

Sustainability is non-negotiable in India's growth journey: Union Minister of Commerce and Industry Shri Piyush Goyal

Harmonizing global standards will boost quality, free trade, and international collaboration: Shri Goyal

Government working in mission mode to foster a culture of quality and sustainability: Shri Goyal

Electrical and electronic industry to play key role in energy efficiency and sustainability: Shri Goyal

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Sustainability is non-negotiable in India's growth journey, Union Minister of Commerce and Industry Shri Piyush Goyal said while addressing the inauguration of the IEC (International Electrotechnical Commission) General Meeting Exhibition organized by the Bureau of Indian Standards (BIS) today. Shri Goyal said that India is very focused on sustainability as the pillar of growth because every Indian intrinsically believes in respecting nature, being born into a culture and tradition where harmony with the environment is a way of life.

He said that India believes in learning from the developed world, particularly from the high-quality standards that have helped economies across the globe to grow and prosper. He emphasized that such high standards are central to India's own growth as the world's fastest-growing large economy.

The Minister highlighted that initiatives such as the International Electrotechnical Commission General Meeting provide a valuable platform for the exchange of ideas, systems, and methods to decide on standards. When countries come together to develop such standards, they not only help harmonize practices and bring them to a high minimum level, but also create opportunities for stronger economic cooperation. The Minister underlined that good standards are the need of the hour for a developing country like India, as they provide the foundation for growth both at the national level and for contributing to international progress.

Shri Goyal noted that harmonizing global standards not only enhances product quality but also facilitates free trade, opens markets, and promotes wider international collaboration. He said that such initiatives will help expand open markets, encourage free and fair trade, and provide a level playing field for businesses. Referring to the participation of international experts at the IEC General Meeting, he expressed confidence that they would delve into new ideas and explore ways forward to promote the adoption of standards. He added that with many experts coming from engineering backgrounds, the deliberations at the exhibition would enrich the global conversation on standards. He reiterated that the promotion of high-quality standards is essential for

ensuring consumer welfare, driving demand, and sustaining long-term growth.

The Minister highlighted India's strong commitment to meeting its nationally determined contributions under the Paris Agreement, and further improvements made through different COP announcements. He stressed that India does this not because of external force or pressure, but as a responsible global citizen, out of belief in sustainability itself. He added that India is deeply committed to the principles of a circular economy, reducing waste, and conserving resources, and sees these principles as central to its long-term development journey.

Shri Goyal stated that standards play a critical role in building India's future. He pointed out that India has thousands of technical bodies and committees that work on setting standards across different sectors. In the early years, the focus was more on creating standards and allowing their voluntary implementation. Over time, however, experience taught that stricter adherence to standards was necessary, leading to the introduction of Quality Control Orders in critical areas. He cited the example of QCOs for toys, which have had a transformative effect by putting an end to substandard products in the market, encouraging the manufacturing of high-quality toys in India, and ensuring the safety of children.

The Minister stressed that quality does not increase costs. On the contrary, he said, quality reduces costs by cutting wastage, improving efficiency in operations, and delivering safer and better products to consumers. He explained that quality standards ensure that people get reliable goods and services of high value for their everyday lives. He emphasized that standards must be seen as a strategic lever for consumer satisfaction, consumer safety, enhancing competitiveness, and ultimately also for meeting climate challenges.

The Minister recalled that the principle of consumer protection and quality assurance is deeply rooted in India's heritage. He referred to Chanakya's Arthashastra (4th century BC), which spoke of fair weights and measures, liability for traders, and penalties for adulteration, underlining that consumer rights and quality consciousness have been part of India's civilizational values.

Referring to Prime Minister Shri Narendra Modi's vision of "Zero Defect, Zero Effect," Shri Goyal said that the government is working in mission mode to foster a nationwide culture of quality and sustainability. He explained that this vision reflects a dual commitment—on the one hand, ensuring the highest quality with zero defects in products and services, and on the other, pursuing sustainability with zero effect on the environment and the planet. He noted that the Prime Minister has consistently stressed the importance of combining quality with responsibility, so that India's growth leaves behind lower pollution and contributes to a sustainable future. Shri Goyal said that this approach is empowering India to build a modern quality ecosystem across sectors. He reiterated the Prime Minister's belief that the day is not far when the world will proudly say—"Design in India, Made in India," and such products will be trusted across the globe as symbols of reliability, sustainability, and excellence.

The Minister also underlined the growing role of the electrical and electronic industry in energy efficiency and sustainability. He noted that as India transitions from electrical to electronic solutions, the sector can significantly reduce energy consumption, minimize pollution, and contribute to climate action while ensuring high-quality products for consumers.

Concluding his address, Shri Goyal called upon the global community to work together towards a standardized, safe, and sustainable future, where harmonized standards drive growth, protect consumers, and safeguard the planet for generations to come.

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