



BACKGROUND INFORMATION U.S. STANDARDS DIRECTORY

U.S.–India Standards and Conformance Cooperation Program (SCCP)

www.StandardsPortal.org/us-indiasccp

WATER PURIFICATION (ICS 13.060)

Introduction

Water purification includes drinking water, water quality in general, as well as installations and equipment for protection against pollution and toxicity.

Feedback from Indian stakeholders in the government and private sector

Activities of GOI ministries in the area of water purification indicate that the Indian government places a medium-level priority on developments in the sector. Indian industry is active in urging the government to make standards and conformance for water purification a higher national priority.

Based on feedback from CII, water purification is an important sector within Indian industry, and one of the top three sectors included in this report. The Water Equipment & Management Division (WEMD) of CII discussed the need to work together to develop Indian Standards for water equipment at their meeting on March 20, 2009. Members of the WEMD discussed the importance of developing IS in line with international best practices and formed a task force with the goal of suggesting a draft standard within the next 45 days.

Indian standards and regulatory developments

To ANSI's knowledge, there are not currently any draft Indian Standards (IS) pertaining to water purification in progress. BIS operates a compulsory "ISI Mark" certification program for bottled drinking water. The full list of relevant Indian Standards may be found in [BIS' online catalog](#). As mentioned above, CII is working closely with BIS, and other stakeholders to encourage the development of an Indian standard for water equipment.

The Indian [Ministry of Water Resources](#) is responsible for monitoring water quality at the federal level, while each state and municipal government carries out their own local monitoring programs. The specification for the quality of drinking water was most recently published in 1991, and is available online [here](#).

Concentration of Indian SMEs in industry sector

According to the Indian [Ministry of Micro, Small and Medium Enterprises](#), it is estimated that Indian micro and small enterprises account for 39% of the manufacturing output and 33% of the total export of India. There is some Indian SME activity within the water purification sector, although it is not as high as in other sectors.

Bilateral U.S. – India trade flows

According to the [U.S. International Trade Commission](#), the following table lists the total value of Indian exports to the U.S., and U.S. exports to India for the last three years:

Total Water Sector	2006	2007	2008
U.S. Exports to India	\$44 million	\$45 million	\$47 million
India Exports to U.S.	\$20 million	\$25 million	\$27 million

The data reflects a general upward trend in bilateral trade for the sector.

The U.S. Commercial Service listed water as one of the leading sectors for U.S. export and investment for 2008¹. The India Country Commercial Guide notes that the overall market is growing at a rate of 10-12 percent each year, mainly due to increased demand for safe drinking water and rapid urbanization in India.

Priority placed on standardization within the U.S. sector

The U.S. is very active in standardization for water purification. In the area of private sector standards and conformance, the U.S. participates on ISO TC147 (water quality). In addition, U.S.-based standards developers such as ASTM International, NSF International, the American Water Works Association (AWWA), the Water Environment Federation (WEF), and the Northwest Water Management Association (NWWMA) are active in developing standards related to water equipment. Many of these organizations are also listed in the StandardsPortal profile pages.

In June 2009, U.S. and Indian stakeholders participated in a digital videoconference (DVC) to exchange information on standards and conformance activities in the U.S. and India. This session was co-organized by ANSI, BIS and CII, with support from Underwriters Laboratories (UL).

¹ India Country Commercial Guide, 2008, U.S. Commercial Service
(http://www.buyusainfo.net/docs/x_5005650.pdf)