



# Water Indus

worldwide applicable water technology  
that stores rainwater, clarifies wastewater and explores groundwater

After oxygen is water the second important substance for mankind, flora and fauna. People exist for 98% out of water. Take care of the water we drink/use is a wise thing to do, taking care of the water we use/pollute is also a wise thing to do. Water needs technology, technology that supplies/storages/clears water in the best way possible. Only 97% of all water on earth is salt, 2.4% is frozen sweet water and only 0.6% of all water on earth is useable liquid sweet water.

Water is an expensive part of life in rural parts of the world with less groundwater and in modern/urban parts of the world with water shortage. Some examples: Calculated in a day's work economical value is clean water 37 times more expensive in the slums of Mumbai than in the city centre. People in the rural areas of Somalia must walk 3 hours a day to the closest clean water source. Getting a little water is for them 60% of their 'economical' life/performance.

Two-fifths of the world's people already face serious shortages, and water-borne diseases fill half its hospital beds. People with a western life use 10 times more water than those in poor areas and neighborhoods. Water-borne diseases already kill one child every eight seconds.

Let's face this issue: the poor had and will have always a water shortage (water and especially clean water is just an other economical value), their children still die by this shortage on clean water and we don't give a damn. Yesterday not, today not and tomorrow also not. Long distance food and water shortage issues we are and never will be interested in or concerned about.

We changed and we will change only things when this shortage issues effect our own lives. When situations offers a profit or image perspective, businesses will address a problem today or at least tomorrow. When there is a cost saving to earn, consumers and businesses will change their water policy rapidly. Compassion with the poor and saving the planet are proven minor powers in the change process on water.

But water shortage becomes more and more no longer a strange far away Africa and Middle East type of problem: Shortage problems hits each year more parts of the western world. This starts with a shortage issue during a season each year, but under the surface the problem is still growing and growing.

Today southern countries of Europe, the US midwest states, Florida and California in the USA facing serious water shortage already. Ten years from now water there will be a digital Water Exchanges in the financial centers of the world. Water will become an other trading commodity and dedicated clean sweet water transporting jumbo tankers will supply those wealthy near sea cities with water shortage. These days there is already a mayor invisible water exporting happening: crop that grows with large demand of water in one part of the world, is exported to an other part of the world. Most extreme example: the growth of 1 kg of cotton requires 50 m<sup>3</sup> (50.000 liters) of irrigation clean sweet water.

The price of clean water will rise substantial worldwide. Just by a combination of increasing demand, shorter supply, higher production costs and transportation costs. In the south of Spain, people knows the value of water as a simple fact of life: taking a long shower is there an act of luxury, not by energy cost, but by the water cost. In Holland we don't understood this and we will not understand this. Areas with a water shortage (like the high leveled parts of the Veluwe area) can import water with not very heavy investments from neighborhood areas. The price of clean water in Holland never will rise as high as areas in the world where there is no neighborhood area with oversupply of water.

Because water shortage only can be economical (by low transport price) for filled from nearby areas, water shortage is a potential high conflict generating issue, both international, interregional and intercultural. Especially there where the shortage and oversupply is located in national border areas. The mother example of the international version of this type of potential explosive situation is the Israeli-Jordan water conflict, but more and more of these conflicts are growing these days. Water is War is a heavy statement, but when supply is really to low, is will become reality. Interregional problems are not well know (because they doesn't effect governments). The best example of an intercultural conflict is in Egypt, where poor areas are during hotel originated water consumption times are cut off of water supply in benefit of the tourism industry. This cut off poor areas are well know and substantial 'suppliers' of international terrorists. Shortage in water supply is per definition oversupply of conflict.

Also the price of cleaning, handling and getting rid of waste water will rise substantial worldwide. The course of this is both 1) increasing water use and 2) more incidents of heavy rainfall. Contaminated water is a huge issue and a threat for clean sweet water reserves. Not only in far away countries like India (the Ganges River pollution), but also as close as the North Sea borders or local rivers and channels. To be short: In all areas where sewage and rainwater are physically combined in one system of sewer pipes to one integrated sewage treatment facility. In times of heavy rainfall, there is an over-supply of to be cleaned water by the sewage treatment facility. The sewage treatment facilities in the coastal areas delivers in these situation all the collected sewage water combined with the rainwater directly in to the sea on very short distance of the coast, leaving the coastal area for more than weeks after this infected with facial and urine originated bacteria's and effect the tourism income of these coastal areas enormously, damaging the income in the few months the tourism industry has to gain their year income.

The public/governmental organizations in western world style cities and villages in charge of waste water handling and cleaning has 3 options to prevent this not very healthy pollutions: 1) increasing the capacity of both their de-central infrastructure and of their central sewage treatment facilities. 2) installing a secondary (de-cental designed, so no central facilities) dedicated rain water sewage (often called: storm sewer) infrastructure. 3) stimulating rainwater storage and re-use facilitations by the source (houses, factories and offices) combined with option 2 but only for local street water solutions (de-central storm sewer pipes to de-central water drop places). For governments (which can't afford to spill taxpayers money) option 3 is the most cost effective solutions and more and more governments (like Belgium) have chosen for option 3. In Belgium local governments are by legislation obliged to take care of handling rainwater outside the sewer systems sewage and also must each new building project facility by legislation in the architectural design the storage and use it's own roof rainwater had been solved before building approval by local governments.

Saving clean water is not quite a tradition of a water and river rich country like Holland. In Holland people understand by historical perception the economical value of clean water not very much, water costs are in Holland just 0.05 % of the GDP. Holland (the French call it Les Pays Bas: the low lands) is historical about getting rid as soon as possible of all to much water, including rainwater.

Cleaning water it certainly a tradition of Holland. Mid 2007 there are still 50.000 rural households that litter dirty water into surface waters. Local governments addresses this problem by legislation that demands installation of waste water cleaning technology in these rural households.

Storing water will become certainly a tradition of Holland: Getting rid of to much rainwater matches the old water traditions of Holland. Central waste water systems can't handle heavy rainfall, which leads several times a year to litter of dirty water directly to surface waters and polluting them each time for several weeks. This comes with ecological impact by water and air pollution.

In the western part of the world there is a de-central source focused movement. Power used to come only from big central power plants. Power this day comes from multiple de-central locations: local windmills, local small warmth/power plants, small warmth/power engines in local industries, home based

solar panels on roofs and even from the new home based warmth/power central heating systems that supplies heat, warm water and power to the household (and delivers the surplus) to the power infrastructure by reverse delivery. Central facilities hold their infrastructural function, but the flow becomes bi-directional instead of single-directional. Demand location solutions are gaining more and more share in the total national infrastructural systems.

This rise of source solutions (also called small hub fragmentation) is a development that states that a certain type of industry become grown-up and stabilise. In air transport the roll of big hubs become also less important each year. Commercial interesting availability of smaller scale technology is the driving force behind this development. This development also take place in the water distribution and collecting industry. Large plants install their own water supply and/or own waste water cleaning system. Commercial gardeners collect the rainwater from their greenhouse roofs in own water basins. Source solutions also matches the redraw of government responsibilities development which takes place all over the world.

Households can produce their own power (or become to the infrastructure delivering) supplier by solar panels and/or warmth/power installation. Households can take care of the purification of their own waste water. Households can take care of their own roof rain water by filtering it and store it after that and use it instead of central water facilities for specific use like flushing their toilets, washing their cars, filling their swimming pools, cleaning the house outside or watering their garden.

Water Indus develops and markets only source solutions in water technology. Central infrastructural solutions ask for a complete different type of technology and business model. The small source based water giving/saving/storing/cleaning technology is huge grow market worldwide. Demand for many small units gives a enormously big market potential.

The market demands for water saving and cleaning technology has six mayor driving forces: Economical, Ecological, Healthcare, Responsibility/Continece, Marketing and Legislation. The combination of these five powerful driving forces behind one development creates a very good market perspective for Water Indus.

The economical driving force is simple to illustrate: In parts of the world where water is expensive rain water storing investments are certainly attractive. An other example of the economical driving force: Houses in rural areas to far from the public sewage infrastructure is it far more economical attractive to install a source solution for waste water cleaning rather than connecting these houses by very high not economical investments to the central sewage infrastructure. The economical drive creates huge market demand for water technology.

The ecological driving force is also simple to illustrate: Concerning perseveration of rainwater: In dry parts of the world water any unnecessary taking of water has an ecological effect. Concerning littering of un/less cleaned contaminated waste water in the ground of on surface water: Needs no examples. The ecological drive creates huge market demand for water technology.

The health driving force is also simple to illustrate: When cattle is drinking from the same surface water where un/less cleaned contaminated water is structural littered, they will have more diseases and produce less healthy food. When people taking their own water from the same groundwater they litter their un/less cleaned contaminated health water from (yes, this happen most often), they polluting their own to be consumed water (or that from their lower neighbours of their houses are on a mountain) by their own waste water. The health drive creates huge market demand for water technology.

The responsibility/continece driving force become more and more actual and powerful. The effect of the possible climate change discussion is a widely changed attitude of companies, households and individuals concerning environmental issues. There is more and more a certain type green type of awareness. People more and more see the planet, natural resources and their own environment as things they care for. There is really a change of mind happened. A few years ago green was a hippie type of lifestyle. Today green has become the regular mainstream for people, companies and governments. People, companies and governments really want to do something in terms of environmental behaviour. The responsibility/continece drive creates huge market demand for water technology.

The marketing driving force is connected with both the economical, ecological and care/continece driving force. If there is a profit to make, there is marketing. If the ecological situation asks for solutions and they are available there is marketing. If people, companies and governments ask for a green type of

ways to handle water companies will use this to improve their market image. For example: a huge brand like McDonalds needs in this changing times to prove to their desired target groups that they also have addressed this issue. McDonalds has a small recycling program and marketed this widely. McDonalds encourage people to an active lifestyle and see this a marketing statement. If McDonalds decides to collect rainwater of the roofs of the restaurants and use this for toilet flushing purposes, they will use this as a feel good marketing facet in their communication with their target groups. A green facet is a must have these days in marketing. The demand for green marketing creates huge market demand for water technology.

The legislation driving force is creating mass markets for water technology in more and more countries in the world. In Holland is polluting surface water and ground water declared illegal, but there is a solution creating period integrated in this legislation. In this between period 300.000 rural households must be connected to central sewage infrastructures or install (often with local governmental help) their own waste water treatment equipment. In (the geographical more hilled) Belgium each new build real estate must have a rain water storage that suits the size of the roof. Belgium government want to reduce this way their investments in extension of their clean water infrastructures and also prevent down hill mud streams on times of heavy rain fall. Legislation creates huge market demands for water technology.

Water Indus delivers sources based water technology, for everyone anywhere in the world: rain water storage/cleaning technology combined with water saving technology and waste water cleaning technology. No infrastructural focused technology, just source focused technology.

Water Indus has 3 water solutions both for the high tech area's of the world as well 3 water solutions for the low tech part of the world. What is our way of doing business? We deliver product, production, installation and maintenance knowledge and technology. Our main focus is exporting knowledge. Of course we will export also products to new target companies, but our focus is to get regional production as soon as the market demand makes this possible.

For a wealthy type of customers Water Indus offers: 1) Rain water storing solutions for any volume (from houses till apartment buildings and office buildings) 2) Waste water cleaning systems for any volume (from houses till apartment buildings and office buildings) 3) Space effective boat waste water cleaning systems for any volume (from small single toilet/shower boat till large multi toilet/shower boats).

For a poor type of customers Water Indus offers: 1) Cheap (with as many as possible local resources designed) rain water storing systems. 2) Cheap (with as many as possible local resources designed) waste water cleaning systems.

What are own targets? Just making a reasonable profit margin on very high turnovers by low risks. Just doing a good thing for people and planet and building a healthy voluminous profitable business on this.

Water Indus will install Water Exchanges in each global capital. Here water-suppliers and water-transporters, water-cleaning-plants and water-infrastructures can sell their capacity to the highest bidder. Trade is always an better solution than power enforcement by not objective own/conflicting interest driving governments. The installation of this (complete digital internet based, so low cost realizable) Water Exchanges will give Water Indus a lot of free publicity.

Water Indus will partner with BioOil Indus in salt seawater to sweet irrigation water projects. Water Indus supports the desert exploration of BioOil Indus by own developed sweet water condensation technology powered by sun warmth. Irrigation makes hot abandoned areas like deserts possible bio-oil production areas. Water in pipes cools the day warmth and warmth the night cold in these now low biological active areas. This project will be done in cooperation with BioOil Indus, which will use their train cargo infrastructures and their bio-oil/energy income out of their desert activities for paying this Water Indus projects. Supporting the production of bio-oil from these days desert areas is not bad for free publicity.

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Water Indus is a project of Economical Development Corporation

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