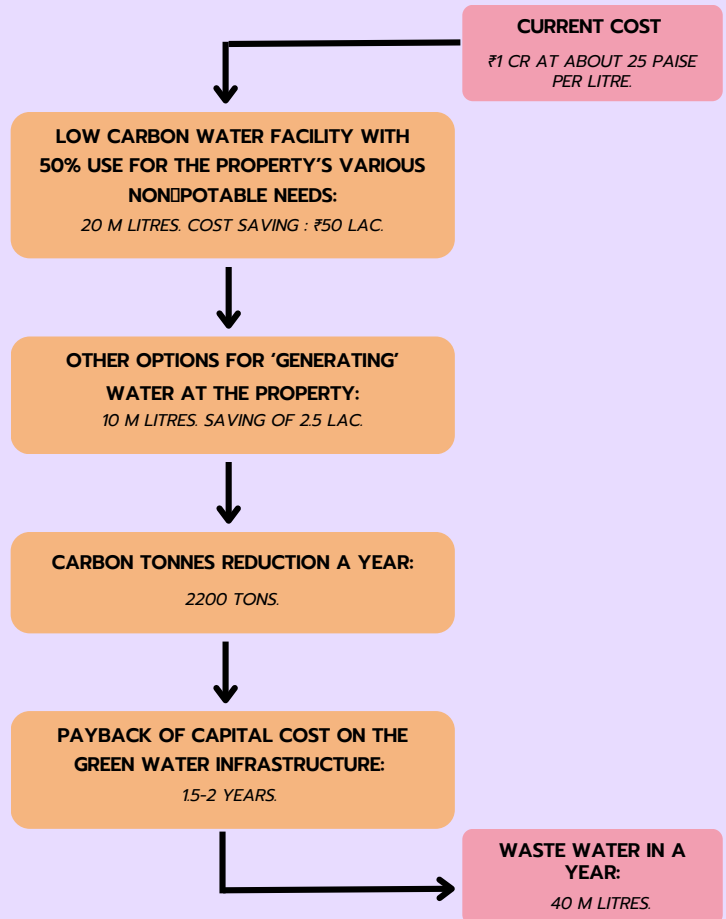
A premier hotel in Chennai puts out over 120,000 litres a day of waste water. The Pollution Control Board regulation in the city levies a 11 paise per litre – or about ₹13000 a day—as waste water cess. The hotel purchases water by tankers at a cost of ₹12 paise per litre—or about ₹14500 a day.

They treat the water they buy with a softener plant. And the cost of energy and consumables of this softening is about 3 paise per litre, or about ₹3600 a day. The annual impact between purchase of water, waste water cess, and the internal softener cost is a whopping ₹1 crore. The cost of creating a Treat-and-Reuse system is no more than ₹70 lac!

So what is the catch: Why is the hotel management dithering on creating the Treat-and-Reuse system which can help them recover the entire money – with interest cost – within two years of installing the system? It is the initial cash flow. It is like buying a car: you can't pay the entire money but would prefer an EMI even if it

means a financial cost, for the cash flow per month is something that you are able to meet comfortably than paying the entire cost at one go.

What would you do if you were the business manager leading the challenge?



STORIES OF SAVING...

SOS #02: GARMENTS FACTORY WITH 500 EMPLOYEES BUYS INTO NET ZERO WATER OPTION

Says the CEO of the company, a young man with a deep desire to instill green values in the company. “We were paying up to ₹8 lac a year on water. I knew that there were solutions for bettering our approach. Our sanitation water was stinking, we were using RO water for drinking and were not happy with the service but didn’t know what else would work. We had massive storage tanks, but didn’t know how to put them to good use for harvesting rainwater, although I had read about such potential.

“We didn’t even realise the water quality was poor. Ecophoria’s team persuaded us to do a water diagnostic. We were sceptical. Today we are glad Vijay Kanda persuaded us to structure the entire set of solutions.

We are set to save up to ₹7 lac a year, get assured quality of water, and rid our reliance on Tankers for water. We now what we had as a problem. All along we didn’t even realise we had a problem!”

