

# Japan-India Partnership on Air Pollution Control Measures for Industrial Sector in India

DKK-TOA CORPORATION

Overseas Sales Division

Takeyoshi Yamazaki

# Company Overview

*Development, Production, Sales & Technical Services for Analytical Instruments of the environment as well as medical instruments.*



Company Name:	<b>DKK-TOA Corporation</b>
Established Date:	<b>19<sup>th</sup> Sep, 1944</b>
Capital:	<b>1.84 Billion JPY</b> <b>(Listing on Tokyo Stock Exchange 1<sup>st</sup> section)</b>
Headquarter:	<b>Tokyo, Japan</b>
Employees:	<b>571 (31<sup>st</sup> Mar, 2021)</b>

# Products

*We produce various types of analyzers*



- *Online Process analyzer for sewage*
- *City water & Sewage treatment analyzer*
- *Environmental water quality analyzer*
- *Ambient air quality analyzer*
- *Steam & water analysis system*
- *Analyzer for oil refinery*
- *Laboratory & Portable analyzer*

# Distribution in India

## Three distributors for each product



★ **Analyser Instrument Co. Pvt. Ltd.**

E-29 (A), Rod No.2, I.P. Industrial Area Kota-324005(Raj.)  
INDIA

→ **Ambient Air and Water Quality (Process/SWAS)**

★ **Savant Instruments Pvt. Ltd.**

Plot No: 220, Road No.2, Doctor's Colony, Saroor  
Nagar, Hyderabad – 500 035 TS

→ **Water quality analyzers(lab)**

★ **SWAN Environmental Pvt. Ltd.**

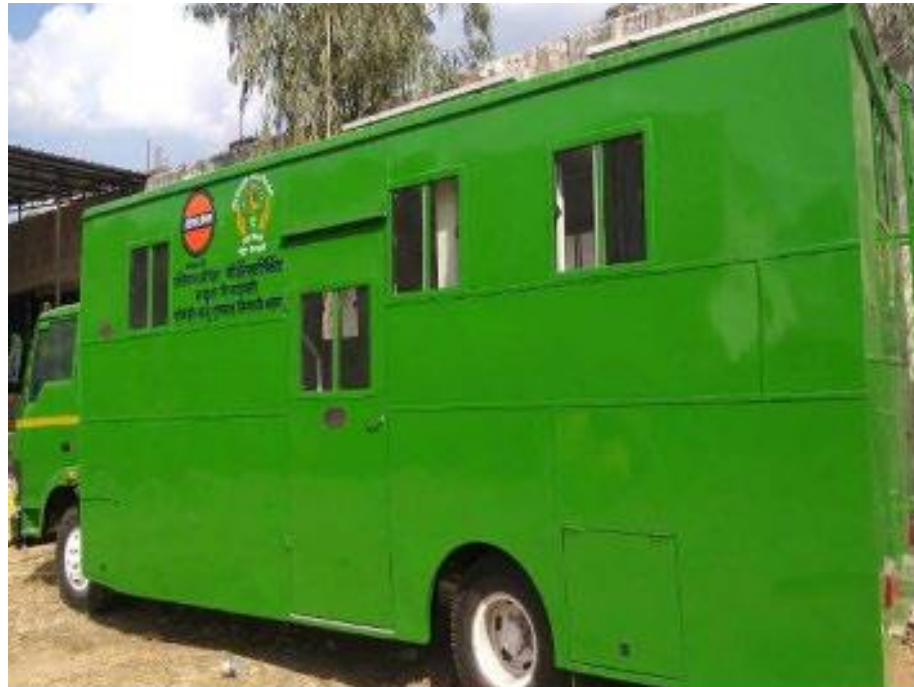
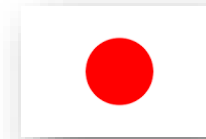
Plot. No.922 & 935,Swami Ayyappa  
Co.Op.Society,Madhapur, Hyderabad – 500 081 TS

→ **Ambient Air Analyzers(PM10)**

# Key Success Factor in India

- *Tie-ups with local manufacturers (Make-in-India policy)*

*“We do not bring everything from Japan!”*



# Difficulties in Indian business

Though some **NTPC** tender or **CPCB** already mentioned that not only **USEPA** approved products but also products approved by **Japanese Ministry of Environment** are acceptable, though most of the cases still require **USEPA**.  
**It cost us a lot to obtain USEPA.**

## 4. CONTINUOUS AMBIENT AIR QUALITY MONITORING ANALYSERS for SO<sub>2</sub>, NO-NO<sub>2</sub>, NO<sub>x</sub>, NH<sub>3</sub>, CO, O<sub>3</sub> and BTX

### 4.1 (General Specifications for all Analysers)

4.1.1 All ambient Gas Analysers and Dust Monitor shall conform to the US EPA reference or equivalent method. A proof of approvals and certificates of the above compliance along with copy of the Test Report (in English) from internationally reputed agencies such as US EPA, TUV / UAB of Germany, Enviro Canada, Enviro Japan, EEC etc shall be furnished.

4.1.2 The analyzers should be 19" rack mounting model with facilities for fixing the



# Difficulties in Indian business

*Water purification plants are being constructed under the large-scale river purification project. However, because water majors such as **Suez Veolia** are involved as the management companies in most of the cases.*

*Western manufacturer brands tend to be selected.*

## Namami Gange Programme

NAMAMI GANGE PROGRAMME - At a Glance, September 2020 (English , Hindi)

★ 'Namami Gange Programme', is an Integrated Conservation Mission, approved as 'Flagship Programme' by the Union Government in June 2014 with budget outlay of Rs.20,000 Crore to accomplish the twin objectives of effective abatement of pollution, conservation and rejuvenation of National River Ganga.

★ Main pillars of the Namami Gange Programme are:-



Sewerage Treatment Infrastructure



River-Front Development



River-Surface Cleaning



Bio-Diversity



Afforestation



Public Awareness



# Summary (Key Success Factors, Difficulties)

1. *Key Success Factors: Collaboration with local manufactures in final products*
2. *Difficulties : Though USEPA is required in India for bidding, much more Japanese manufactures can participate if SPCB can accept the products which Ministry of the Environment in Japan approves.*
3. *Difficulties : Most of water purification plants in India are under European Water Barons (Veolia or Suez ) control system. They prefer to select European Analyzer brands.*

*Thank you*