

FOR IMMEDIATE RELEASE

**Increasing water pollution across India is fueling the need for water management, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches Water and Wastewater Management in India 2010 report covering various aspects of water management techniques in India. The report is a special feature from Netscribes.*

**Mumbai, India – July 13, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Water and Wastewater Management in India 2010*. The water treatment industry caters to one of the most valuable natural resources which is depleting due to over use and excessive pollution by various sources. The industry is set to grow in the future due to various regulations by the government and initiatives by private players.

The report begins with an overview of the water situation and consumption structure in India across various sectors namely agriculture, domestic and industries, showing the growth in water consumption across the masses in India. This is followed by a section which depicts the amount of wastewater generated across sectors and the level of degradation. It also highlights the lakes and water bodies that are under threat of depleting and being polluted.

The market overview section gives the size and growth of the wastewater treatment market and shows the various techniques of water and wastewater treatment. It also includes an in-depth analysis of the various techniques and their status in India. The characteristics and trends in the market have been analyzed and include increasing urbanization, initiatives taken at the corporate level, initiatives of various research and training institutes, increasing licensing agreements, various summits and seminars, initiatives for consumer awareness and public private partnerships. A brief analysis of the issues/challenges hindering growth are also highlighted including policy failures and institutional weaknesses, coordination and technological loopholes, multiplicity of organizations and inadequacy in generation of revenue to meet costs.

Various government bodies and programmes as well as initiatives by the NGOs that have been actively involved in conserving water and regulating its consumption and pollution have been showcased.

The competitive landscape provides a look into the nature of the market, the activities of the players and the level of competition between them. It also compares the private players according to the products and services offered. Brief profile with short description of the major domestic and foreign players is also included. Furthermore, key developments in the market over the last one year have also been highlighted.

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**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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