

BLUE PRINTS

The Studio Newsletter

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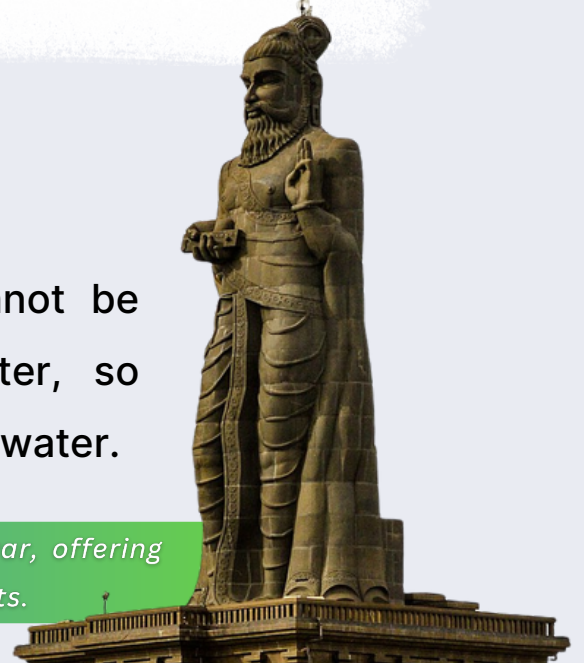
நீர்இன்று அமையாது உலகெனின் யார்யார்க்கும்
வான்இன்று அமையாது ஒழுக்கு

When water fails, functions of nature cease, you say;
Thus when rain fails, no men can walk in 'duty's ordered way

Interpretation :

If it be said that the duties of life cannot be discharged by any person without water, so without rain there cannot be the flowing of water.

Thirukkural is a timeless Tamil classic by Thiruvalluvar, offering wisdom on ethics, governance and love in 1,330 couplets.



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APEX Committee



Ranganath N

Director

Cognizant Foundation

With over two decades of leadership at Grundfos Pumps India, Ranganath N K is now an Independent Director and Consultant. He served as the Managing Director of Grundfos Pumps India for 22 years, leading its growth since inception. He has held key roles, including Past President of MMA, Chairman of CII Tamil Nadu, and AEEE and skills, manufacturing and CSR. Currently, he serves as an Independent Director and advisor to multiple organizations and NGOs.



Anand KV

*Chief Innovation Officer GDC - IIT M
Chief Mentor - Waterpreneur Studio*

KV is an innovation and entrepreneurship expert with extensive experience in India's startup ecosystem, training, and coaching. A former senior leader at Tata Sky, Hathway, and Flipkart, he has also held global roles at STAR TV and BSKyB. Post-corporate, he mentors startups through the Deshpande Foundation, UNDP's Youth Co:Lab, and other accelerators, while also coaching social entrepreneurs and women leaders. KV is a Cost and Management Accountant (CMA), a certified coach (ICF), and an NLP practitioner.



Raghuttama Rao

*Chief Executive Officer
GDC - IIT Madras*

R. Raghuttama Rao the former Chief Mentor of ICRA, a Moody's subsidiary. His last executive role was as MD & CEO of IMaCS, a management consulting firm he founded under ICRA with operations in over 20 countries and has experience in credit rating, consulting, analytics, and public policy. Mr. Raghu has worked with Larsen & Toubro and Maruti Suzuki. With a strong background in leadership and consulting, he has made significant contributions to business strategy and organizational growth.

APEX Committee



Dr. Pawan K. Labhassetwar

*Professor of Practice
IIT - Madras*

With over 4 decades of experience, Dr. Pawan led a group of scientists at NEERI and focused on water quality monitoring, treatment, greywater reuse, and groundwater pollution. He had published extensively on topics such as fly ash disposal, water safety plans, and sustainable water management. His work made significant contributions to environmental protection and water resource management. Published over 100 research papers, more than 250 papers in national/international conference proceedings, over 200 scientific reports and 12 chapters in books.



Nandakumar E

*Chief Executive Officer ICCW - IIT M
Director - Waterpreneur Studio*

Over three decades of experience in the corporate sector and a decade of experience in the startup ecosystem, where he has mentored startups and MSMEs using the Theory of Constraints. A certified facilitator in Lean, TPM, and Six Sigma, he also leads workshops at the IIT Madras Incubation Cell. Nandakumar is passionate about advancing sustainable clean water technologies and developing future leaders in the field. His leadership at ICCW aims to create a global ecosystem for disruptive water technologies and innovation.

Business Mentors



S. Vishwanath

Director & Advisor

Biome Environmental Solutions

36 years of experience in the water, waste-water and sanitation sector helping design rainwater harvesting, aquifer recharge, wastewater recycling and ecosan systems. Vishwanath S is the founder of Rainwater Club, Director of Biome Environmental Solutions, and Trustee of Biome Environmental Trust. He is a Civil Engineer from Mysore University and a Masters in Urban and Regional Planning from CEPT, Ahmedabad. He holds a Post-Graduate Diploma in Urban Environmental Management from Rotterdam in the Netherlands.



Fawzia Tarannum

Sustainability Consultant

Founder - Earthwise Environment

Dr. Fawzia Tarannum is a seasoned Water and Sustainability Consultant, educator, researcher, mentor, and social worker, with over 25 years of experience. She previously served as an Assistant Professor in the Department of Regional Water Studies at the TERI School of Advanced Studies, New Delhi, India. With 22 years in project management, teaching, and training, she is an interdisciplinary expert in the water sector. Dr. Tarannum is also a recipient of the prestigious University of Nairobi-IDRC Doctoral Research Grant.



George Rajkumar

President

Sanmar Matrix Metals

With more than 20 years of experience in the water pump industry - George Rajkumar had been associated with Grundfos India since 2001 - Before taking over as the Country President, he was the Strategy Director for Operations in the Asia-Pacific region. Currently serving as a President at Matrix Metals, which is an Energy, Utilities & Waste company. They are part of the Executive team within the C-Suite Department and their management level is C-Level. George Rajkumar holds a Mechanical Engineering degree.

Business Mentors



Sanjib Bezbaroa
Executive Vice President
Corp EHS & Sustainability - ITC

Sanjib previously served as the Vice President of Corporate EHS at ITC. He had multiple professional interests, ranging from safety engineering (electrical, fire, traffic) to behavioral safety and water and energy security. He conducted extensive work in these areas across various businesses and helped deliver benchmark performance consistently. Additionally, he has been focused on building institutional competencies and have been the architect of organization's strategic approach on these areas.



Shoury Singareddy
Executive Director
Bala Vikasa Social Service Society

Singareddy Shoury Reddy is the Executive Director of Bala Vikasa Social Service Society, an internationally reputed non-profit community development organization which has impacted the lives of over 6 million rural poor in 6000 villages spread across 6 states of India through various innovative community empowerment initiatives. Currently, focused on turning Bala Vikasa International Center in Hyderabad into a Center of Excellence promoting Social Entrepreneurship and Responsible Business



Santosh Nair
Business Consultant

With more than 20 years of experience in Business, Marketing and Product Planning, Santosh Nair is currently being a business consultant focused on Business Value Improvement and Growth Consulting. Presently, mentoring start-ups and assisting to raise funds/divest. Business Head with extensive Sales & Marketing experience in India and overseas. In his 20 years of work experience, he have worked in Saud Bahwan Group LLC Saud, NIIT Limited, Ford Motor Company, India and ITC Limited.

Business Mentors



Arun Nair
Principal Consultant
VarSigma Consulting

With over 30 years of experience across FMCG, packaging, training, start-up mentoring, and education, Arun Nair specializes in business transformation, technology transfer, and innovation. Arun bridges industry insights with training and mentoring, guiding corporate executives and students through real-world challenges. As a mentor in the start-up ecosystem, he supports deep-tech ventures. Passionate about sustainability, he actively champions eco-friendly packaging & water conservation initiatives.



Dr. S K Sankar
Vice President
DrinkPrime

Dr. S K Sankar possesses extensive experience in product development and research within the water solutions industry. Currently serving as Vice President of Products and R&D at DrinkPrime, Dr. Sankar has previously held significant roles, including R&D Head at Eureka Forbes Limited, Unit Head at Infinite Water Solutions Limited and Program Director at Eureka Forbes Institute of Environment. His educational background includes a Master of Science in Microbiology and a dual Master of Science in Microbiology and Quality & Marketing.

Cohort 6 : Acceleration Agreement Signing

Akamai CSR Programs

Akamai Technologies, through their CSR initiative, is supporting ICCW in empowering entrepreneurs in the water sector. This fiscal year, we are supporting four startups under the cohort -6 Acceleration program. These startups have received grants from Akamai and will be guided and nurtured by ICCW through Waterpreneur Studio. Akamai has allocated ₹1.5 crore to support the current acceleration cohort.



Real Tech System

Real Tech Systems, represented by Mr.Kumar, offers customized embedded control boards and IoT-based solutions to specific requirements. The company specializes in designing and manufacturing electronic circuits and products at competitive prices. Real Tech Systems provides end-to-end support for electronic product development and manufacturing, ensuring reliable and cost-effective solutions for businesses.

Nualgi Nanobiotech

Nualgi Nanobiotech, represented by Mr.Sambath, specializes in nanotechnology-based products for water body remediation. Based in Bengaluru, the company manufactures patented products for bio-remediation, serving markets such as aquaculture, agriculture and polluted water bodies. Nualgi's products are sold across India and exported to over 15 countries worldwide.



Lambert Technovation

Lambert Technovation, represented by Mr.Abhijeet Kumar, develops India's first default primary treatment reactor for effluent and sewage. Their modular, compact, chemical-free, and cost-effective reactor helps industries, municipalities and other sectors by enhancing existing systems or providing new, efficient solutions for primary treatment, including addressing heavy metals in groundwater.

Akamai CSR Programs

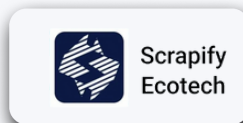
Akamai Acceleration - Cohort 5

The half-yearly review for the Acceleration Cohort - 6 startups was held in November 2024. During this review, each startup shared their progress, key milestones and challenges faced over the past six months. WPS experts, provided the startups with insights to refine their strategies and enhance development



Akamai Incubation - Cohort 2

The six selected startups for the Akamai Incubation - Cohort 2 are currently entering the Assessment Centre, marking the start of a three-month engagement from November 2024 to January 2025. During this period, the startups are being introduced to various startup toolkits. The final screening of the Akamai Incubation Grant-in-Aid program is taking place in February 2025.



Akamai Incubation - Cohort 1

The startup work progress review for Akamai Incubation - Cohort 1 was held in November 2024, where the selected startups presented their progress to the committee.



Startup Expo

Urban Water Management

Collaborative initiative by the MoHUA , the Embassy of Israel In India and ICCW

Capacity Building Program on Urban Water Management Issues, with a focus on Wastewater Treatment and Reuse, at the Waterpreneur Studio, ICCW – IIT Madras Research Park.

This three-day training program, taking place from 18th-20th November, is a collaborative initiative by the Ministry of Housing and Urban Affairs, the Embassy of Israel In India and ICCW, IIT Madras for the Government officers.



Adding to the engagement, startups & MSMEs at the Waterpreneur Studio showcased their innovative solutions which drew significant interest and appreciation from the participants.



Solinas Integrity



Initiative Engineering



Nualgi Nanobiotech



EcoTec Engineers and Consultants

Startup Expo

BAF Community event

Making apartment community sustainable

Waterpreneur Studio - ICCW participated in the Bangalore Apartment Federation (BAF) Community event at the Bunts Sangha Auditorium, Vijayanagar.

Our stall showcased innovative products of our supported enterprises including EcoTec Engineers, EarthFokus, WATSAN Envirotech, and RealTech Systems, drawing significant attention from residents interested in sustainable solutions for their communities.

The event provided an excellent platform for fostering conversations and collaborations. It also offered us a unique opportunity to understand the needs and challenges faced by apartment communities.

These valuable interactions will enable us to enhance Waterpreneur startups further, ensuring they continue to deliver impactful and sustainable solutions tailored to residential communities.



Building Connections & Collaborations

Water for Life

IIT Madras

The second edition of the International conference Water for Life-2024 was successfully held from December 12 to 14, 2024, at IIT Madras, Chennai. This event brought together global experts, researchers, and practitioners to address critical water-related challenges.



Mr. Arun from Nualgi, Mr. Arun Subramanian from EarthFokus, Mr. Kumar from Realtech, Mr. Abhijeet from Lambert, and Dr. Kamalesh from EyeNet Aqua participated in the panel discussion led by Ms. Kavitha Chinnusamy, COO, Waterpreneur Studio.



The conference provided a comprehensive platform to explore innovative research & solutions in areas such as clean water, wastewater management, recycling & reuse, sensing and monitoring & watershed management.



Building Connections & Collaborations

Water Audit Course

Event by CII

The Water Audit Course, held on December 9-10, 2024, at IIT Madras Research Park, was organized by CII Southern Region in partnership with TWI and IITM-ICCW. The event provided industry professionals with insights into water efficiency and sustainable management.

Startups EarthFokus, Nualgi, Agromorph, and Vayujal showcased their innovative water solutions, engaging with experts and industry delegates, highlighting their impact on real world.

This provided them an excellent opportunity to highlight their impactful work in promoting water conservation and sustainability.



ASCI - Hyderabad

Training Programme



Chief Operating Officer, Waterpreneur Studio along with our facilitated startups and MSMEs—RealTech GPS, Teela Innovations, Enwinove Social Solutions, and Nualgi Nanobiotech—participated in an enriching training program on Fundraising and Financial Management tailored for WASH MSMEs and startups.



The program featured engaging sessions on financial and ratio analysis, fundraising strategies, and investment preparation, as well as interactive workshops on intellectual property, and impact assessments. Participants also had the opportunity to network with thought leaders, investors, and mentors within the WASH ecosystem, enhancing their understanding and capabilities in these critical areas.



Exclusive Monthly Meet-Up

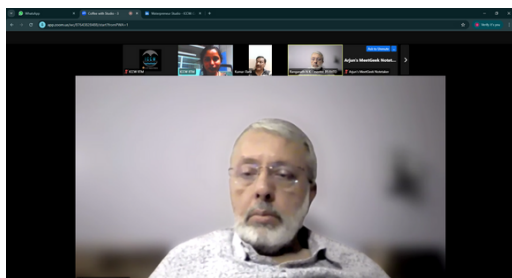
Coffee with Studio

Coffee with Studio ☕ is a unique, monthly virtual networking event hosted by Waterpreneur Studio. It's a space where entrepreneurs can connect, share experiences, and gain valuable insights from industry leaders. Each month, we invite a special guest to share their insights, strategies and experiences to help startups navigate the ups and downs of their entrepreneurial journeys.

Host for December - **Mr Ranganath N Krishna**

Date: **December 23, 2024**

With his vast experience he shared practical advice on scaling businesses, overcoming challenges, and fostering long-term success. Startups had the opportunity to interact, ask questions, and gain valuable takeaways to strengthen their entrepreneurial journey.



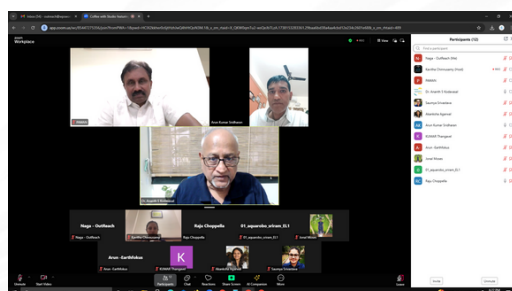
Mr Ranganath N Krishna

*Independent Director
Consultant*

Host for January - **Dr. Pawan K. Labhasetwar**

Date: **January 29, 2025**

Addressed startups' challenges in water management, offering practical solutions to enhance strategies. Provided guidance on refining approaches to water treatment, resource management, and sustainability.



Dr. Pawan K. Labhasetwar

*Professor of Practice
Indian Institute of Technology -
Madras*

A Roadmap to IPR Basics & Funding for IP Filling

Transform Your Innovations

On December 14, 2024, Waterpreneur Studio-ICCW, in collaboration with ICRISAT, hosted a workshop on Intellectual Property Rights (IPR) for water sector innovators. Ms. Vedula's expertise made complex topics accessible, while the interactive session enabled participants to gain practical insights and navigate the IP landscape effectively.



Dr. Allimalli Durgabhavani

This workshop clarified many misconceptions I had about IPR. The real-world examples made it very engaging.

5.0



Dr. Madireddi Sowjanya

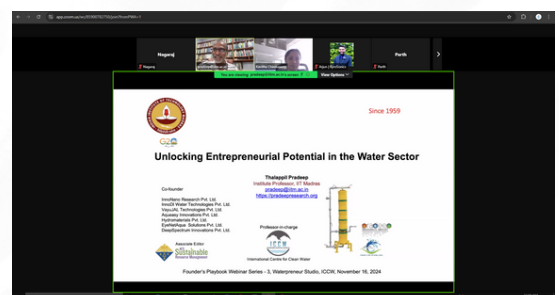
A well-organized session with practical takeaways. Much better understanding of patents and how they apply

5.0

Founder's Playbook Webinar Series - 3

Unlocking Entrepreneurial Potential

Founder's Playbook Webinar Series - 3, held on November 16, 2024, with 80 participants featuring Padma Shri Prof. Thalappil Pradeep from IIT Madras, a visionary leader in sustainable water technologies. He shared profound insights into the challenges and opportunities within the water sector, highlighting innovative approaches to create impactful solutions.



Ms. P. Buvanwswari

Prof. Pradeep's insights on innovative materials for water treatment were truly groundbreaking

5.0



S A Sethu Raaman

The webinar offered actionable strategies to transform water challenges into opportunities.

5.0

Founder's Playbook Webinar Series - 4

International Certifications for Water Treatment & Water Distribution Products

Held on December 23, 2024, saw 40 participants explore the importance of international certifications. Mr. B. B. Singh, Director-Sales (APAC) at NSF, provided key insights on global certifications for water treatment and distribution products. Mr. Singh emphasized how these certifications ensure product quality, safety, and regulatory compliance

Benchmark of Different Drinking Water standards

Most standards focus on the water quality only but not on the risk coming from materials/ components

From source to tap

	European Standards			US Standards	
Standard / Approval	ISO / EN / DIN Norms	WRAS Approval / NSF REG-13	ACS (France)	USA Guideline (Germany)	NSF Standards (ISO, EN, DIN)
Mandatory	None	UK	France	Germany, Austria, Switzerland	North America
Acceptance	In tenders	Commonwealth, MEA	Some African Countries	Eastern Europe, Nordic	LATAM, MEA, APAC, China
Re-test	Test report valid 6 months / 1 year	Every 5 years on product assembly	Every 5 years on product assembly	Every year on each component	Every Year on product assembly
Migration and leaching test			✓	✓	✓



Arpit Kumar

It was a Excellent session. The speaker gave us the in-depth with his profession

5.0



Nimish Shanghvi

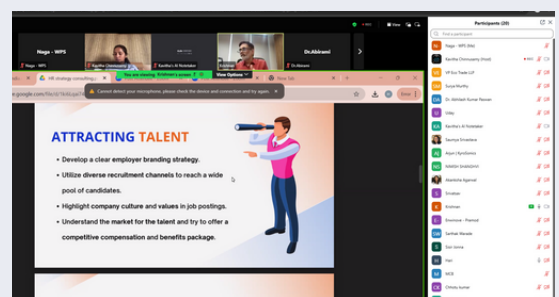
Covered essential details about international certifications and providing valuable insights

5.0

Founder's Playbook Webinar Series - 5

Human Capital Management

The fifth Founder's Playbook Webinar, "Human Capital Management: Ideas for Start-ups and SMEs," was held on January 31, 2025, with 50+ participants. Led by Mr. Krishnan Arunachalam, HR Advisor at ICCW - IIT Madras, the session provided key insights on building and managing human capital in early-stage businesses.



Kamalesh Chadhari

Insightful and practical! The session gave me a fresh perspective on structuring my team for long-term growth

5.0



Mustakeem M

The strategies shared on talent retention were eye-opening. I'm excited to implement them in my startup.

5.0

Become a Waterpreneur.

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**WATERPRENEUR
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