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INDIAN FARMERS FERTILISER COOPERATIVE LIMITED PARADEEP UNIT

Date: 11.02.2016

Sub: National Productivity Week, 12th to 18th February 2016.

Dear Colleagues,

We feel proud to be part of country's top most cooperative fertiliser organization which is largest producer of fertilisers. During current financial year, we have produced 14.72 Lakh MT of complex fertiliser so far and moving towards achieving the target of 17.00 Lakh MT to make our nation self dependent in the production of food grains. Because of your dedication and hard work for the organization, we are continuously moving on the path of progress by achieving high standards of productivity. There is still scope of improvement in Productivity by increasing the production and minimizing the consumption of energy and raw material, which we will take care in the days to come. Apart from Productivity, we all shall give emphasis on waste minimization, recycle/reuse philosophy, energy conservation, quality improvement, safety and better environment management practices.

To create awareness among the people on Productivity, we are celebrating the "National Productivity Week" during the period 12th to 18th February 2016 every year. "**Ease of Doing Business for higher productivity and sustainable growth**" has been chosen as theme for the Productivity Week-2016.

Ease of Doing Business (EDB) is about commitment to make it faster, easier and competitive to do business with the objective of fostering inclusive growth. Productivity growth is important because providing more fertilizer products and services to farmers translates into higher profits. It is important to renew us constantly to keep pace with changes, higher productivity for sustainable development by adapting and innovating interactive process of changing is required that leads to sustainable growth of industry.

It's my request to every member of Paradeep Unit that we should inculcate habit/work culture such that we are producing quality product with higher productivity, improvement in safety & health, improvement in energy management, promotion of environmental protection and raise employees morale which will subsequently lead to holistic growth and development.

IFFCO believes in very high standard of Productivity, Safety and Environmental Protection and I request to my most sincere, dedicated and innovative team of IFFCO Paradeep to make all efforts to achieve the goal.

A.K. Panda,
Unit Head.