



KERALA STATE PRODUCTIVITY COUNCIL
Productivity House, P.B. No. 8, HMT Road, Kalamassery -683 104
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No.KSPC/Z-21/2017-18

January 15, 2018

Dear Sir,

PRODUCTIVITY MONTH – FEBRUARY, 2018

As you are aware, the 12th February is observed as National Productivity Day. National Productivity Council (NPC) has directed to observe February 12 – 18 as Productivity Week throughout the Country.

For the past few years, the whole of February is observed as **PRODUCTIVITY MONTH** in Kerala so that more training programmes and other activities can be conducted during this period. The objective is to popularize Productivity Movement in Kerala and to create the much needed awareness.

The theme for this year's Productivity month Celebrations will be:

“Industry 4.0, Leapfrog Opportunity for India”

“വ്യവസായം 4.0, ഇന്ത്യയുടെ വികസനക്കുതിപ്പിനുള്ള അവസരം”

The following guidelines may be considered while planning the activities for the Productivity Month.

1. Declare **FEBRUARY, 2018** as **PRODUCTIVITY MONTH** with special emphasis on **PRODUCTIVITY WEEK CELEBRATIONS (Feb. 12 – 18, 2018)**.
2. Wear Productivity Day Badge, Hoist Productivity Flag on **12th February, 2018**, take Productivity Pledge – Address by the Chief Executive Officer / Senior Officer of your organization.
3. Talk by an Expert on the Theme Subject **“Industry 4.0, Leapfrog Opportunity for India”**.

4. Conduct Elocution Competition on the theme Subject "**Industry 4.0, Leapfrog Opportunity for India**" during the productivity week. The duration of the elocution competition may be 10 mts. The medium can be English or Malayalam.
5. Conduct Essay competition on the theme Subject "**Industry 4.0, Leapfrog Opportunity for India**" in **English and Malayalam** of one hour duration during the Productivity Week. Essays should be of maximum 800 words.
6. Conduct Slogan (**English and Malayalam**), Cartoon/Poster Competitions on the theme subject "**Industry 4.0, Leapfrog Opportunity for India**".
7. Give away cash prizes/mementos/certificates to the first 3 winners in each item.

P.S. You may please send the first prize winning entries of Essay, Slogan, Cartoon and Poster Competitions to KSPC, so as to reach here on or before 28th February, 2018 to select the State Level Prize winners. Also direct the first prize winners in Elocution competition (English and Malayalam) to report at Productivity House, Kalamassery at 10.30 AM on 28th February, 2018 to participate in the State Level Competition.

The First Prize winner of the State Level Malayalam Essay Competition will be awarded a Gold Medal instituted by INTUC, Kerala in memory of late Shri G.S. Dhara Singh.

You may please place your orders with KSPC for Flags, Banners, Badges and Stickers before 31st January, 2018. The details are given below.

i.	Productivity Flag	:	Rs.150/- per flag	} + GST @ 12%
ii.	Productivity Badge	:	Rs.4/- per Badge	
iii.	Productivity Month Banner (Cloth)	:	Rs.360/- per Banner	
iv.	Productivity Stickers (25 attractive Stickers with inspiring quotes on Productivity)	:	RS.375/- per set	

These items will be delivered at your end by courier service. You may send the payment by Cheque/ DD to Kerala State Productivity Council. Please rush your orders through **Telephone – 0484/ 2555526 / 2555367, Fax – 0484 - 2532107, Mobile: 98470 - 15362 e-mail: mail@kspconline.com**

You may contact the Council for any further details and assistance required.

Kindly send us a brief report of the activities carried out after completion of the celebrations.

Thanking you,

Yours faithfully,

Director