

Promoting Environmentally Sound Technologies and Best Practices
and
Launch of JITMAP Online Platform

Companies in developed countries are globally renowned for their environmentally-sound technologies, which include energy efficient technologies, best operating practices, and renewable energy technologies. Developing countries, such as India, offer a huge potential market for such technologies, with industries striving to find ways to improve their profitability by reducing energy costs. This market, however, remains largely untapped because players in both developed and developing countries often lack the required information, knowledge, and expertise to bring the technology transfer process to a satisfactory completion. The Japan–India Technology Matchmaking Platform (JITMAP), a collaboration between Institute for Global Environmental Strategies (IGES) and The Energy and Resources Institute (TERI), aims to promote the engagement and matching (direct and indirect) of Japanese and Indian stakeholders, public and private, to facilitate mutually beneficial transactions in environmentally-sound technologies.

In this background, a thematic track, “Promoting environmentally sound technologies and best practices”, jointly organized by TERI, the Ministry of the Environment, Japan (MoEJ), and the IGES, took place during WSDS 2018 on February 15, 2018. The event showcased the JITMAP initiative of IGES and TERI to promote the deployment of Japanese environmentally-sound technologies in India. The event also witnessed the launch of JITMAP’s website by the Hon’ble Vice-Minister for Environment Mr Yasuo Takahashi.

Attended by over 40 key Japanese and Indian stakeholders, such as policy makers, bankers, business associations, and academic and research experts, the session offered a platform for sharing of views to promote the deployment of environmentally-sound technologies and best practices in India and ways to make JITMAP operational.



Dr Ajay Mathur delivered the opening remarks. Recalling the SATREP (Science and Technology Research Partnership for Sustainable Development) project, he mentioned that there is a vast, untapped market for Japanese low-carbon technologies in India. New business models are required to up-scale the dissemination of these technologies in the future.

H.E. Mr Ysuo Takahashi, in his special remarks, mentioned that low carbon technologies lead to conservation of nature. Apart from reducing pollution transfer of new low carbon technologies also lead to capacity building.

Setting the theme of the session, Dr Rabhi Abdessalem presented IGES–TERI efforts to promote environmentally-sound technologies in India with a special focus on explaining the background and operational procedure of JITMAP. This was followed by the launch of the JITMAP website by HE Mr Takahashi.

Subsequently, a round table discussion, incorporating views from major stakeholders, on promoting North–South matchmaking for LCT deployment, initiated with two presentations on specific Japanese environmentally-sound technologies.

Mr Hiroto Tsushima introduced Honda’s Mobile Battery EV and Mr Shozo Okada introduced his company’s Compressed Air System. Both speakers highlighted the huge opportunities in Indian market to deploy those technologies and JITMAP’s remarkable role to facilitate such deployment. They showed readiness to work with JITMAP members to conduct feasibility studies and assessments, whenever needed.

The round table discussion highlighted valuable opinions from various stakeholders. A brief account of them is as follows:

Mr Rajnesh Trivedi, representative of YES Bank highlighted the importance of technology customization and on the role of Multistakeholder approach. During his address, he expressed the readiness of YES bank India to collaborate and to share its expertise with JITMAP members; while Mr Krishan Dhawan, CEO, Shakti Foundation mentioned that technology deployment should be seen beyond just selling the technology but also as a foreign direct investment (FDI) and job creation.

Mr Rene Van Berkel, UNIDO, emphasized on the role of conducting demonstration projects.

Mr. K.H. Kakkad, GITCO and Dr Anant Sardeshmukh, MCCIA shared how their organizations could support JITMAP operation. For instance, there was an expression of interest on their part to support pilot project(s) implementation to highlight not only the benefit of Japanese technologies but also how JITMAP operates given they are already JITNMAP dialogue members.

Mr Girish Sethi, Senior director, TERI, highlighted the need for a continuous support to JITMAP by mobilizing necessary resource over a multiyear projects. He highlighted the possibility of JITMAP to support SMEs, not only as recipients of technologies but also as those supplying the technologies from Japan. The discussions also navigated the idea of developing a road map and a concept paper about JITMAP which the Bureau of Energy (BEE) could take forward to discuss at the Ministerial level.

Conclusively, all stakeholders involved in the discussion showed strong interest in JITMAP as a new business model to promote the deployment of environmentally sound technologies in India.

In his closing remarks, Prof. Kazuhiko Takeuchi, emphasized on the importance of viewing

the entire life cycle cost of technology while adopting a multi-stakeholder integrative approach. Mainstreaming technologies through incremental/gradual implementation and adapting these to local conditions was considered imperative by all.

The session concluded with the acknowledgement that the JITMAP opens up a plethora of opportunities for Indian and Japanese business communities. As the platform gains more partners and stakeholders, it must also enrich the JITMAP website with updated information for the benefit of its users. The platform must also focus on expanding the user network with greater involvement and support of respective government institutions and the use of adequate resources.