



INDIAN FARMERS FERTILISER COOPERATIVE LIMITED
PARADEEP UNIT

11th February, 2010

Subject: National productivity week, 12-18 February 2010

Dear colleagues,

We feel proud to be part of country's top most co-operative fertilizer organization which is the largest producer of fertilizers. This financial year we have produced so far 13.2 lakhs MT of complex fertilizer and moving towards achieving the target of 15 lakhs MT to make our nation self dependent in the production of food grains. Because of your dedication and hard work to the organization, we are continuously moving on the path of progress by achieving high standards of productivity. There is still scope to improve the productivity by increasing the production, minimizing energy and raw material consumption which you all will take care in the days to come.

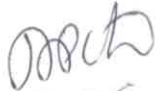
To spread the message of productivity in our country, every year we are celebrating "National productivity week" during the period from 12th to 18th February.

In present scenario, due to free economic, privatization, globalization, consumerism and materialism there is continuous increase in gap between rich and poor. To counter the present scenario, "Productivity for inclusive growth" has been chosen as a theme of national productivity week for the year 2010.

It implies that the form of productivity should be such that every section of society should get a reasonable benefit from national productivity and our nation should have an environment of economic equality and social cohesiveness.

As a member of our elite organization, civilized society and great nation, it's our duty that whether we are at home, office, factory or in our society, we should give our best to increase the productivity.

It's my request to every member of Paradeep unit that for holistic progress of IFFCO and our nation, we should extend our invaluable help by adopting the concept of productivity in our life.


M.R. Patel
Executive Director