



CERC – ENVIS Centre

on

Eco labelling and Promotion of Eco friendly products

Consumer Education and Research Centre

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Ministry of Environment, Forest and Climate Change, Government of India has recognized Consumer Education and Research Centre (CERC) as ENVIS (Environment Information System) Centre in 2005. The focus of ENVIS is to provide environmental information to decision makers, policy planners, scientists and engineers, research workers, etc. across the country. ENVIS was conceived as a distributed information network with the subject-specific centers to carry out the mandates and to provide the relevant and timely information to all concerned.

Subject assigned to the CERC- ENVIS Centre (henceforth referred to as The Centre) is “**Eco labelling and Promotion of Eco friendly products.**” The Centre launched the website <http://cercenvis.nic.in/> on NIC (National Informatics Centre) platform with the theme ‘Eco-labelling and Promotion of Eco-Friendly Products’.

The website furnishes the information on national and international scenario on this subject. It gives information on Guide to Environment Friendly Electronics, Green Industries, information on sixteen Product Categories identified by CPCB for Eco Mark and much more. Its ‘Eco News and Development’ section of the website features latest developments, news, views, and information on eco labelling, eco mark, and different eco schemes. It publishes researched articles on green products, sustainability, and information relevant to the Centre. It publishes the test reports on the products with environmental friendly criteria. Kids’ corner is a Kool Place for Kids! A corner helps to make kids environmentally friendly. Its Consumer Support section helps consumer where to go for help. Glossary demystifies the environment jargon.

The Centre publishes special value added publications to educate consumers and make them aware about comparative testing of consumer products and how to use consumer courts to get justice. “**Ecolabel and Trade: A bibliography**” contains abstract from the different journal, articles and books on ‘Ecolabel and trade.’ The booklet will help research scholars, scientists, and students to know more about the work done by scientists. It will help them to do further research on this topic.

The Centre publishes theme based quarterly newsletter named “**Green Insights.**” These newsletters feature issues relevant to environmentally friendly products and latest technologies that can be adhered to environment protection. All publications are available on the website <http://cercenvis.nic.in/>. The Centre has created different databases relevant to the subject. It has compiled the bibliographical information on the assigned subject with abstract from books, reports, and articles published in peer reviewed journals/periodicals.

It also circulates bi-monthly e-bulletin “**Green Alert**” to more than 90,000 people. It covers the latest scientific research/invention on eco product, issues/policy and latest news. It also gives eco tips to readers.

Since Social Media is very popular among youth and to attract them and sensitise them towards eco products. ENVIS Centre has started a page on facebook also (<https://www.facebook.com/EcoProductsEcoLabeling>).