

By Fax
Most Immediate

No. A-49012/4/2013-Estt.-IV/153
Government of India
Central Water Commission

R.No. 303(S), Sew Bhawan,
R.K. Bhawan, New Delhi-66.

Dated the 11th February, 2015

Sub.: Observation of **Productivity Week Celebration-2015** 12th February, 2015 to
18th February, 2015 **as National Productivity Week.**

I am directed to enclose a copy of National Productivity Council's letter No. PA/PW/2015, dt. 5th January, 2015 received through MoWR, River Development and Ganga Rejuvenation letter dated 15.01.2015 on the subject mentioned above for information and furnishing a report on the action taken in the matter to this office.

Encl. : As above.


(Rajesh Sharma)

Under Secretary, E-IV Section,

Ph.No. 26107577

To,

1. All Chief Engineer(HQ), CWC
2. Director(RMCD)/(WP&P) and (D&R) Coordination, CWC
- ✓ 3. CWC website
4. All Chief Engineers, (Field Offices), CWC

Library No. 227

Date 27/1/15 Sec. US (E. D.)

CWC, New Delhi

**IMMEDIATE
BY SPEED POST**

No. A. 33025/1/2015-Admn

Government of India

Ministry of Water Resources, River Development
& Ganga Rejuvenation

Shram Shakti Bhawan, Rafi Marg
New Delhi, dated 15TH January, 2015

To,

Heads of all attached offices/subordinate organisations/PSUs under the Ministry of
Water Resources, RD & GR.

Subject: **Productivity Week Celebration - 2015**

Sir,

I am directed to enclose herewith a copy of National Productivity Council's letter No. PA/PW/2015 dated 5th January, 2015 on the subject mentioned above for kind information and necessary action in the matter. The Action Taken Report may be furnished to National Productivity Council under intimation to this Ministry.

Encl: As above

Yours faithfully,

(Narendra Singh)

Under Secretary to the Govt. of India

Tel. No. 23738126

Email: usadmn-mowr@nic.in

Mei
27.1.15

US (E. D.)

cc - Circulate

27/1/15

क.क. (क.क. 4)

27/01/15
Sh AK

27/1

अ.स.स. / निदेशालय
मंत्रालय के लिए भेजें

- EIV

203
28/1/15

1 सिंह, आई.ए.एस.

शक

R BHAJAN SINGH, I.A.S.
DIRECTOR GENERAL



National Productivity Council

राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)
उत्पादकता भवन, 5-6, इंस्टीट्यूशनल एरिया,
लोदी रोड, नई दिल्ली-110003

NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

Utpadakta Bhavan, 5-6, Institutional Area,
Lodi Road, New Delhi - 110 003

PA/PW/2015

5th January, 2015

Dear Sir

Subject: Productivity Week Celebration – 2015

Like in the previous years, the National Productivity Council will be organizing the observance of 12th February, 2015 as Productivity Day and the seven day period from 12th to 18th February, 2015 as **National Productivity Week** throughout the country.

"Let's think about making our product which has 'zero defect; so that it does not come back (get rejected) from the world market and 'zero effect' so that the manufacturing does not have an adverse effect on our environment" said the prime minister while delivering his maiden Independence Day speech. It has been said that doing the thing right is as important as doing the right thing. India's journey to prosperity can be more sustainable and environmentally sensitive if we follow the "Zero Defect Zero effect" concept.

An overarching objective of Make in India: Zero Defect, Zero Effect is to examine the notion of competitiveness from the perspective of a country, a region, a business and an individual. The roles of individual initiative, business strategy and economic development policies in maximizing productivity calls for recasting to fully tap the dormant potentials for productivity improvement & Environment Protection. Productivity is the key to Prosperity, which in turn is an indicator of a country's potential for economic growth in the short to medium term. Productivity in its new manifestation, as a culture of accepting and bringing about continuous achievements incorporating environment concern is an inescapable imperative.

The crucial ingredient is the preparedness of the human mind to achieve zero defect, zero effect. Basic to this approach is the conviction that even the best can be improved. Therefore, workers, managers, policy makers and others should be ready to continuously and collectively work for inculcating this concept in every economic activity for the prosperity of the society as well as the country. Needless to mention, as we graduate further into knowledge era, traditional methods and principles will become increasingly ineffective and we will have to propagate the concept both at micro as well as macro level to realize a global competitive edge as envisioned by the Prime Minister of India. "Make in India: Zero Defect, Zero Effect" has therefore, been chosen as the theme for the 'National Productivity Week - 2015' (12th - 18th February 2015).

I would suggest that you may consider organizing the following activities keeping the special theme of the year in view to spread the message of Productivity and

sq

9.1.15

DIR(A)

on file vl.

duo

12/1

3
formulate a Plan of Action for improving productivity by your Ministry/attached and subordinate offices/PSUs under the administrative control of your Ministry:

1. Special talks, discussions, meetings, workshops/round tables focusing on problems being faced on the Productivity fronts.
2. Essay/Paintings/Slogan competitions relating to Productivity themes.
3. A Productivity Improvement committee may be set up to formulate a Plan of Action for the year – 2015.
4. Productivity/Innovation awards may be instituted for individual/team efforts.
5. Special training programmes on the themes relevant to Productivity in your Ministry may be organized.
6. Special drive/campaign for Make In India: Zero Defect, Zero Effect may be taken up.

Your kind co-operation is solicited in celebrating the Productivity Day and Productivity Week, 2015 in a befitting manner by your Ministry/Deptt. as also all the Public Sector Undertakings under your administrative control with a view to making Productivity a truly national movement.

I shall be obliged if NPC is also kept posted through reports on activities undertaken during this period.

With kind regards & Best Wishes for a Very Happy & Prosperous New Year.

Yours sincerely,



(HARBHAJAN SINGH)

Shri Anuj Kumar Bishnoi,
Secretary,
Ministry of Water Resources,
Shram Shakti Bhavan,
Rafi Marg,
New Delhi - 110 001