

1.0 Introduction

1.1 The Purpose of this Guide

The purpose of this Business Guide is to provide Canadian companies with advice and insight into the rapidly growing environmental goods, services and technology markets in India.

India's industrial development and rate of population growth is giving rise to a host of environmental challenges. Indian industry needs to boost productivity and conserve resources. The country's middle class is demanding higher quality air and water, and waste disposal as the standard of living rises. To compete in global markets, Indian businesses must conform with environmental norms such as international environmental agreements.

Consequently, business opportunities for companies that can provide clean and cost-effective technologies are abundant. This Business Guide seeks to give Canadian companies an advantage over the competition by providing:

- An overview of India's economic and environmental profile;
- An analysis of the existing market, including regulatory and economic drivers for environmental technologies;
- A look at opportunities for Canadian environmental companies, segmented by environmental technology, based upon an analysis of market trends;
- Advice on market entry strategies.

The Guide focuses on the market segments of solid and hazardous waste management, air pollution technologies, water and wastewater technologies, clean energy and environmental services.

It serves as an introduction to India's environmental markets. Additional information can be obtained by approaching the contacts included in the Guide.

All currency is denominated in American dollars.

1.2 India Today

India is a land of physical, ecological, social, cultural and linguistic diversity with a population of 920 million. There are 16 languages and a large proportion of the country speaks English. Some of the world's poorest citizens live in India, and yet India also has a middle class of approximately 250 million which is propelling the country's economic boom.