

PRESS RELEASE

National Productivity Week 12th -18th February, 2018

“Industry 4.0, Leapfrog Opportunity for India ”

At the start of National Productivity Week on 12th February 2018, Merchants’ Chamber of Uttar Pradesh, Kanpur and National Productivity Council, Regional Directorate, Kanpur and conducted a Press Conference regarding Productivity Week Celebrations and informed about the theme to media and schemes of Government of India.

Since 1958, nation observes “Productivity Week” in order to encourage Productivity Culture in all organizations Public as well as Private for attaining better standards of living in the society.

As in the past years, this year also **12th Feb. 2018** will be observed as ‘**NATIONAL PRODUCTIVITY DAY**’ and the seven days period from **12th Feb. to 18th Feb., 2018** as **NATIONAL PRODUCTIVITY WEEK** throughout the country. Keeping in view the importance of productivity for various sectors of economy, the theme of National Productivity Week Celebration this year is “**Industry 4.0, Leapfrog Opportunity for India**”.

Industry 4.0 is one of the major drivers of the Fourth Industrial Revolution. The first industrial revolution was triggered by water and steam power to move from human labor to mechanical manufacturing. The second industrial revolution was built on electric power to create mass production. The third used electronics and information technology to automate manufacturing. The fourth is the current trend of automation and data exchange in manufacturing technologies.

Regional Directorate, Kanpur of National Productivity Council (under Ministry of Commerce & Industry, Government of India) is organizing various events and activities in Uttar Pradesh on the above theme.

Shri B.M. Garg, Vice President, Merchants’ Chamber of Uttar Pradesh said that as an organization established to promote Trade and Industry of the State, Merchants’ Chamber of Uttar Pradesh is supporting the cause of increasing the Productivity and sustainable Growth. He informed that the press-conference has been organized to disseminate the Industry 4.0 revolution among the industrialist.

Shri Rameshwar Dubey, Regional Director, NPC, Kanpur informed about various activities of National Productivity Council, Regional Directorate, Kanpur during this week related to “**Industry 4.0, Leapfrog Opportunity for India**”. Some of the activities scheduled are mentioned below:

1. Talk and Interview on “Industry 4.0, Leapfrog Opportunity for India” from 11:00 hrs. to 11:30 hrs. on 12th Feb at All India Radio(Recording) and will be broadcast later between 12th to 18th Feb. 2018
2. Essay competition on the above-mentioned theme at Kanpur Institute of Technology on 13th Feb.
3. Live Interview on U P Doordarshan in “BOLE U.P. PROGRAMME” on the Productivity Week Theme
4. Essay competition at Allenhouse Institute of Technology

5. Lectures on the theme at:
 - a. MSME-DI, Kanpur
 - b. MSME-DI, Branch office, Varanasi
 - c. Directorate of Industries, Govt. of Uttar Pradesh, Kanpur

6. Lectures on the theme have been organized at:
 - a. BEL, Ghaziabad
 - b. District Collectorate, Ghaziabad
 - c. Central Electronics Limited, Sahibabad

Shri Rameshwar Dubey informed the media in press meeting that it is acting as National Monitoring and Implementing Unit (NMIU) of Lean Manufacturing Competitiveness Scheme (LMCS) of Ministry of Micro, Small & Medium Enterprises (M/o MSMEs), Govt. of India.

In pilot phase of Scheme, NPC formed 100 Mini Cluster (MC)s all over India and after successful implementation of scheme in pilot phase; the Scheme was Up-scaled and NPC was assigned the task to form 250 MCs in different manufacturing sectors for higher productivity and sustainable growth of MSMEs. Already around 211 MCs have been formed in the country.

Under the Scheme, Government of India provides assistance of 80% for consultancy fee (maximum up to Rs. 36 Lakhs per MC comprising 10 units) for implementing lean manufacturing in a MC of 6 (minimum) to 10 (maximum) MSMEs of a sub-sector.

NPC, RD, Kanpur, so far, under this scheme has formed 9 MCs in the various parts of U.P. and Uttrakhand (namely Kanpur- Hosiery, Textile, Lucknow- Auto components, Agra- Foundry, Bijnor- Wooden Handicrafts Varanasi- Powerloom, Allahabad- Transformer Components, Gonda- Wooden Furniture, Rudrapur- Auto components). The total number of MCs formed in U.P. and Uttarakhand is 17 and 5 are in pipeline.

Shri Rameshwar Dubey requested the media to cover the activities for creating awareness about the activities of NPC, RD, Kanpur for the benefit of the Industries and Trade.

He also apprised media about conducting Capacity Building programs in 7 Municipal Corporations namely Kanpur, Lucknow, Allahabad, Varanasi, Agra, Ghaziabad, and Meerut in the state of U.P.

Following were present in press-conference: Shri LB.S. Yadav, Deputy Director, MSME-DI, Kanpur , Shri M.M.A. Khan, Shri S.K. Agnihotri, Assistant Director, MSME-DI, Kanpur, Shri A.K. Sinha, Secy.- M.C.U.P., Shri M.N. Modi and the representatives of National Productivity of were also present.

Regards

Merchants' Chamber of Uttar Pradesh