

**Most Immediate**

No.I-34011/1/2012-Coord  
Government of India  
Ministry of Corporate Affairs

5<sup>th</sup> Floor, 'A' Wing, Shastri Bhavan,  
Dr Rajendra Prasad Road,  
New Delhi-110 001.  
Dated 12.1.2012

To

1. The Regional Director,  
Ministry of Corporate Affairs,  
ER/NR/SR/WR/NWR/NER/SER
2. Secretary, Company Law Board, New Delhi.
3. Director, Serious Fraud Investigation Office, New Delhi
4. Secretary, Competition Commission of India, New Delhi.
5. DG, Indian Institute of Corporate Affairs.
6. Member, Competition Appellate Tribunal, New Delhi

Subject.Productivity Week Celebration 2012.

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Sir.

I am directed to forward herewith a copy of letter No. 025/PA/PW/2012 dated 22.12.2011 received from National Productivity Council on the subject mentioned above for information and compliance.

  
(R.C.Tully)

Under Secretary to the Govt. of India  
Tel:2307 3734

Encl As above

Copy to

1. DII(DR)/DII(UCN)/Advisor(Cost)
2. Dir. (JKS) / Dir(NK)/ Dir.(AK)/Dir.(R&A)/Dir.(AB)
3. DS(BKM);DS(KKN)/DS(KG)/JD(T)

एन. सी. वासुदेवन, भा.प्र.से.  
सहायनिदेशक  
N. C. Jasudevan, I.A.S.  
Director General



राष्ट्रीय उत्पादकता परिषद्

उत्पादकता भवन, लोदी रोड,  
नई दिल्ली-110003

NATIONAL PRODUCTIVITY COUNCIL

Utpadakta Bhavan,  
Lodi Road, New Delhi-110 003

No: 025/PA/PW/2012  
22<sup>nd</sup> December, 2011



The Secretary  
Department of Company Affairs  
Ministry of Company Affairs  
A Wing, 5<sup>th</sup> Floor  
Shastri Bhavan  
New Delhi.

Sir,

Subject: Productivity Week Celebration 2012

Like in the previous years, the National Productivity Council will be organizing the observance of 12<sup>th</sup> February 2012 as **Productivity Day** and the seven day period from 12<sup>th</sup> to 18th February, 2012 as **National Productivity Week** throughout the country.

It has been decided to adopt "**Productivity and Innovation – Enablers for Emerging Economy**" as the main theme for the 'Productivity Week' and for the year 2012. Today innovation performance is a crucial determinant of competitiveness and National Progress. Moreover, Innovation is also important to help address global challenges, such as climate change and sustainable development. But despite the importance of innovation, the country is facing difficulty in strengthening performance in this area. In face of the new opportunities offered by globalization and new technologies, in recent years, India has seen little improvement in productivity performance. At the same time, the uncertainties about productivity trends pose a major challenge for policy makers in the country.

I suggest that the Ministry/attached and subordinate offices under the administrative control of your Ministry may formulate a plan of action for creating awareness for improving productivity within and exploring solutions for enhancing their competitiveness while keeping in view various innovative approaches. It is also requested that you may consider organizing the following activities keeping the special theme of the year in view to spread the importance of Productivity and Innovation as key drivers for promoting economic growth to realize a global competitive edge for shaping the future of our economy.

Contd./-

1. Special talks, discussions, meetings, workshops/round tables focusing on the issues related to Productivity and Innovation to achieve economic growth.
2. Essay/Painting/Slogan competitions relating to theme.
3. A committee may be set up to formulate a plan of action for undertaking Productivity Improvement and Innovation related initiatives, documenting best practices and policy reforms needed to strengthen innovation and productivity outcomes.
4. Productivity and Innovation initiative awards may be constituted for individual/team efforts.
5. Special training programmes on the theme relevant to Productivity Improvement with specific focus on Innovation.
6. Special drive/Campaign on Productivity and Innovation and their role in augmenting economic growth during the week

Your co-operation is solicited in making **Productivity and Innovation** a priority national agenda. You will kindly agree that such important national objectives can be achieved only with the fullest co-operation of all the Ministries/Departments and Undertakings.

I request you to issue appropriate instructions to all concerned for the observance of Productivity day on 12<sup>th</sup> Feb'2012 and "Productivity Week" from 12<sup>th</sup> to 18<sup>th</sup> Feb'2012 in a befitting manner. The Deputy Director General ,NPC (Tel: 24607330, E-mail – sk.chakraborty@npcindia.org) will be available to render all possible support and assistance.

We will be looking forward to have a brief report on the activities taken up during this period.

Yours faithfully,



( N.C. VASUDEVAN )