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- Enforcement of regulations by central and state PCB's in most areas of India;
 - Appropriate economic policies including realistic water and energy pricing, and lower subsidies to industry, as well as the continued liberalization of the Indian economy to global markets;
 - Pressure on exporters in many sectors for products produced through environmentally acceptable processes;
 - Corporate citizenship and environmental stewardship promoting the desire by Indian industry management to be socially responsible; and
 - Public pressure from environmental groups and concerned citizens.

Competition

It is estimated that India's imports of environmental goods and services equal 32 percent of the market. Canadian companies have major competitors for this market share in American, German, Japanese, British, Swiss and Scandinavian companies which have targeted the Indian marketplace for export. These countries' environmental firms enjoy a high profile in India. Indian organizations have indicated that the greatest barrier to Indo-Canadian commercial interaction in the environmental sector is their low level of awareness of Canadian capabilities. Similarly, Canadian firms are not fully aware of the newly emerging market for environmental products and services in India.

Indian environmental equipment and service companies are slowly becoming more advanced in serving the needs of industry. There is already a good manufacturing base for producing mechanical equipment, such as clarifiers/thickeners/classifiers; floatation units; ion exchange units; membrane separation systems; softeners; deionizers; industrial effluent and sewage treatment plants; wet scrubbers of various types; bag filters; and electrostatic precipitators/cyclones.

The Regulatory Framework

From a regulatory perspective, India's regime has historically caused problems for foreign firms attempting to access this market. This situation has changed considerably in recent times, even though disparities remain in a number of states. In terms of national policy, the Government of India released the National Conservation Strategy (NCS) in 1992 which addressed the environmental problems arising from the negative effects of industrial development and those resulting from conditions of poverty and under-development. A number of priority requirements are specified including: water conservation; recycling; pollution prevention and its control in the disposal of solid wastes, effluents and hazardous substances in land and water; water pollution control and abatement; use of energy; efficient and clean technologies for air and noise pollution; incentives for environmentally-benign substitutes; technologies; and energy conservation.

The NCS also calls for action in the following areas: encouraging research, development and adoption of environmentally compatible technologies; promoting