



Monthly Magazine
February 2010
Edition

AQUAD  EXPRESS



Dear All,

The month of February was occupied with flurry of activities. It was an apt time to re-orient ourselves to the business plans and to organize ourselves to complete the on going projects.

Needless to mention, the world, as of today has serious awakening to the meticulous and judicious uses of channelizing the precious water and recycling and reusing the same under various environment management systems. In this line, different governments has floated various plans with Municipalities, Corporations, etc to install ETP, STP, RO etc in different Resident Colonies. Responding to these urgencies our company has also envisioned to extend our core competencies in the field of Total Water solutions and wanted to have a reach into various EPC Projects, strengthening our foray into Government sector as this promises ample growth opportunities. More so, we are already executing various high value projects for Municipalities, so, we will have adequate comfort in handling such projects.

Towards this, we had expanded the present marketing team horizontally and we have added more arms to Project division. Therefore, my confidence is that in the coming months we would be able to fetch more orders and we surge ahead.

With the closing of this financial year, our entire effort has to be focused to close all the billing activities. All team will have to accomplish the task and targets assigned to them.

I am happy that our teams in O&M sites have put their best show in adhering to various safe work methods stipulated by our clients in sites. This has earned the appreciation of our few clients. I would specially emphasize here that, by all counts, our O&M staff keep the philosophy of "Safety First" high in their minds while performing their duties.

With best regards,



S.Suthakar
Managing Director

in this issue...

- MD's Desk
- Technology Roadmap
- Making a great first impression
- The month's events
- Miraculous messages from water
- Riddles & Answers
- Aquanaut's Creative corner
- Neo Aquanauts
- New Projects

OPERATION & MAINTENANCE DIVISION AT AQUA DESIGNS

An experience you can believe in...

With around a decade of experience in Water and Waste Water Treatment Industry, Aqua Designs is one of the leading companies that also provide Operation and Maintenance to its valuable customers. Having around 200 personnel in the team and being a major cost centre in the organization, today we manage around 30 sites within India. We provide cost effective services and process improvement for the plants to ensure optimum economic performance to excel customer expectation and fulfill their requirements. Safety, reliability and quality are our top priorities that we ensure at every plant where we provide O&M services. We are the first company in the vertical of water treatment industry to obtain ISO 9001:2000 certification for our entire O&M activities and we are also well supported by our state of the art laboratory services having experienced and trained chemists and is NABL accredited.



Services rendered by us...



Our O&M services are guided by the specific needs of the customer. We work closely with them to identify their goals and to achieve the desired results. We also strive to continually improve our performance.

Our broad range of services includes:

- Daily operation and maintenance of the plant and trouble shooting
- Complete plant staffing
- Planned and unplanned maintenance services, including parts
- Comprehensive training for operators in ETP/STP/WTP.
- Environmental health and safety programs
- Site documentation and procedure development
- Engineering & Technical support.
- Well defined O&M Manuals

We specialize in...

- Raw water treatment plants
- Sewage treatment plants MBR Technology(Membrane Bio Reactor)
- Effluent treatment plants for various process & manufacturing industries
- Sea water / Brackish water Reverse Osmosis systems
- Ultra Filtration & Reverse Osmosis systems Recycling plants for process & manufacturing industries



We cater to...

Our esteemed customer list comprises of many renowned names. However to name a few

- | | | |
|-----------------|----------------------|------------------------|
| • Ford | • SRF | • Caparo |
| • Hyundai | • Tidel Park | • SAF |
| • Pepsi | • Balaji Breweries | • Brigstone TVS |
| • Coca Cola | • Empee Breweries | • Cipla, Bangalore |
| • NPCIL | • Caterpillar, Hosur | • SBQ Steels |
| • Hitech Carbon | • Sterlite | • Indialand Properties |



The work done so far shows that we are bound to scale newer heights. With our expertise in the field as the backup, we are in a position to provide A to Z solutions in Operation and Maintenance segment in the water treatment industry.



It takes just a quick glance, maybe three seconds, for someone to evaluate you when you meet for the first time. In this short time, the other person forms an opinion about you based on your appearance, your body language, your demeanor, your mannerisms, and how you are dressed. These first impression can be nearly impossible to reverse or undo, making those first encounters extremely important, for they set the tone for all the relationships that follows. So, whether they are in your career or social life, it's important to know how to create a good first impression. This article provides some useful tips to help you do this.

Be on Time - The person you are meeting for the first time is not interested in your "good excuse" for running late. Plan to arrive a few minutes early. It is much better that arriving late and is the first step in creating a great first impression.

Be Yourself, Be at Ease - If you are feeling uncomfortable and on edge, this can make the other person ill at ease and that's a sure way to create the wrong impression. If you are calm and confident, so the other person will feel more at ease, and so have a solid foundation for making that first impression a good one.

Present Yourself Appropriately - Of course physical appearance matters. The person you are meeting for the first time does not know you and your appearance is usually the first clue he or she has to go on.

The key to a good impression is to present yourself appropriately. Is your appearance saying the right things to help create the right first impression?

Start with the way you dress. What is the appropriate dress for the meeting or occasion? In a business setting, what is the appropriate business attire? Suit, blazer, casual? And ask yourself what the person you'll be meeting is likely to wear

And what about your personal grooming? Clean and tidy appearance is appropriate for most business and social occasions. A good haircut or shave. Clean and tidy clothes. Neat and tidy make up.

Appropriate dressing and grooming help make a good first impression and also help you feel "the part", and so feel more calm and confident. Add all of this up and you are well on your way to creating a good first impression.

A Winning Smile! - "Smile and the world smiles too."* So there's nothing like a smile to create a good first impression. A warm and confident smile will put both you and the other person at ease. So smiling is a winner when it comes to great first impressions. But don't go overboard with this - people who take this too far can seem insincere and smarmy, or can be seen to be "lightweights".

Small Talk Goes a Long Way... Conversations are based on verbal give and take. Is there anything that you know of that you have in common with the person you are meeting? If so, this can be a great way to open the conversation and to keep it flowing.

Be Positive - Your attitude shows through in everything you do. Project a positive attitude, even in the face of criticism or in the case of nervousness.



Be Courteous and Attentive - It goes without saying that good manners and polite, attentive and courteous behavior help make a good first impression. In fact, anything less can ruin the one chance you have at making that first impression. So be on your best behavior!



Be Open and Confident - Use your body language to project appropriate confidence and self-assurance. Stand tall, smile (of course), make eye contact, greet with a firm handshake..

One modern manner worth mentioning is “turn off your mobile phone”. What first impression will you create if you are already speaking to someone other than the person you are meeting for the first time? Your new acquaintance deserves 100% of your attention. Anything less and you'll create a less than good first impression.

Remember... You have just a few seconds to make a good first impression and it's almost impossible ever to change it. So it's worth giving each new encounter your best shot. Much of what you need to do to make a good impression is common sense. But with a little extra thought and preparation, you can hone your intuitive style and make every first impression not just good but great.

TRAINING

A training program on pumps was organized for our O&M operators at Milton Roy office enabling them to acquire first hand knowledge about the technicalities of these equipments.



AWARD FOR SAFETY



Ford India Pvt Ltd had recognized our team for their excellent work connected to maintaining Best Safe Work Practice in the site. This is a great achievement and a encouragement to all our Associates in Ford site. A citation and cash award was given in a simple function held in their premises. Mr. S. Prabhakar received the citation on behalf of the team.

Water has a very important message for us. Water is telling us to take a much deeper look at our selves. When we do look at our selves through the mirror of water, the message becomes amazingly, crystal, clear. We know that human life is directly connected to the quality of our water, both within and all around us.

Masaru Emoto, a creative and visionary Japanese researcher has published an important book, "The Message from Water" from the findings of his worldwide research

If you have any doubt that your thoughts affect everything in, and around you, the information and photographs that are presented here, taken from the book of his published results, will change your mind and alter your beliefs, profoundly.

How the molecular structure of water is affected...

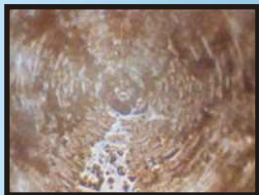
From Mr. Emoto's work we are provided with factual evidence, that human vibrational energy, thoughts, words, ideas and music, affect the molecular structure of water, the very same water that comprises over seventy percent of a mature human body and covers the same amount of our planet. The quality of our life is directly connected to the quality of our water.

Water is a very malleable substance. Its physical shape easily adapts to whatever environment is present. But its physical appearance is not the only thing that changes, the molecular shape also changes. The energy or vibrations of the environment will change the molecular shape of water.

Thoughts and Words Affect Water

Emoto has been visually documenting these molecular changes in water by means of his photographic techniques. He freezes droplets of water and then examines them under a dark field microscope that has photographic capabilities. After seeing water react to different environmental conditions, pollution and music, Mr. Emoto and

colleagues decided to see how thoughts and words affected the formation of untreated, distilled, water crystals, using words typed onto paper by a word processor and taped on glass bottles overnight. The same procedure was performed using the names of deceased persons. The waters were then frozen and photographed



Heavy Metal Music



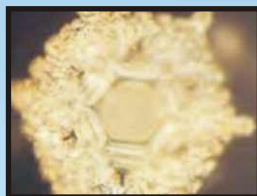
I Will Kill You



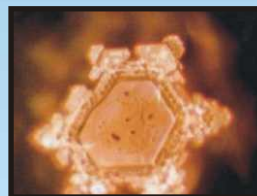
Adolph Hitler



Thank You



Love & Appreciation



Mother Teresa

Riddles

- 1) I am taken from a mine, and shut up in a wooden case, from which I am never released, and yet I am used by almost everybody.
- 2) What is it that you can keep after giving it to someone else?
- 3) What gets wet when drying?
- 4) What comes once in a minute, twice in a moment, but never in a thousand years?
- 5) What is round as a dish pan, deep as a tub, and still the oceans couldn't fill it up?
- 6) The more you take, the more you leave behind. What are they?
- 7) What belongs to you but others use it more than you do?
- 8) What fastens two people yet touches only one?
- 9) What holds water yet is full of holes?
- 10) Lives without a body, hears without ears, and speaks without a mouth, to which the air alone gives birth.

- Answers**
- 1) Pencil lead
 - 2) Your word
 - 3) A towel
 - 4) The letter M
 - 5) A sieve
 - 6) Footsteps
 - 7) Your name
 - 8) A wedding ring
 - 9) A sponge
 - 10) An echo

உறவுகள் மேல்பட...

- குடும்பத்திலும் சரி, அலுவலகத்திலும் சரி, மனித உறவுகளில் விரிசல்கள் ஏற்படாமல் இருக்கவும், ஏற்பட்ட விரிசல்கள் மேலும் பெரிதாகாமல் இருக்க.
- நானே பெரியவன். நானே சிறந்தவன் என்ற அகந்தையை (Ego) விடுங்கள்.
- அர்த்தமில்லாமலும், பின்விளைவு அறியாமலும் பேசிக் கொண்டேயிருப்பதை விடுங்கள் (Loose Talks).
- எந்த விசயத்தையும் பிரச்சனையையும் நாகுக்காக கையாளுங்கள். (Diplomacy) விட்டுக் கொடுங்கள் (Compromise).
- சில நேரங்களில் சி சங்கடங்களைச் சகித்துத்தான் ஆக வேண்டும் என்று உணருங்கள் (Tolerance).
- எல்லோரிடத்திலும் எல்லா விசயங்களையும், அவர்களுக்கு சம்பந்தம் உண்டோ, இல்லையோ சொல்லிக் கொண்டிருக்காதீர்கள்.
- உங்கள் கருத்துக்களில் உடம்புப் பிடியாய் இல்லாமல், கொஞ்சம் தளர்த்திக் கொள்ளுங்கள் (Flexibility).
- மற்றவர்களுக்குரிய மரியாதையைக் காட்டவும், இனிய, இதமான சொற்களைப் பயன்படுத்தவும் தவறாதீர்கள். (Courtesy).
- புன்முறுவல் காட்டவும், சிற்சில அன்புச் சொற்களை சொல்லவும் கூட நேரமில்லாதது போல் நடந்து கொள்ளாதீர்கள்.
- பிரச்சனைகள் ஏற்படும் போது அடுத்தவர் முதலில் இறங்கி வர வேண்டும் என்று காத்திருக்காமல் நீங்களே பேச்சைத் துவக்க முன் வாருங்கள்.



**- Mr. Nagarajan
Driver**

NEO AQUANAUTS



Mr. V. Aanand joined as Head E&C and has around 16 years of Experience in the field of Project Planning & Execution, Erection of Machineries & Commissioning etc.



Mr. M. Ravindra Nath, joined our team as Regional Manager Marketing and will be stationed at Hyderabad. He has around 15 yrs of experience in Marketing.



Mr. Kaushik D. Jagad, joined our team as Regional Manager Marketing and will be stationed at Surat. He has around 16 yrs of experience in Marketing in the field of Water treatment chemicals and Plants.



Mr. G. Gurunathan, joined our team as Marketing Engineer and has 2 ½ years experience in International Operational Divisions.

NEW PROJECTS



SMR - Samvardhana Motherson Reflectec, a member of Samvardhana Motherson Group, is focused on developing,

producing and distributing rear vision systems for the international automotive industry. Aqua Designs has been entrusted with the job of supplying a Sewage Treatment Plant.



Field Fresh Foods Pvt. Ltd. is a joint venture between Bharti Enterprises and Del Monte Pacific Ltd. The company offers branded Field Fresh fruits & vegetables across Indian and international markets and Del Monte branded processed foods & beverages

to the Indian consumer. Aqua Designs has bagged the order for carrying out the civil work of the Effluent Treatment Plant.



Lanco Industries Limited (LIL) belonging to the Lanco Group of Companies manufactures Pig Iron using Korf (German) technology and Cement. The unit is located at Rachagunneri Village near Tirupathi.. Aqua Designs has

bagged the order for supplying 240 KLD Ultra Filtration System.

WHAT WOULD YOU DO FOR OUR DYING EARTH?
ACT NOW BEFORE IT'S TOO LATE !!!

*Aqua Designs offers cost effective
recycling technology in
water and waste water treatment*



WATER

WATER IS THE SOURCE OF LIFE



Aqua Designs India Limited

Off 200 Feet Road, Kolathur, Chennai- 600 099, India.

Phone : +91 44 37171717, Fax : +91 44 37171737.

Web : www.aquadesigns.in, Email : sales@aquadesigns.in