

BUSINESS INNOVATION SYMPOSIUM (E6)
Space-related Commercial Applications and Markets (2)

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COMMERCIAL SPACE APPLICATIONS IN INDIA - AN INDUSTRY PERSPECTIVE

Abstract

As knowledge economies are unfolding in various parts of the globe, demand for various applications of space technology have been growing. Commercial enterprises play a key role in effectively meeting those demands as well as in promoting new applications. Sustenance and growth of such commercial enterprises depend upon maintaining proper environment, which is characterized interalia by factors such as access to finance, regulatory frameworks, availability of technological resources, a host of socio-economic needs and geopolitical conditions. In the dynamic environment that prevails in the aftermath of economic crisis that affected a large part of the world in recent years, need for assessment of business potentials as well as market strategies to respond to the new situation had become relevant.

Further, space applications, playing the role as enablers of the recovery process, had experienced a surge in demand in some markets such as India's connectivity and information services markets. Hence an attempt was made to assess the potentials which exist for commercial space activities and also analyse issues, which are considered by industry as the most important and urgent concerns. These issues span a wide range of aspects such as the stability of growth drivers in the economy, policy measures of the government and demand- supply equilibrium.

A survey involving over twenty enterprises in different branches of space technology and applications including communications and remote sensing applications, and space products, point to several lessons which can be drawn in the field of promotion of commercial enterprises related to space. The paper presents the methodology as well as the results of the survey undertaken in India.