

PRESS RELEASE

National Productivity Week 12th -18th February, 2017

“From Waste to Profits through Reduce, Recycle and Reuse”

On the eve of Productivity Week on 11th February 2017, Merchants Chamber of Uttar Pradesh and National Productivity Council, Regional Directorate, Kanpur jointly conducted a Press Conference regarding Productivity Week Celebrations at Merchants Chamber of Uttar Pradesh, Civil lines, Kanpur and informed media about issues, schemes and policies 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. 2017** will be observed as ‘**PRODUCTIVITY DAY**’ and the seven days period from **12th Feb. to 18th Feb., 2017** as **PRODUCTIVITY WEEK** throughout the country. Keeping in view the importance of productivity for various sectors of economy, the theme of Productivity Week Celebration this year is “**From Waste to Profits through Reduce, Recycle and Reuse**”.

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 Padam Kumar Jain, 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.

Shri Rameshwar Dubey, Regional Director, NPC, informed about various activities of National Productivity Council, Regional Directorate, Kanpur during this week related to “*From Waste to Profits through Reduce, Recycle and Reuse*”. Some of the activities scheduled are mentioned below:

1. Essay competition on the above-mentioned theme at Kanpur Institute of Technology on 11th Feb.
2. Live Interview in “Indradhanush” programme of Vividh Bharti will be broadcast on All India Radio, Lucknow from 8:00 hrs. to 9:00 hrs. on 12th Feb.
3. Live Interview on U P Doordarshan in “BOLE U.P. PROGRAMME” on the Productivity Week Theme at 11:00 hrs. to 12:00 hrs. on 12th Feb.
4. Talk and Interview on “From Waste to Profits Through Reduce, Recycle and Reuse” will be broadcast on All India Radio from 17:30 hrs. to 17:45 hrs. on 12th Feb.
5. Talk on the Theme at Kansai Nerolac Paints Ltd., Jainpur, Kanpur Dehat on 14th Feb.
6. Awareness on the theme at Jajmau, Kanpur for Tannery Units; Essay competition at Allenhouse Institute of Technology; Talk at UPSIDC, Kanpur on 15th Feb.
7. Talk on the Theme at ITI, KPC, Kanpur; MSME-DI, Kanpur on 16th Feb.
8. NPC Kanpur-KPC Kanpur and Industry interaction on 18th Feb.

Shri Rameshwar Dubey also 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 has been assigned the task to form 250 MCs in different manufacturing sectors for higher productivity and sustainable growth of MSMEs. Already more than 200 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.

NPC, RD, Kanpur is doing Project on Monitoring & Adequacy Assessment of Primary Effluent Treatment Plant for the 14 tannery units (Leather sector) in Jajmau area, Kanpur, where quality of discharge water from the PETP has been assessed and the capacity of Primary Effluent Treatment Plant is checked for different sections.

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.

Following were attended the press-conference: Sri B.K. Lahoti, Vice President- Merchants' Chamber of U.P., Sri A.K. Sinha, Secy.-Merchants' Chamber of U.P., Sri L.B.S. Yasav, Dy. Director, MSME-DI, Kanpur, Sri Vinay Kumar, Additional Commissioner of Industries, DI-UP, Kanpur, Sri M.M.A. Khan and the representatives of National Productivity of Council were also present.

Regards

Merchants' Chamber of Uttar Pradesh