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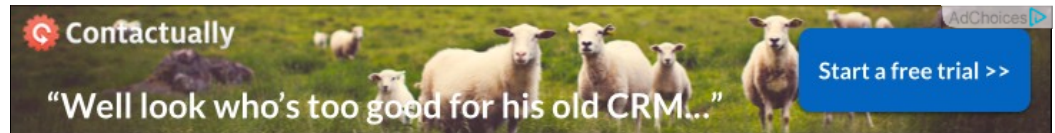
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Desire to change lives behind water solutions firm's success

Reporters Name | Fahad Ginwalla | Monday, 29 December 2014 AT 11:10 AM IST

[Udyam Gokhale, Pune, Josh Brigade, Fahad Ginwalla, water solutions firm, Swapnil Potdar, Sustainable Water Solutions](#)

Pune: Udyam Gokhale, age 26, a production engineer by profession, was ready to ditch his comfortable family business to bring an effective change to society through his work.

Initially, after completing his bachelors in engineering course in 2010 from KK Wagh College in Nashik, Gokhale later joined his family business, where he worked for two years. He later decided to start his own new business firm called 'Ira Sustainable Water Solutions' along with his co-partner Swapnil Potdar in 2012.



"We wanted to focus our work at the grassroots level, which could contribute towards nation building and change the lives of people. We zeroed in on trying to eliminate water scarcity," said Gokhale.

According to Gokhale, they researched over this business idea for over a year, before starting their venture and chose Pune, as it has depleting water resources. "Our water solution project helps return the water to the borewell and refill it. This helps people save water by over 30 per cent in their societies by conserving rainwater," said Gokhale

Talking about the challenges they faced, Gokhale said, "Finding a foothold in the city was very difficult as we didn't know anyone from the city. We had to work hard to make people take us seriously as they considered us to be inexperienced. So we had to start small with individual bungalows."

For one-and-a-half years, the duo managed to just break even. However, after gradually showing off some of their successful projects, people started showing faith in their work. Their turning point came when they got a rainwater conserving project of over 210 flats on SB Road early this year. "This had helped us get similar projects in future and now, we have grown by 600% in the past 6 months and are targeting a turnover of Rs 1.5 crore by year-end," said Gokhale.

Ira Sustainable Water Solutions has employed around eight people and have completed over 35 rainwater harvesting projects. Speaking about their future plans, Gokhale has shown interest in diversifying the business and become an integrated water management company by entering into water treatment. This, he says, can help keep their business

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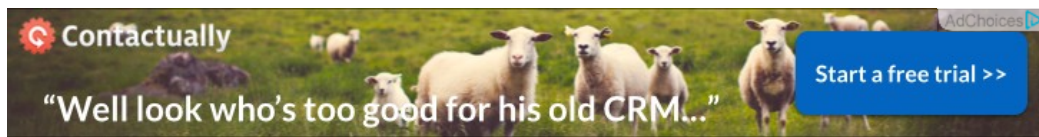
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