

## **5.0 Environment Market Opportunities Segments**

Environmental market opportunities in India are concentrated in a number of key business areas. Broad-based market opportunities will arise in the long term. Canadian environmental companies will find a receptive Indian environmental market in the following market segments:

- Solid and hazardous waste management;
- Air technologies;
- Water and wastewater technologies;
- Clean energy (energy efficiency and renewable energy technologies);
- Environmental services.

At the top of the Indian government's list of environmental priorities are cleaner-process technologies, low-waste technologies, and reuse/recycling projects. Major government projects underway include small-scale common effluent treatment plants, sewage treatment plants, river clean-up projects, waste disposal site development, clean energy generation, mass rapid transit systems and industry relocation. An increasingly stringent environmental audit process feeds a growing market for consultancy services, including monitoring, sampling, auditing, laboratory analysis and environmental impact assessments. Major opportunities exist in the design and construction of effluent treatment plants, hazardous waste disposal systems, emission control technologies for industry and vehicles, reforestation, waste minimization and energy-efficient technologies.

There are key sectors in the Indian economy that have specific technology needs and provide good opportunities for Canadian companies. Addresses for Indian companies are listed in Appendix A.

### **5.1 Solid and Hazardous Waste Opportunities**

Solid waste management and disposal is a major environmental problem, particularly in major urban centres such as New Delhi, Bombay, Madras and Calcutta. The volume of garbage has increased with the growth in population and an improved standard of living. Methods for collection however, have largely remained static.

The volume of industrial hazardous waste is increasing rapidly. A growing appreciation of the benefits of eco-efficient technologies, awareness of the destruction of eco-systems, and increasing government pressure is pushing industrial concerns to seek technological and management solutions to these problems.