Email: awmpl21@gmail.com

Sector of Startup: Service

Name of the Applicant:

Name: Atlas Water Solutions Pvt. Ltd.

Address: 430 Street No. 15, 1st Floor, Near DCW,
Patiala- 147003 Punjab India

Contact No. +91 9023022024

Email ID: awmpl21@gmail.com

Founders:

Founder: Name: Dr. Mohinder Pal Garg
: Gender: Male
Contact No. +91 9023022024
Email ID: mpgarg19@gmail.com
Equity in startup: 90%
Category: General

Co-Founder: Name: Mrs. Shashi Sharma
Gender: Female
Contact No. +91 8427682142
Email ID: sharmashashi56913@gmail.com
Equity in Startup: 10%
Category: General

Number of Directors & their details:

Number: 2

Details:

1) Name Dr. Mohinder Pal Garg
: Gender: Male
Contac +91 9023022024
Email ID: mpgarg19@gmail.com
Equity in startup: 90%

2) Name: Shashi Sharma
Contact No. +91 8427682142
Email ID: sharmashashi56913@gmail.com
Equity in startup: 10%

Other Team Members: Nil

Name & attach Promoters & Team members resume:

Promoters:

1: Dr. Mohinder Pal Garg
2 Mrs Shashi Sharma

Team Members: Nil

I

RESUME

1 Name: Dr. Mohinder Pal Garg
DOB: 19.04. 1948
Place of Birth: Budhlada Dist. Mansa PB.
Qualification: M.B;B.S Ex P.C.M.S-I
Experience Govt. Service (Health and Family Welfare Pb.)
Duration Aug, 1974 - Apr. 2006
Aadhar: 275039398134
PAN: ABNPG6428Q
Address: 430 Street No. 9. 1t, Aman Nagar, Near DCW, Patiala 147003
Contact No. 9023022024
Email ID: mpgarg19@gmail.com

Skills: Intent to follow a Logical approach.

2 Name Shashi Sharma
DOB: 15.02.1965
Place of Birth: Muzaffarnagar Dist. Muzaffarnagar, UP
Qualifications:: +2
Contact No. 8427682142
Email ID: sharmashashi56913@gmail.com

Brief description of the Product / Services:

The Surface Water (which includes water that collects on the surface of earth due to any reason) is collected in raw water tank, treated with dosing system to settle down the bigger sized suspended impurities, keep the water fresh with aeration and filtered properly by the process of Sand Filters (SF), activated carbon filter (ACF), Ultra Filter (UF), Electrolytic Water Conditioners, RO Filter and UV system

for proper purification of water and elimination of diseases causing microorganisms. The treated and pure water is collected in Treated Water Tank and may be utilized for bottling etc. or stored under the ground in natural and vast water reservoirs which may be available at the depth of 32' to 40', 100' to 120' , 150' to 170' and various other levels.

Future Fund Raising Plan:

(1) Savings:

(a) - Dr. Mohinder Pal Garg is a retired person and getting a pension of about Rupees 1,08,500/- P. M. He can save up to 50,000 - 60,000 rupees per month.

He can raise about 2,00,000/- rupees by liquidating Equity shares.

(b) - Mrs. Shashi Sharma can contribute about 1,00,000/- rupees which she holds as personal savings.

Sh. Nathi Ram Sharma H/O Mrs. Shashi Sharma can contribute Rs. 25,000 - 35,000 PM. out of his Pension.

(2) Help from Govt. Agencies:

The company hopes to get financial assistance from Govt. Agencies like MSME, Startup India, Hackathon Idea Grant and other Govt. Agencies etc. in the form of Financial aid, Loans, Grants and Equity Participation etc.

(3) To seek Private participation:

The company wishes to explore development and success by sharing Development process with like minded agencies.

(4) To Create Water Importance Awareness:

The company wishes to create awareness about Water Importance in all respects. The purpose may be served by opening service windows at:

(i) Delhi / UP,

(ii) Madhya Pardesh,

(iii) Rajasthan / Gujarat

(iv) Punjab.

(5) Lease out:

After creating satisfactory water Awareness, 1 or more Center/s may be offered on Lease Basis for Funding and Development including Research work.

Customer segment and feedback

Target Customer Segments

Municipalities and Public Water Utilities

The primary segment responsible for urban flood mitigation and potable supply. They manage the seasonal surface runoff, ensuring long-term water security and conserve underground water.

Agricultural Cooperatives

Large-scale farming operations that manage surface water by preventing soil erosion and replenish local groundwater. Atlas Water Solutions leads to transition from rain-dependent cycles to a sustainable, year-round irrigation model.

Industrial and Infrastructure Entities

High-water-use industries (mining, energy) and large-scale developers. These clients focus on storm water capture and "water-neutral" operations to meet regulatory mandates and mitigate operational risks during droughts.

Value Proposition:

The value proposition for *Atlas Water Solutions* lies in transforming erratic surface water runoff into a strategic underground asset. By integrating advanced, anti-clogging filtration with automated modular systems. Tthis approach solves the critical "last-mile" problem of groundwater depletion.

Aim

Scaling involves a multi-tiered approach focused on modularity and strategic integration:

* Modular Deployment: By standardizing compact prototypes (like 500 LPH units), we enable horizontal scaling across Tier 1 cities. These "plug-and-play" systems fit dense urban areas where traditional recharge basins are impossible.

* Public-Private Partnerships (PPP): Collaborating with agencies like Invest Punjab and municipal bodies provides the regulatory backing and infrastructure access needed for large-scale water security.

* Industrial Corridors: Expanding into industrial hubs (e.g., Rajpura-Mohali) targets corporate ESG mandates and "Zero Liquid Discharge" needs serious thought.

* Smart Infrastructure: Integrating IoT sensors for real-time flow and purity tracking shifts the model from manual utility to an automatic results.

Core Strategic Benefits

Sustainability: * Directly combats falling water tables by replenishing aquifers using high-quality filtered surface water.
Operational Efficiency: * Modular, scalable designs allow for rapid deployment in industrial, urban, or agricultural zones without extensive civil work.
Resource Security: * Reduces dependence on expensive external water procurement, providing a decentralized and reliable supply.
Climate Resilience: * Mitigates local flooding by diverting excess storm water into subterranean storage, turning a seasonal hazard into a year-round resource.
This technology bridges the gap between passive drainage and active resource management.

Startups Competitors

*Surface Infiltration: Uses ponds or tanks for gravity-led percolation. Prone to surface sealing and land-intensive.
* Direct Injection: Pressurized/gravity wells into aquifers. High risk of irreversible deep-well clogging.
* Rainwater Harvesting (RWH): Rooftop/runoff diversion. Limited by seasonal TSS loads that choke standard filters.
* Riverbank Filtration: Induced natural filtration. Site-specific and vulnerable to seasonal siltation.

MSME Competitors

Key MSME competitors in the water management sector prioritize IoT-driven and hydrogeological processes:
* DigitalPaani: Uses an IoT platform for real-time monitoring and automation of industrial/municipal water assets.
* BoreCharger: Employs a patented injection technology to recharge borewells 4–20x faster using rainwater.
* Rainyfilters: Focuses on gravity-led dual-stage filtration for rainwater harvesting.
* WEGoT: Utilizes ultrasonic sensors and SaaS for precision water flow.

Corporate Competitors

Corporate competitors in the water sector leverage large-scale EPC (Engineering, Procurement, Construction) and high-tech filtration processes:
* VA Tech WABAG: Focuses on multi-barrier municipal treatment and advanced desalination.
* Thermax India: Specializes in Zero Liquid Discharge (ZLD) and industrial effluent recycling.
* Ion Exchange: Uses proprietary resin/membrane technology for high-purity water and waste management

Entry Barriers:

The entry barriers may be encountered as follows:

- Credit and Financing
- Market Makeup
- To set up Operation and supply chain
- Government regulations
- Competing Brands
- Market Culture
- Existing and established large scale units due to obvious reasons.
- Rain Water Harvesting Units due to low cost and many other factors.
- Regional Govt. policies which may be imposed from time to time.

Pitch **deck**:

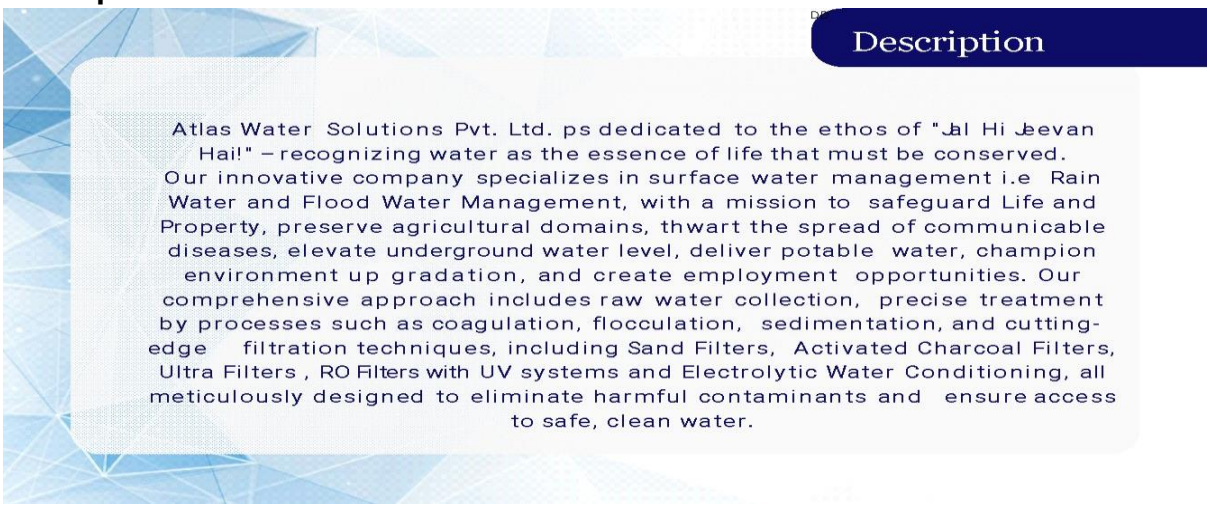
Marketing Strategy:

To practice Logical Approach and good values.

Business to Business (B 2 B)
Business to Consumer (B 2 C)
Subscription based Model
On Demand Model

Proper information and training of required personnel may be provided at the Head Office.

Description:



Vision and Mission:

Website: awmpl.co.in
Incorporation Status: PRIVATE LIMITED
TRL or Ideation Market ready etc.: Ideation

Founders:

Founder: Name: Dr. Mohinder Pal Garg
: Gender: Male
Contact No. +91 9023022024
Email ID: mpgarg19@gmail.com
Equity in startup: 90%
Category: General

Co-Founder: Name: Mrs. Shashi Sharma
Gender: Female
Contact No. +91 8427682142
Email ID: sharmashashi56913@gmail.com
Equity in Startup: 10%
Category: General

Share Holders:

Dr. Mohinder Pal Garg	90%
Mrs. Shashi Sharma:	10%

Detail of words used:

1. Surface Water: Water that collects on the surface of earth due to any reason.
2. Ground Water: Water present in the upper layers of earth.
3. Water Table: Natural underground reservoir where water is naturally present and treated water is stored there.
4. Management of Surface Water: Collection, Removal of impurities, Complete Purification and Proper storage of treated Surface water.
5. Raw Water: Surface water collected in a raw water tank.
6. Screening: Process of detaining Floating material from Raw Water.
7. Raw Water Tank: The tank where surface Water is collected
8. Dosing System: It is the complete process of treating the raw water with chemicals and aeration process.
9. Sludge: Impurities of raw water that settle down on the base of the raw water tank.
10. Rota meter: Device to measure flow of water.
11. Treated Water Tank: Tank for collection of treated water prior to storage.
12. Potable Water: It is pure/drinking water.
13. Electrolytic Water Conditioning: It is electrolysis of Water to remove hardness of water. Chlorine is generated as a bye product which kills the disease causing organisms.

:

Problem Statement and Solution:

The company affirms commitment to work with Logical approach and work hard to succeed in the long run.

However, the problems are likely in terms of Men (Work Force) , Money and Material. Knowledge up gradation including Technology up gradation, Laboratory Facilities and Research work which shall need to be incorporated from time to time..

The solutions available are at minimum level and the remainder may have to be foreseen and tackled appropriately.

The Problems and Solution details are as under:

What Problems the company is solving

India faces a dual crisis of catastrophic urban flooding and rapid groundwater depletion, with water tables in regions like Punjab falling at alarming rates. Current water management suffers from three critical bottlenecks that our startup addresses:

1. Inefficient Capture: Existing storm-water infrastructure is designed for disposal rather than conservation, leading to massive runoff waste and urban flooding.
2. Clogging : Conventional Managed Aquifer Recharge (MAR) systems fail within 1-2 seasons due to siltation and biological clogging, becoming defunct "dead assets."
3. Manual Dependency: Most filtration solutions require frequent manual cleaning, making them unviable for large-scale rural or industrial deployment.

Atlas Water Solutions solves this through our patent "Improved System for Surface Water

Management and Water Utility" technology. We replace primitive pits with a deeptech, anti-clogging modular system that automates filtration and recharge.

Solutions:

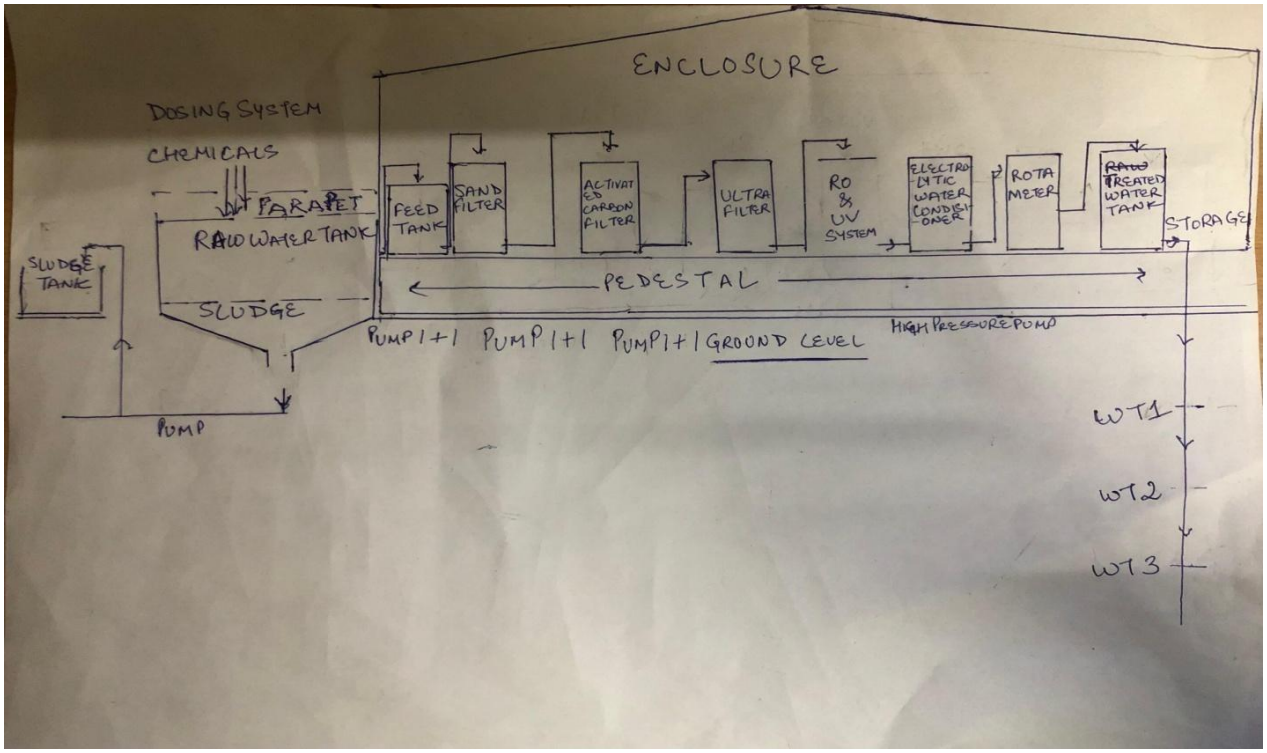
TRL (Technology Readiness Level)

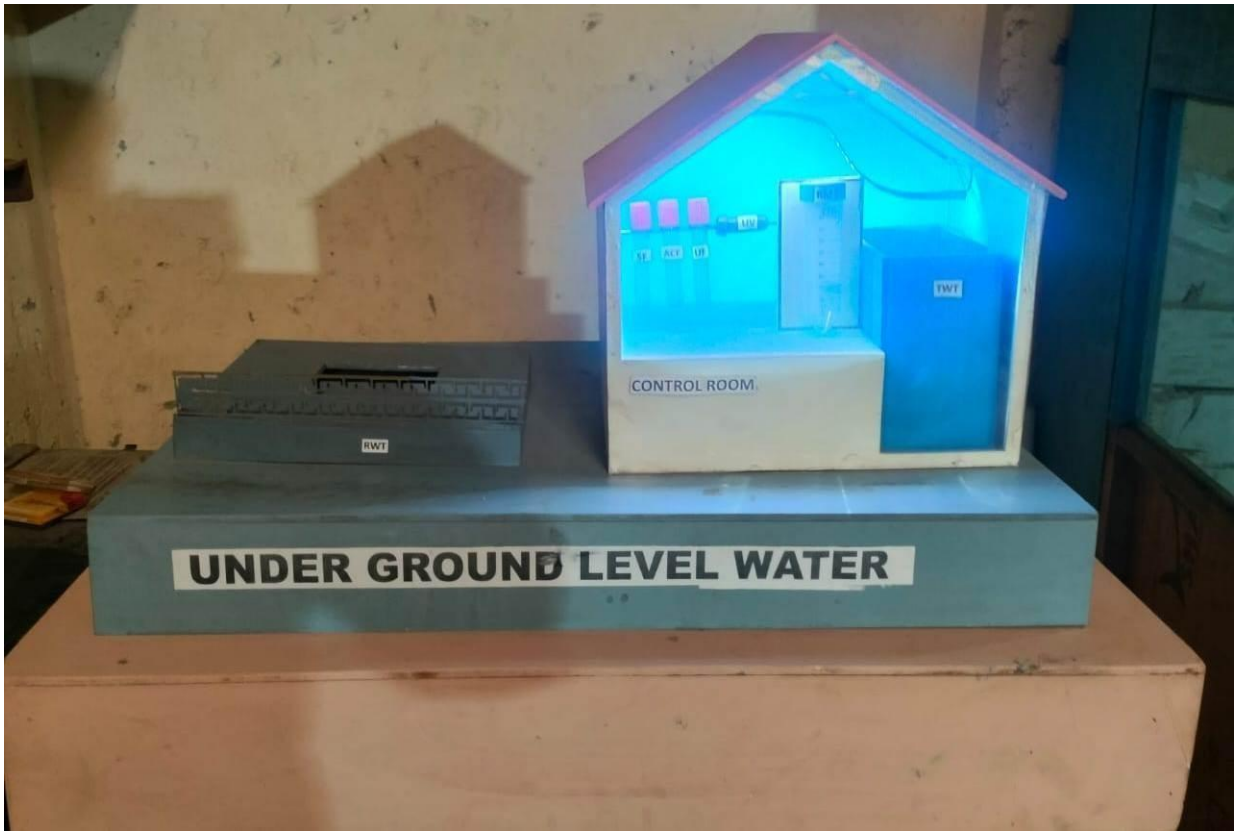
USP in terms of Technology:

The company shall implement all the norms at all the stages starting from Basics to testing levels in related various circumstances to ensure quality and sustainability coupled with satisfaction.

The company shall provide understandable and easily understood knowledge about all the parts and working of the system. The company would endeavor to create a working model for the convenience of the public for proper understanding of the benefits of the system parts individually and the system as a whole. The company shall cater to all the requirements regarding eco friendly environment, economical products which are sustainable, competitive and user friendly. The company shall create infrastructure for the training of the field staff.

Flow chart


ENCLOSURE
DOSING SYSTEM
CHEMICALS
PARAPET
RAW WATER TANK
SLUDGE TANK
SLUDGE
PUMP
FEED TANK
SAND FILTER
ACTIVATED CARBON FILTER
ULTRA FILTER
RO & UV SYSTEM
ELECTRO LYTIC WATER CONDITIONER
ROTA METER
RAW TREATED WATER TANK
STORAGE
PEDESTAL
PUMP I+I PUMP I+I PUMP I+I GROUND LEVEL
HIGH PRESSURE PUMP
WT1
WT2
WT3


CONTROL ROOM
RWT
TWT
UNDER GROUND LEVEL WATER

Patents

INTELLECTUAL PROPERTY INDIA
PATENTS | DESIGNS | TRADE MARKS
GEOGRAPHICAL INDICATIONS

सत्यमेव जयते

Application Filing Receipt

Goverment of India
Patent Office
Intellectual Property Office Building,
Plot No. 32, Sector 14, Dwarka,
New Delhi-110075
Phone- 011-28032253, 25300200
Fax: 011-28034301, 28034302
e-mail: delhi-patent@nic.in

CBR Number : 15974

CBR date: 06-05-2021

Application Type: ORDINARY APPLICATION
Priority Number:
Priority Date:
Priority Country: Not Selected

To,

MOHINDER PAL GARG

IPFLAIR CONSULTING PVT. LTD, INDIQUBE ORION, 24TH MAIN RD, GARDEN LAYOUT, SECTOR 2, HSR LAYOUT, BANGALORE - 560102, KARNATAKA

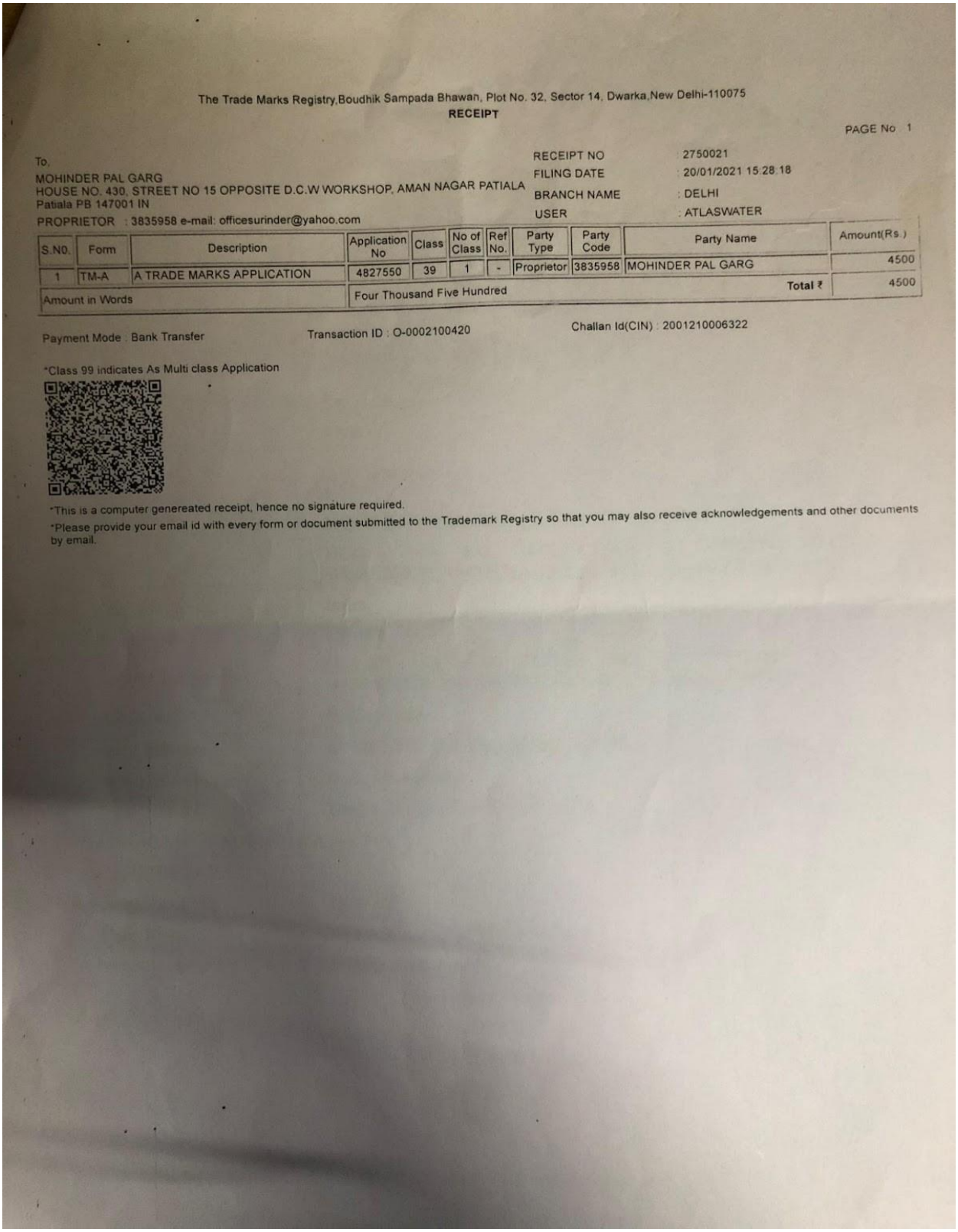
Received documents purporting be to an application for patent numbered 202111020674 dated 06-05-2021 by MOHINDER PAL GARG of # 430, STREET NO. 15, AMAN NAGAR, NR RAILWAY FATAK NO. 15, PATIALA, 147003, PUNJAB, INDIA relating to IMPROVED SYSTEM FOR SURFACE WATER MANAGEMENT AND WATER UTILITY together with the Complete and fee(s) of ₹1600 (One Thousand Six Hundred only).

Note:

1. In case of Patent Application accompanied by a Provisional Specification, a complete Specification should be filed within 12 months from the date of filing of the Provisional Specification, failing which the application will be deemed to be abandoned under Section 9(1) of the Patent Act, 1970.
2. You may withdraw the application at any time before the grant of patent, if you with so. If, in addition to withdrawal, you also wish to prevent the publication of application in the Patent Office Journal, the application should be withdrawn within fifteen months from the date of priority of date of filing whichever earlier.
3. If not withdrawn, your application will be published in the Patent Office Journal after eighteen months from the date of priority of date of filing, whichever is earlier.
4. If you with to get your application examined, you should file a request for examination in Form-18 within 48 months from the date of priority or date of filing, whichever is earlier, failing which the application will be treated as withdrawn by the applicant under Section 11(B)(4) of the Patent Act 1970

(For Controller of Patents)

Trademarks etc



The Trade Marks Registry,Boudhik Sampada Bhawan, Plot No. 32, Sector 14, Dwarka,New Delhi-110075

RECEIPT

To,
MOHINDER PAL GARG
HOUSE NO. 430, STREET NO 15 OPPOSITE D.C.W WORKSHOP, AMAN NAGAR PATIALA
Patiala PB 147001 IN
PROPRIETOR : 3835958 e-mail: officesurinder@yahoo.com

RECEIPT NO : 2750021
FILING DATE : 20/01/2021 15:28:18
BRANCH NAME : DELHI
USER : ATLASWATER

S.NO.	Form	Description	Application No	Class	No of Class	Ref No.	Party Type	Party Code	Party Name	Amount(Rs.)
1	TM-A	A TRADE MARKS APPLICATION	4827550	39	1	-	Proprietor	3835958	MOHINDER PAL GARG	4500
Amount in Words			Four Thousand Five Hundred						Total ₹	4500

Payment Mode : Bank Transfer Transaction ID : O-0002100420 Challan Id(CIN) : 2001210006322

*Class 99 indicates As Multi class Application

*This is a computer genereated receipt, hence no signature required.

*Please provide your email id with every form or document submitted to the Trademark Registry so that you may also receive acknowledgements and other documents by email.

Product Validation:

The company will apply the technique and parts which have been duly tested, are in brand names and improved to the best working stage and efficacy. The process of storing the treated water (Potable water) is unique and an intelligent property right of the company.

Business Model:

Distribution Channel:

Business to Business (B 2 B)
Business to Consumer (B 2 C)
Subscription based Model
On Demand Model

Key Activities:

Promotion of Knowledge about the Importance of Water.

Installation of Surface Water management Systems.

Installation of Electrolytic Water Conditioners.

Research about Water related Solutions.

Key Resources:

Intelligence Property rights availability

Business is a Start up in nature. Client scope is sufficient.

The promoters are ready to invest to their capacity.

The Govt. may extend Financial help by considering the importance of Water management and its benefits. Moreover, promotion of the environment, prevention of communicable diseases etc will help promote quality of life.

Cost Structure:

Cost structure is an important milestone. An Endeavour will be made to keep it at logical level without comprising Quality, Performance and Sustainability.

Go to Market Strategy:

This strategy will include the outcome by safeguarding the Installation, its performance and interests of the nation at large.

Revenue Generation:

- The company's Founding member is a retired person and is getting a pension about 1,08,500/- rupees per month and can contribute about 50,000 -60,000 rupees per month towards business.
- Sh. Nathi Ram Sharma Husband of the Co-Founder Mrs. Shashi Sharma is a retired employee and can contribute 30,000 - 35,000 rupees per month. Moreover, Mrs. Sharma can contribute 1, 00,000 rupees from her personal savings.
- The company may get financial aid from the Govt. Agencies in the form of various Grants and advances floated by the Govt. from time to time.
- The company wishes to start operations regarding creating awareness about Importance of Water and Installation process at:

  1. Patiala
  2. Delhi / Uttar Pardesh,
  3 Madhya Pardesh
  4. Rajasthan.

  If response is satisfactory, one or more units may be offered for Public Participation in order to create Finances.

Sustainability Plan:

The company will follow sustainable futures i.e. to work in the present by keeping the future in terms of resources, finance, water and energy, technology and research etc.

Why to get incubated with IIT Ropar TBIF?

IIT Ropar TBIF is a premier institute in the area.

It is provided with competent and dedicated staff.

It is nurturing the Start Ups with success**.**

Roadmap (Milestones for next 3 years):

The roadmap is dependent upon infrastructure, knowledge dissemination and Perception by the public about the importance of Water and Data analysis etc. The Roadmap creation and implementation regarding the Milestones will be a continuous process.

History of Funds raised earlier and funding requirements (its utilization with Timelines):

History of Funds raised:

The company has raised only initial expenses from its own pocket and pension received.

Funding requirements (its utilization with Timelines):

Funding requirement shall be need based in terms of Work Force,

Finances and equipment etc.

Balance Sheet: Attached

Since how long has the team been working on the project?

10 Months.

TRL or Ideation Market ready : Ideation

Who is your target audience?

1. Low Lying areas where water often stagnates esp. Military fields,
2. Universities and colleges.
3. Residential colonies.
4. Industrial premises, Focal Points / Industrial Areas
5. Water softening and Chlorination Services in every dwelling unit / Industrial unit.

Name of faculty mentor of IIT Ropar or any other;
Name: Dr. Atharva Paunderik 'Sir' Designation:
Department CT no.
Email ID

Have you interacted with concerned faculty and has he/she consented to collaborate / mentor you?

Yes

Name and DIN no. of all the Directors of the Company:

DR. Mohinder Pal Garg: 08632246
Mrs. Shashi Sharma 10500086

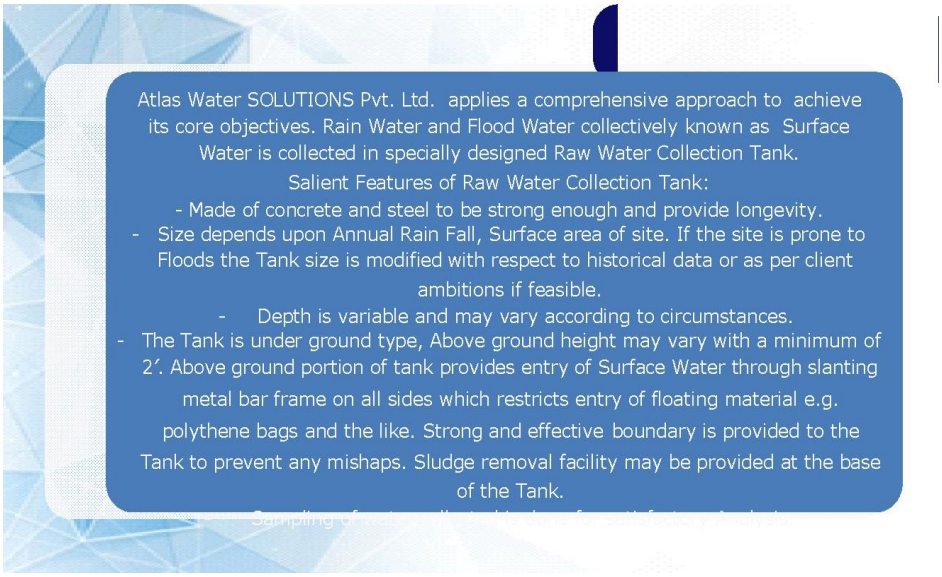
Why do you want to incubate with the BIF?

It is associated with IIT Ropar which is a prestigious Institute.
It is provided with dedicated staff.
It is already guiding several Startups.

Infrastructure requirement (space, workstation, PC,s Soft Loans Funding ETC)

Space: : To be decided later on at the completion of prototype for its scalability
Financial Aid: Permitted under rules

Raw Water Tank:



Dosing System:

Dosing System:

Dosing system treats the raw water with chemicals, agitates it slowly to facilitate system working and also performs aeration to keep the water fresh.

Sludge formation:

- It occurs in a period of 4-5 Hours due to coagulation, flocculation, and sedimentation techniques and the Residual water separates for further purification processes to continue.

- Water Feed Pump:

- The residual water is fed to Sand Water Filter with the help of water Pump e.g. 2 HP water Pump. One such pump is kept as standby. It may be 3 Phase type.

- Sand Water Filter:

- This Filter makes use of sand of various sizes and varieties, Brick Blast, Gravel and pebbles. The Filter is provided with 4 way Back wash Valve for the maintenance of the filter from time to time as required. It may be set on auto mode also.

Collection of Sludge:

-

Collection of Sludge:

-Sludge from the base of Raw Water Tank is collected with the help of separate process with the help of suitable pump and fed to Sludge Treatment Machine.

Sludge Treatment Machine:

- This machine separates the remainder of water from the sludge and diverts it to the Sand Water Filter for further treatment. The separated sludge is disposed off.

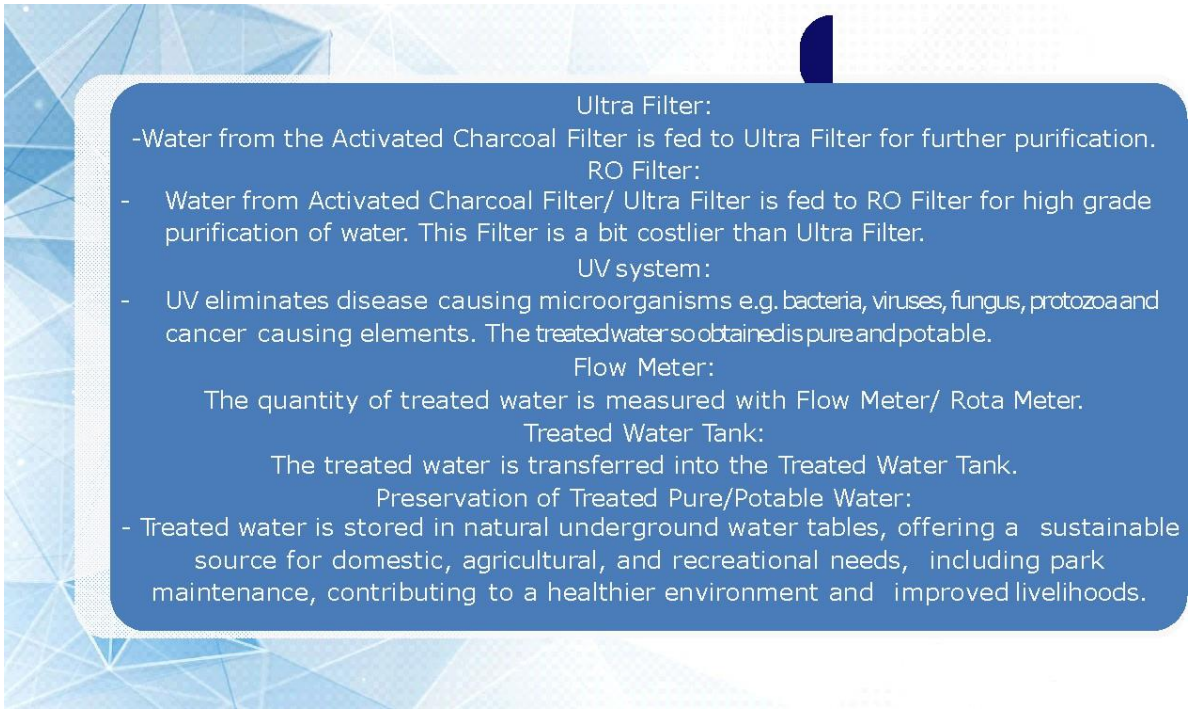
Water Feed Pump for Activated Carbon Filter:

- It is as per Water Feed Pump to the Sand Water Filter.

Activated Charcoal Filter:

- Activated Charcoal Filter absorbs the harmful, foul smelling and poisonous gases like Hydrogen Sulphide, Carbon Dioxide and Carbon Mono Oxide. It also renders normal colour to water by absorbing abnormal colours. It is also provided with 4 way Back Wash Valve and may be set on auto mode.

Ultra Filter:



.**RO Filter and UV System:**

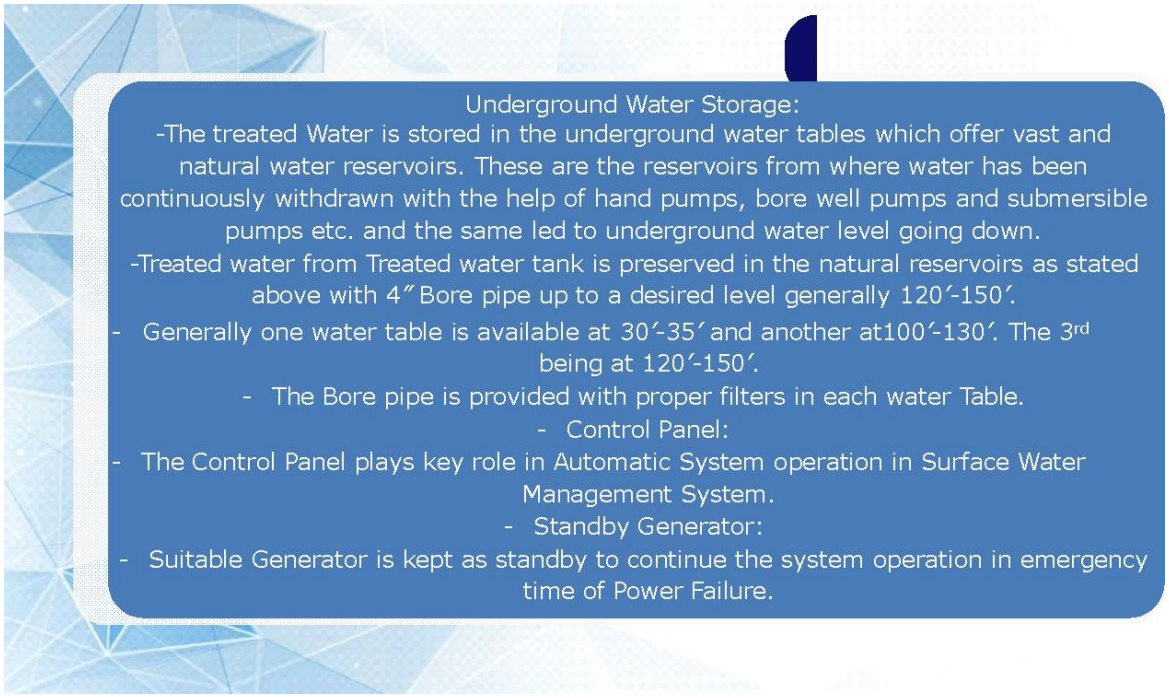
RO System is a satisfactory and commonly used device for getting potable water. But for commercial purposes a suitable system is required.

UV System is a satisfactory method for eliminating disease causing micro organisms.

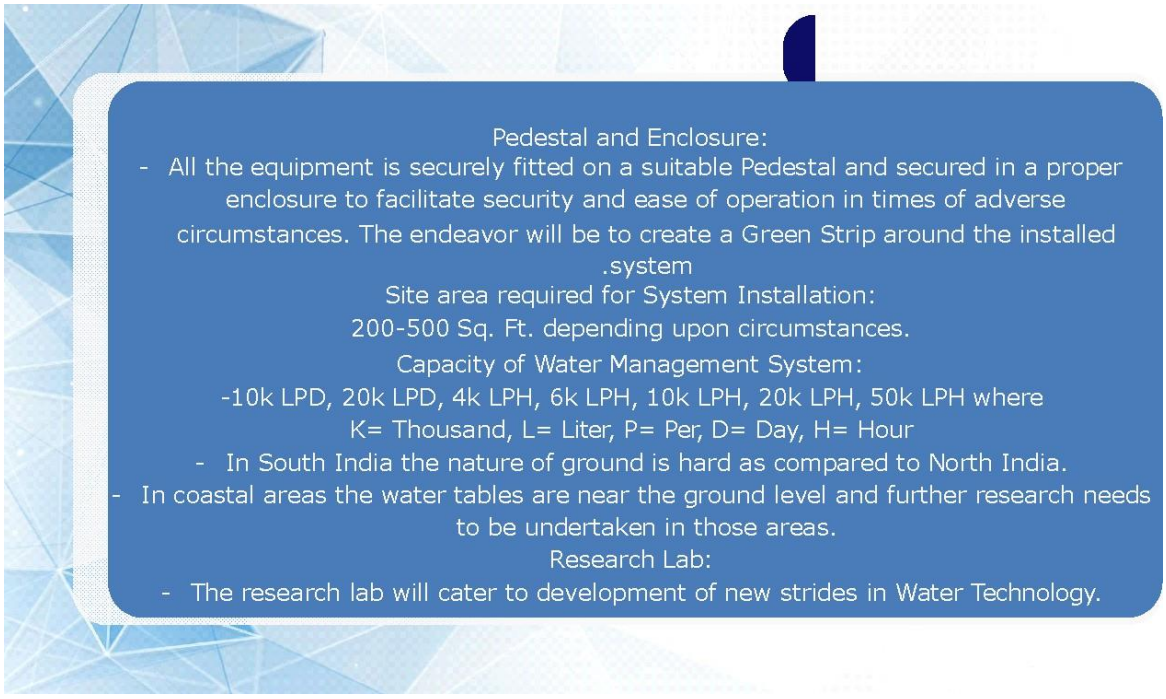
Electrolytic Water Conditioning:

It is a modern device for treating hard water and rendering it soft for domestic and industrial purposes at large. The additional advantage is that Chlorine released as a bye product serves the purpose of eliminating disease causing micro organisms.

Underground Water Storage:

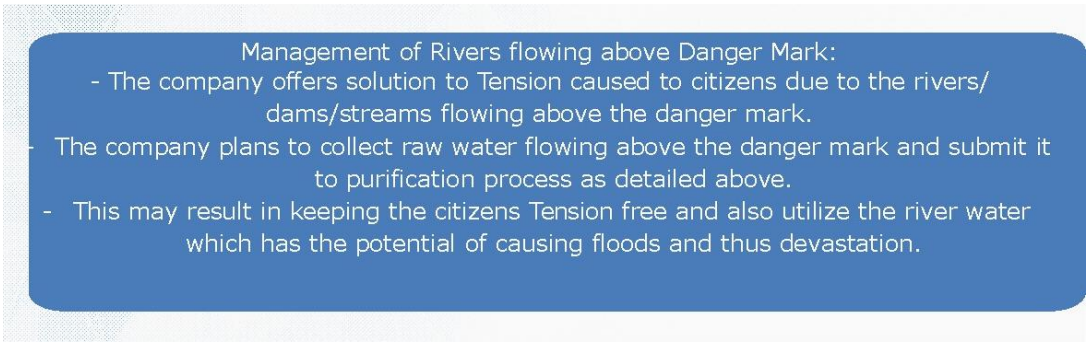


Pedestal Enclosure:



Research in Water Solutions:

Management of Rivers Flowing above Danger Mark:



Motive:

Difference between Surface Water Management and Rain Water Harvesting:

Difference between Surface Water Management system And Rain Water Harvesting

Surface WaterManagement System	Rain water harvesting
1 Rain Water & Flood Water is managed.	Only Rain Water is managed.
2The process Is innovative and latest in Technology.	The system needs upgradation.
3Removal Of suspended impurities in methodical.	No methodical procedure available for elimination ofsuspended impurities and disease causing Organisms.
4Disease causing organisms like bacteria, viruses, protozoa and fungus are eliminated.	No procedure for elimination of bacteria, viruses, protozoa and fungus available.
5 Only pure water is mixed with natural water.	There is no satisfactory control.
6 It is possible to remove cancer causing impurities.	Can't remove cancer causing impurities.

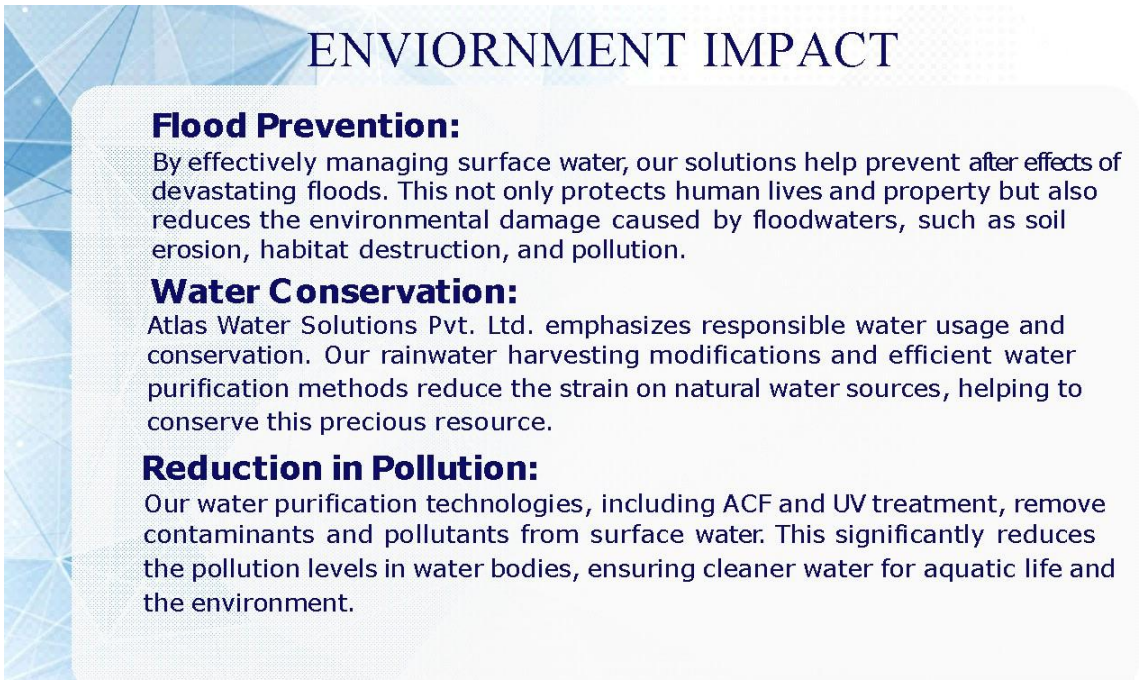
Surface WaterManagement System	Rain water harvesting
7.Improves environment.	Not so because all sort of microbes may flourish on stagnant water and spread foul smell and create disease friendly environment.
8.One time investment.	Requires repeated troublesome procedures.
9.Fast process.	Extremely slow process.
10.Imparts normal colour to water.	Does not restore normal colour of water.
11.Removes harmful/Poisonous smelling gases e.g. Hydrogen Sulphide, Carbon Dioxide & Carbon Monoxide	No harmful/ poisonous gases removed in this technique
12. Prevents spread of disease.	May spread disease by growth of harmful organisms on stagnant water.

Services:

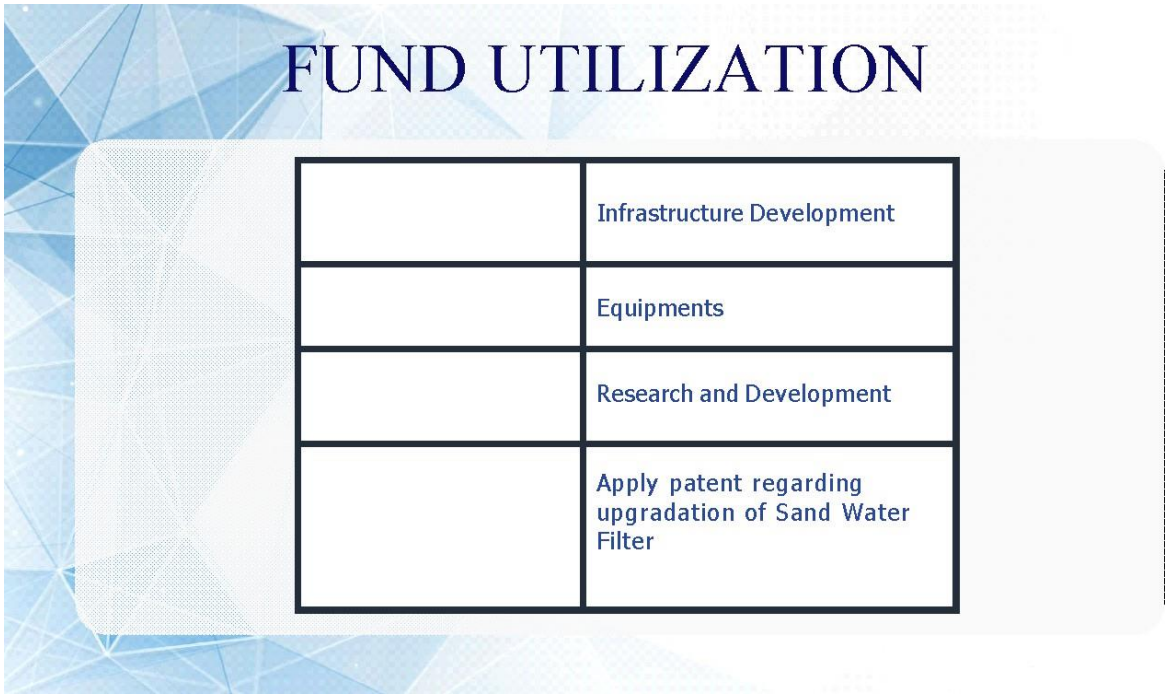
Unique Selling Point:

The core advantage lies in a *centralized yet modular filtration design* that bridges the gap between raw surface runoff and usable water. Unlike traditional harvesting methods, this system is designed for *maximum volumetric efficiency* and **ease of integration** into existing infrastructure.
Key Competitive Edges:
* Plug-and-Play Modularity: The system is engineered for rapid deployment, allowing for scalable water management that grows with the site's requirements without needing a total overhaul.
* Advanced Silt Management: Focuses on superior pre-filtration and sediment removal, ensuring that the water utility remains operational even during high-turbidity monsoon cycles.
* Low Operational Footprint: Designed for high-flow processing within a compact physical space, making it ideal for industrial clusters or urban areas where land is a premium.
* Resource Transformation: It shifts the perspective of surface water from a "drainage liability" to a "storable asset."

Environment Impact:



Fund Utilization:



Market Size:

Revenue Model:

1. *Water-as-a-Service (WaaS): Revenue is generated through performance-based contracts. Utilities earn based on KPIs like leak reduction or energy savings rather than gallons sold.
2. *Resource Recovery*: Utilities monetize byproducts from treatment, such as phosphorus for fertilizer or biogas for energy, creating a circular revenue stream.
3. *Digital Auditing: AI-driven "water auditing" is offered as a premium service to industrial clients to detect leaks or unauthorized usage in real-time.
4. *Dynamic Pricing: IoT sensors allow for real-time price adjustments based on reservoir levels, ensuring financial stability during scarcity while discouraging waste.
5. *Stormwater Fees*: Revenue is earned via "impervious surface fees" based on a property's runoff footprint, which funds green infrastructure to reduce long-term maintenance costs.

PROMOTERS

Dr. Mohinder Pal Garg
M.B.B.S., Ex. PCMS-I (Rtd)
DIN no. 08632246

Mrs. Shashi Sharma
DIN no. 10500086

Thanks for watching and devoting valuable time!