



Great potential exists for Canadian software companies to enter the Indian market by joining with Indian software companies to develop software for the domestic and third country markets.

Space Communications, Remote Sensing and GIS

Market potential exists for Canadian companies in the space, remote sensing and geographic information systems (GIS) sectors. The Indian Space Research Organization [ISRO] is keen to have information on Canadian space technology.

The Indian geomatics market represents enormous opportunities for Canada and, in 1995, some estimates placed it at more than C\$100 million with a growth rate of more than 20 percent per annum over the next five years. India's economic policies encompass the rapid development of infrastructure including telecommunications. Modernization of India's geomatics capabilities will therefore be essential for the success of India's economic policies. Decision makers in India have recognized the strategic nature of geomatics technologies for infrastructure development, natural resource management, land information and environmental monitoring. In geomatics, Canada enjoys good exposure in India where past geomatics initiatives resulted in commercial success.

The Survey of India (SOI) is the national survey and mapping organization under the Ministry of Science and Technology. Its responsibilities include geodetic survey control, mapping and production of geographic products, including aeronautical charts. The Indian Space Research Organization (ISRO), of the Department of Space (DOS), is responsible for the overall implementation and planning related to the national space program. The National Remote Sensing Agency and the Space Applications Centre, both under ISRO, carry out much of the remote sensing program. Besides these two primary organizations, a large number of user agencies exist in the government at the central and the state level. These include the ministries of Rural Development, Urban Development, Forests and Environment, Agriculture, Mining and their counterparts at the state level.

Some specific commercial opportunities that exist for the Canadian geomatics firms include:

Urban Mapping: In India, the majority of urban centres and towns do not have up-to-date base maps which are essential for the efficient planning of land use and designing of urban infrastructure. Opportunities to satisfy this need include: the development of technical capabilities of town planning organizations at the Central