GRIHA Council and FluxGen Join Hands for Sustainable Water Management

Bengaluru, India, 24th June 2025: *GRIHA Council and FluxGen Sustainable Technologies Pvt Ltd*, a leading climate tech company in end-to-end smart water management solutions, have signed a Memorandum of Understanding (MoU) to collaboratively advance smart, data-driven water sustainability solutions across India's built environment.

Through this collaboration, GRIHA Council and FluxGen will work with government agencies, private developers, and institutions to deploy AI-powered technologies that monitor, analyze, and optimize water consumption patterns in real-time. A major step toward integrating cutting-edge technologies, like IoT, SCADA systems, and artificial intelligence, with the GRIHA rating framework to enable predictive, accurate, and transparent water management in infrastructure projects has been taken with the signing of the agreement by Shri Ganesh Shankar, Founder & CEO, FluxGen Technologies, and Shri Sanjay Seth, Vice President & CEO, GRIHA Council.

This partnership will enable stakeholders to implement intelligent water solutions that improve efficiency, ensure regulatory compliance, and drive measurable climate resilience.

The MoU was signed in the gracious presence of Shri. Rizwan Arshad – Hon'ble Member of Karnataka Legislative Assembly, Government of Karnataka, reinforcing the state's commitment to sustainable and tech-enabled solutions for resource management.

Ganesh Shankar, Founder & CEO, FluxGen, said, "*Recent technological developments have given us a unique chance to bridge this crucial gap. Accurate, predictive water management at scale can be made possible by integrating real-time data from IoT sensors, satellite imaging, and regulatory frameworks to create AI-powered "Knowledge Twins" digital systems that complement human expertise.*"

Sanjay Seth, Vice President & CEO, GRIHA Council, said, *"Water is no longer just a utility; it is a critical climate asset. With this partnership, we are bringing the power of technology and real-time analytics into the core of sustainable infrastructure. By enabling smart, transparent, and data-driven measurable outcomes, we intend to strengthen the confidence of stakeholders across sectors in the rating framework. This collaboration of two responsible brands, FluxGen and GRIHA, will help scale up efficient solutions that enhance regulatory compliance and strengthen climate resilience."*

By combining FluxGen's real-time analytics capabilities with GRIHA's established green building benchmarks, the partnership aims to create a scalable impact across sectors and strengthen India's transition to climate-resilient infrastructure.

India is among the most water-stressed countries globally, with rapid urbanization placing unprecedented pressure on existing infrastructure. GRIHA Council has long been at the forefront of advocating sustainability in building practices, and this partnership signals a renewed emphasis on water as a strategic climate resource.

About FluxGen:

FluxGen Sustainable Technologies Pvt Ltd is a Bengaluru-based climate tech company pioneering smart water management for industries. Its AI- and IoT-powered platform enables real-time monitoring, predictive analytics, and prescriptive insights to help large enterprises reduce water consumption, minimize waste, and move toward becoming water positive.

Working at the intersection of sustainability and industrial innovation, FluxGen leverages advanced technologies like Generative AI, geospatial imaging, and cloud computing to deliver scalable, end-to-end solutions across diverse sectors. The company has partnered with leading organizations, including Tata Steel, Biocon, and Microsoft, and was recently featured in the Norrsken Impact/100 list of the world's top impact startups. FluxGen also earned recognition from the Hon'ble Prime Minister Narendra Modi in his Mann ki Baat address.

About GRIHA Council:

GRIHA (Green Rating for Integrated Habitat Assessment) was established in 2007 as a collaborative initiative between the Ministry of New and Renewable Energy (MNRE), Government of India, and TERI. It provides a comprehensive framework for holistically assessing the environmental performance of buildings over its entire lifecycle. GRIHA is recognized as an indigenous green building rating system in India's Nationally Determined Contributions (NDC) to the UNFCCC. The GRIHA rating system has garnered accolades for its focus on energy efficiency, resource conservation, and sustainable site planning. It holistically evaluates the environmental performance of buildings against certain nationally accepted benchmarks, thereby providing a definitive standard for what constitutes a 'green building'. Developed exclusively in the context of Indian climate and construction practices, GRIHA works on the principle "What gets measured, gets managed". The GRIHA rating variants developed for diverse building typologies assess existing infrastructure and help 'design and evaluate' new buildings, thereby facilitating in reduction of carbon and environmental footprint from the built environment.