

**EPV India**

**at**

**2<sup>nd</sup> International ETV Forum**  
**Vancouver, Canada**

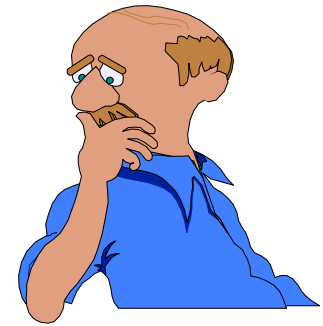
**Panel #1 : Role and Benefits of ETV**

**28 March 2006**

# Why EPV for India?

## ❖ Vendors Making Tall Claims

- Doubt in Consumers Mind
- Hampers Purchase Decision



## ❖ Adoption of Environmental Technologies

- Still in Nascent Stage in India
- Adequate Case Studies Not Available



## ❖ Financial Implication

- Medium to Large Capital Investments

## ❖ We See EPV as a Major Tool

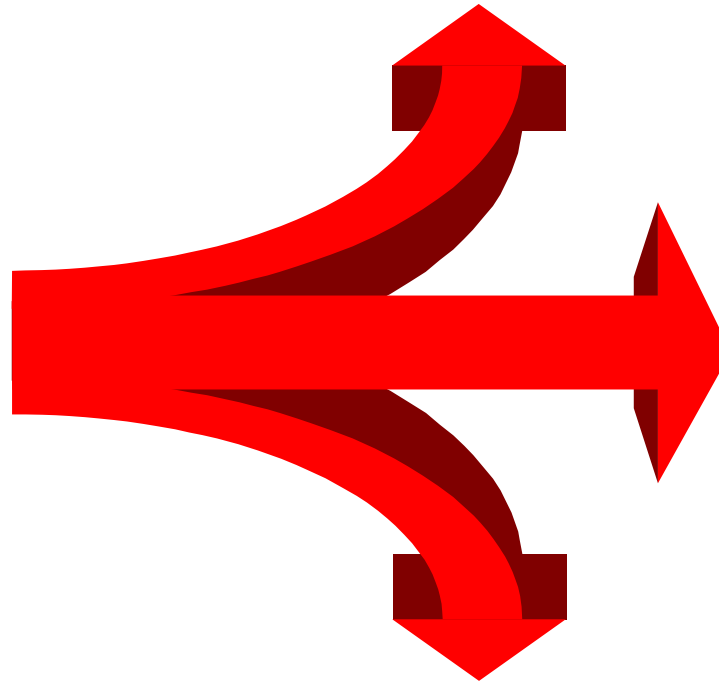
- Enable Purchase Decision
- Catalyze Significant Investments

# EPV India - Action Plan (Before Launch)

## Awareness Creation

(Stakeholder Consensus - Popularize the concept, Vital for Creating Critical Mass )

**Three-  
pronged  
approach**



## Establish Infrastructure

(Identification of Partners –  
Verification Entities, Test  
Labs, Experts; Developing  
Institutional Framework;  
Capacity Building)

## Pilot Demonstration Projects

(Eg: Success of Indian Green Building Movement)

# Conclusion

- ❖ **EPV – Excellent Opportunity for India**
  - **Market transformation for environmental technologies**
- ❖ **Critical Areas for India**
  - **Water & Waste Water**
  - **Air Emissions Control**
  - **Waste Recycling**
  - **Hazardous Waste Management**
- ❖ **CII Geared to take this Movement Forward**

**Seek your Support and Cooperation**

***Thank You***