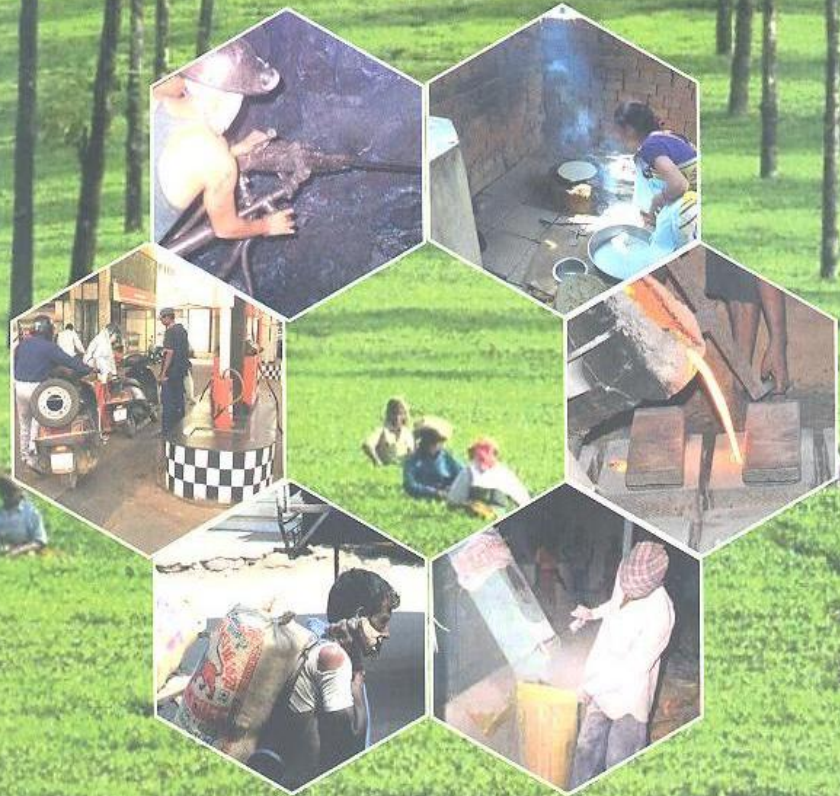




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Souvenir & Abstract



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(Indian Council of Medical Research)

Ahmedabad- 380016

Website: www.nioh.org



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Role of ENVIS in eco-labeling and promotion of eco-friendly products

Uday C. Mawani, **Ashoka Ghosh**, Milan Soni and Rikin Makwana
Consumer Education and Research Centre (CERC)
"Suraksha Sankool", Thaltej, Ahmedabad - 380054 (Gujarat)
Email: cerc-env@nic.in; website: www.cercenvis.nic.in

Sustainable development and environmental conservation require the intrinsic value of the natural world because all human activity depends on it. Due to increasing consumer environmental awareness, and international and national regulations, consistent efforts are being made by the companies to develop products and processes having the lesser environmental impact. The concept of eco-labelling is developed to encourage environmentally friendly products in the market. Agenda 21 recommended governments to promote environmental labelling in order to change consumption patterns and thereby conserving the environment for sustainable development.

Germany first introduced the concept of Eco-labelling in 1978. Ministry of Environment Forest & Climate Change also launched the eco-labelling scheme known as 'Ecomark' in 1991 for easy identification of environment-friendly products to increase the consumer awareness. 37 countries adopted the eco-labelling schemes and most schemes are voluntary. Eco-labels emerged as one of the effective communication tools to communicate these actions to the consumers.

To promote and propagate the concept of eco products and eco-labelling scheme Ministry of Environment Forest & Climate Change has recognized Consumer Education and Research Centre (CERC) as ENVIS (Environment Information System) Centre in 2005. CERC established in 1978 is an NGO and is dedicated to the education and empowerment of consumers as well as promotion and protection of consumer interests through effective uses of education, research, the media and law.

The objective of the Centre is to collect, collate and disseminate information on eco-labelling and eco-friendly products through different means – **website, publications** and **outreach programme**. The centre has launched the website <http://cercenvis.nic.in/> on NIC (National Informatics Centre) platform. The website covers the national, international scenario and how eco-labels play an important role in trade. It gives information on different eco-labelling schemes across the world. It gives details on 16 product categories identified by Central Pollution Control Board for Eco Mark with the latest update. Kid's corner is packed with tips and activities how children can play a part in helping to protect the environment. Its 'Eco News and Development' section features latest developments, news, views, & information on eco-labelling



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eco mark, and different eco schemes. It publishes researched articles on green products, sustainability, and information relevant to the theme. It reproduces the comparative test reports of the consumer products to make consumers aware of eco-friendly products and advice for best buy. Its Consumer Support section helps consumer where to go for help. Glossary demystifies the environment jargon.

It also publishes special publications to add value to the theme. Bibliographical information along with abstracts of books and articles on "Ecolabels" helps research scholars, scientists, and students to know more about the work was done by scientists. It will help them to do further research on this topic.

The theme based quarterly newsletter named "Green Insights" feature issues relevant to eco-friendly products and latest technologies adhered to environment protection. Its bi-monthly e-bulletin "Green Alert" covers the latest scientific research/invention on the eco product, issues/policy and latest news. It also gives eco tips to readers.

CERC-ENVIS centre also promotes its theme through different outreach programmes at schools, colleges and malls through skit play, essay writing, quiz and poster competition etc. Since Social Media is very popular among youth and to attract and sensitise them towards eco products, the centre started a page on facebook (<https://www.facebook.com/EcoProductsEcoLabeling>)