

## **“ ECOMARK” CRITERIA FOR COIR & COIR PRODUCTS**

The Ministry of Environment, Forests & Climate Change (MoEF&CC), Government of India through its Notification dated 18<sup>th</sup> September 2018 in the GAZETTE OF INDIA has laid down the Ecomark criteria for Coir & Coir Products. In exercise of powers conferred under rules 3.1.1 vide notification no. G.S.R. 85 (E) dated 20<sup>th</sup> February 1991, notifying the Scheme of “Labelling of Environment Friendly Products” the Central Government has laid down the Ecomark criteria for Coir & Coir Products.

The voluntary label is awarded to consumer goods, which meet the specified environmental criteria and the quality requirements of Indian Standards. Around the world, ecolabels are becoming an important addition to the toolkits of environment regulators. Both international organisations and national governments believe that ecolabelling will have a positive impact on the environment. Ecolabels are used to identify the overall environmental preference of a product or a service.

The ECOMARK label could provide a measure on the pollution and environmental concerns in coir industry and thereby reduce the pollution and could control the use of banned or harmful chemicals and other items in coir and coir products. Acquiring of ECOMARK for coir and coir products was an urgent need of the coir industry to boost its market potential both in international and domestic markets.

**Shri. C.P.Radhakrishnan, Ex MP & Chairman, Coir Board actively pursued the matter with MOEF&CC for granting ECOMARK for coir and coir products.**

Coir products by virtue of its eco- friendly and biodegradable qualities are proven to be excellent in applications towards maintaining the ecological balance and preserving nature. Products like coir geotextiles and coir pith are widely used for soil conservation, embankment protection and agri-horti applications. Coir wood is an ideal wood substitute capable of contributing significantly towards prevention of deforestation and is the latest addition to the wide range of eco friendly coir products.