NATIONAL MANUFACTURING POLICY TO INTEGRATE ENVIRONMENTAL ISSUES INTO GROWTH OBJECTIVE: R.P. SINGH

LARGEST ENVIRONMENTAL FAIR TO BE HELD IN NEW DELHI

New Delhi: **July 14, 2010**

Delivering the welcome address at the announcement of the **Eco Products International Fair (EPIF) - 2011** scheduled to be held during 3-6 March 2011 at Pragati Maidan, New Delhi, Shri R.P. Singh, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, informed that the government has already initiated 8 national missions and many critical initiatives to fulfill its national and international obligations. "As a developing nation, we are learning to recognize the difficulties and efforts required to operationalise the meaning and content of sustainable development", he said. Shri Singh further stated that "to further catalyse these initiatives we are going to bring about a new National Manufacturing Policy which at its core visualises integrating environmental issues into growth objective to decouple economic growth from environmental degradation by encouraging adoption of Green and Clean Technologies, promotion of green purchasing network and to incentivise adoption".

The function was attended by Mr. Shigeo Takenaka, Secretary-General of the Asian Productivity Organization; Mr. Takashi Yamagishi, Chairman of APO Preparatory Committee EPIF-2011, Shri N C Vasudevan, Director General, National Productivity Council (NPC) apart from senior officials from the Ministry of Commerce & Industry.

Mr. Takashi Yamagishi, explained the role of Japanese private sector in support of sustainable development with environmental preservation and reasons for participating in the EPIF 2011. He further emphasized that strong, vibrant partnerships between the public and private sectors as well as developed and developing countries are essential for meeting the objectives of Green Productivity through the EPIF. Mr. Shigeo Takenaka expressed his confidence that India will reap great benefits from the fair and that it will move society and industry toward sustainability.

Eco-Products International Fair (EPIF) is the largest environmental fair in Asia and showcases the most advanced environmental friendly technologies, products and services that enhance sustainable productivity

and competitiveness. EPIFs provide opportunities to explore business collaborations, and promote public awareness of environmentally friendly products and services. Moreover, India is also a signatory to a number of international conventions and treaties relating to Sustainable Development and Environmental Management.

The main objective of the organization of the EPIF-2011 is promotion and dissemination of information on eco-friendly technologies, products and services that enhance sustainable productivity and competitiveness. The expected benefits of EPIF 2011 are: to create and provide networking, marketing and sales opportunities with global Eco-product producers and information & media coverage to the product/services of the exhibitors and potential ideas for innovative green entrepreneurs; to benefit society to get awareness and knowledge to identify and use eco products/services in day to day life; to help government in devising/formulating schemes and policies to promote use of clean and green technologies; to encourage greening the supply chain and public procurement activities; to enhance the acceptance of eco-product alternatives in industry to meet environmental goals like reducing carbon and water foot print and create a sustainable growth path and helps India to meet voluntary or binding emissions reduction, and other millennium development goal; and to provide a window to Indian companies to promote their products, and encourage other companies to enter into the increasing market of this segment and to provide impetus to existing green initiatives like energy efficiency star ratings of electrical and electronic consumer goods and acceptance of green building concepts.

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