

INDIAN EXPRESS

5th Feb 2000

'Quality Guru' lays stress on ISO 14000

Express News Service

Bangalore, Feb 4: In order to minimise the impact of industrial activities on environment, the Central Government must make it mandatory for institutions to seek ISO 14000 or Environment Management System (EMS) Certificate, World Environment Foundation-UK President and Chairman of World Quality Council

Madhav Mehra said on Friday. Mehra popularly known as 'Quality Guru' told media persons that the industries must fulfill the obligation towards a safe and healthy environment by applying for ISO 14000 certificate.

Various industries, sectors and units should comply with environmental regulations through innovative exercises. "A co-relation should develop between the share value and market value," he added.

Citing an example of a cosmetic company in Britain slumping after it was revealed that the company tested its products on animals, the 'Quality Guru' said, whenever an industry failed to adhere to environmental norms, the public should

retaliate by boycotting the products.

The second World Congress on Environment Management to be held in New Delhi in June will discuss the environment management in Municipal Waste Management, power sector, automobile sector, construction industry, nuclear installations and applications, chemicals and fertiliser industry.

The ESM, as compared to other Western countries, was not very popular in the country. So far only 150 companies have obtained ISO 14000 certificate, he admitted.

"We are not in the business of stopping the dam, but to project the relationship between business goals and environment. It's time business realised that the creation of wealth in the 21st century is linked with public perception of business' drive in minimising the impact on environment," he argued.

To a query, he said there were six ISO certifying companies in India.

There were plans to expand the number of qualified auditors and impartial environmental consultants.



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