



**INDIAN FARMERS FERTILISER COOPERATIVE LIMITED
PARADEEP UNIT**



Date: 12.02.2025

Sub: National Productivity Week, 12th to 18th February 2025

Dear Colleagues,

We feel proud to be part of India's largest integrated phosphatic fertiliser complex at Paradeep, which contributes about 15.30% in complex fertiliser production and 39.16% in DAP production in India during FY 2023-24. This year, as of January, we have achieved a fertilizer production of 19.52 lakh MT, which is 10% higher production compared to the 17.71 lakh MT produced during the same period last year. This year, we have achieved various production accomplishments by surpassing previous records. Our relentless pursuit of excellence in productivity has been recognized through several prestigious awards: The FAI awards for "Best Production Performance of an Operating Fertilizer Unit for Complex Fertilizers" & "Best Production Performance of an Operating Phosphoric Acid Plant" during the inaugural function of the FAI Annual Seminar on 4th December 2024.

Such outstanding achievement would not have been possible without the sincere and dedicated efforts of all of you. To increase awareness about productivity among employees, we are celebrating the "National Productivity Week" from 12th to 18th February every year. The theme of Productivity Week-2025 is **"Innovate, Protect, and Grow: Enhancing Productivity Through Technological Advancements"**

Innovation, protection, and growth are the key pillars of success. By embracing innovation, we can find smarter ways to work, adopt new technologies, and improve efficiency. At the same time, it is essential to protect our resources, ensure workplace safety, and maintain quality standards to secure long-term success. When we innovate and protect, we naturally grow—both as individuals and as an organization, achieving higher productivity and setting new benchmarks. Let us work together with creativity, responsibility, and dedication to build a stronger and more sustainable future.

It's my earnest request to every member of Paradeep Unit to inculcate a work culture of higher productivity in the fields of safety, environment, quality, energy conservation, and waste minimization, which will be set as new benchmarks for years to come.


P K Mahapatra,
Unit Head.