



**INDIAN FARMERS FERTILISER COOPERATIVE LIMITED
PARADEEP UNIT**

Date: 08.02.2018

Sub: National Productivity Week, 12th to 18th February 2018.


Dear Colleagues,

We feel proud to be part of country's top cooperative fertiliser organization which is largest producer of fertilizers in India. At paraddep, during current financial year, we have produced 14.30 Lakh MT of complex fertiliser so far and moving towards achieving the target of 16.65 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. However, there is still scope of improvement in Productivity by increasing the production and minimizing the consumption of raw material and energy, which we will take care in the days to come. Apart from Productivity, we all shall give emphasis on safety, environment, quality improvement, energy conservation, and waste minimization.

To create awareness about productivity among employees, we are celebrating the "National Productivity Week" during 12th to 18th February every year. The theme of Productivity Week-2018 is "**Industry 4.0, Leapfrog Opportunity for India**".

Industry 4.0, as it is termed, is emerging globally as a powerful force and is being touted as the fourth industrial revolution. Productivity can be enhanced by adopting modern methods, appropriate technologies, using more efficient manufacturing processes, better materials and application of waste minimization techniques, resulting in value creation and better quality of work. The technological innovation on the front of sensors, simulation, cloud computing, analytics and artificial intelligence are the key drivers of industry 4.0 and I urge you to keep yourselves updated with these technological advancements. By making profitable deployment of latest technology, and thereby increasing our operational efficiencies, we shall contribute to leapfrog growth of Indian industry in the global landscape.

It's my request to every member of Paradeep Unit to inculcate a work culture of producing quality product with higher productivity, improving safety & health, improving energy management, promoting environmental protection which will raise employees morale and eventually lead to holistic growth and development.


A.K. Panda,
Unit Head.