

WELCOME, THEMATIC AND LAUNCH ADDRESS

By Mr. R.P. Singh, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India

Mr. Shigeo Takenaka, Secretary General, Asian Productivity Organisation, Mr. Takashi Yamagishi, Chairman - EPIF Preparatory Committee and Senior Executive Advisor, Teijin Limited, Mr. Vasudevan, Director General, National Productivity Council, distinguished delegates, media representatives, Ladies and Gentlemen.

2. It is a matter of great honour and privilege to launch the Eco-Products International Fair - 2011 to be held from 3rd to 6th March 2011 at Pragati Maidan, New Delhi with a concurrent conference on "Green Productivity for Sustainable Environment". This is the seventh of such fairs in the Asian region.

3. India is firmly committed to conserving and protecting the environment. A comprehensive legislative and administrative infrastructure is in place to develop policies, monitor and regulate the environment related issues.

4. India is a signatory to a number of multilateral environmental agreements and fulfills its obligations in a responsible manner. The current government expenditure on adaptation to climate variability exceeds 2.6% of GDP which is indicative of the seriousness with which the Government views the challenge of global warming. We have set a voluntary target of 20% reduction in carbon intensity by 2025 despite the fact that India's current percentage of emissions is only about 5.5% of the global emissions. The Government promotes clean production and green productivity through its various schemes, including research on cleaner and greener production and related issues.

5. The promotion of clean and green processes, products and technologies is also at the centre of the National Manufacturing Policy presently under formulation. We are inter alia contemplating incentivization of green technologies, processes and products under the policy. Efforts are underway for the establishment of eco-cities along the Delhi Mumbai Industrial Corridor. The Energy Conservation Act-2001 is in place and the Government has established the Bureau of Energy Efficiency (BEE) to promote energy efficiency. The Bureau has started capacity building by conducting the national level Energy Auditors and Managers Certificate Programme. The BEE

has also started star rating programme for consumer goods, buildings and electrical gadgets.

6. Further, the Government has initiated eight national missions for environmentally sustainable and inclusive growth including the National Solar Mission; the National Mission for Enhanced Energy Efficiency; the National Mission on Sustainable habitats etc.

7. The EPIF-2011 in India would help to create mass awareness about eco-products and technologies and promote the acceptance of such products in the country. Such fairs are symbolic of Asia's commitment to the cause of the environment and help generate public opinion in favour of eco-friendly lifestyles. Within Asia, Japan is a leader in this area. Japanese companies have major presence in some sectors of our economy, like automobiles, consumer goods, electronics etc. Four consortia of Japanese companies have signed MoUs to set up eco-cities along the Delhi-Mumbai Industrial corridor. I take this opportunity to welcome more Japanese companies to India to invest in green products, services and solutions and partner with Indian businesses to aid in our sustainable growth path.

8. It is widely accepted that the 21st century will be the century of Asia. We should work hard and plan to achieve this goal and make it happen. For this we have to sensitize society regarding the imperative of going green, facilitate green consumption and production, especially among children, who represent our future and women who influence the decisions of consumption, by creating awareness.

9. I am told that the EPIF-2011 will have parallel activities including quizzes and competitions for children. A conference on "Green Productivity for Sustainable Environment" is also being organized.

10. I would urge all companies in India to participate in the EPIF 2011 and the conference and showcase their efforts towards making Asia a green manufacturing hub of the world.

11. The strong presence of the print and electronic media both national and international is encouraging. I hope you will continue to be engaged in conveying the message of the fair and promoting it in all ways possible.

12. With these words I formally announce the launch of the Eco-Products International Fair-2011 and the concurrent

conference on "Green Productivity for Sustainable Environment".

I wish the event all success.

Thank you.