



Proceedings of National Conference
On

**“Navmantra: Innovations for Higher Productivity”
Rejuvenating Productivity Movement in India**

5th June 2023, Puri, Odisha



NATIONAL PRODUCTIVITY COUNCIL

A/7, SuryaNagar, Bhubaneswar, Odisha-751003



National Productivity Council
DPIIT, Ministry of Commerce and Industry, Government of India

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Supported by

Asian Productivity Organization, Tokyo, Japan

Industry Partner- Indian Potash Limited





FOREWORD

“Navmantra: Innovation for Higher Productivity” Rejuvenating the Productivity Movement in India

The National Conference on "Innovations for Higher Productivity" aims to foster productivity and drive innovation in our country. This conference emphasizes the transformative potential of innovation and encourages participants to learn, collaborate, and explore new frontiers of productivity for our nation's progress and prosperity.

An approach paper on **“Navmantra,” Rejuvenating Productivity movement in India** for five thematic areas and four geographic focal regions was unveiled during the conference. The thematic areas are, Youth & Productivity, Women & Productivity, Innovations, Agri & Coops and Industry Partnerships. The approach paper will act as a guiding document for steering the productivity movement.

We are proud of India's remarkable progress over the last nine years, even in the face of the COVID-19 pandemic, contrasting it with the struggles of Europe and the USA. India's strong demographic dividend, skilled workforce, and youth are assets that contribute to our country's progress. The empowerment of women, value addition in agriculture, ease of doing business and youth is a major achievement. India holds a significant position as the most populous country with a high growth rate. The future outlook for India in the next 25 years is promising, but it requires behavioral change, lifestyle modifications, and sustainability to ensure a bright future.

This conference draws inspiration from our Hon'ble Prime Minister Shri Narendra Modi and underscores the importance of participation and collaboration in realizing the vision of Amrit Kal 2047. The proceedings of the conference aim to highlight the discussions and recommendations put forth during the event, with a particular focus on the challenges and actions required in the five thematic areas.

The speakers emphasize the significance of research and development, as well as the integration of academia with industry. The conference garnered extensive media coverage, highlighting the crucial role of productivity in the economic development of our country.

Sundeep Kumar Nayak, IAS
Director General
National Productivity Council

CONTEXT

The National Productivity Council (NPC) was set up as an autonomous, non-profit organization under the Ministry of Industry, Government of India, with the objective of promoting productivity culture in the country. The NPC's mandate was to promote productivity awareness, provide consultancy services, conduct training programs, and undertake research and development activities in the field of productivity. To reach out to the grass-roots level, the NPC also promoted a network of Local Productivity Councils (LPCs) across the country.

The NPC-LPCs' combined efforts have made significant contributions to spreading the message and importance of productivity across various sectors of the Indian economy. Over the last 60 years, the NPC and its associated LPCs have worked with various industries, government organizations, educational institutions, and other stakeholders to improve productivity, quality, and competitiveness in the country.

NPC Bhubaneswar organized one day Conference on 5th June 2023 at Puri, Odisha. The conference brought together more than 100 participants from industry experts/business leaders from Local Productivity Councils (LPCs), MSMEs, Cooperative Sector, researchers



/academia etc. to discuss ways for fostering learning, collaboration, and innovation to increase productivity and efficiency. The conference was conducted on theme: **"Navamantra: Innovations for Higher Productivity."**

The programme was organized with support from **Asian Productivity Organisation, Tokyo , Japan and Indian Potash Limited as Industry partner.**

During LPCs conference 2022 at New Delhi, NPC announced, "Navmantra," a Nine-Pronged-Approach for Swavalambi Bharat: five thematic areas and four geographic focal regions. The thematic areas were, Youth & Productivity, Women & Productivity, Innovations, Agri & Coops and Industry Partnerships. Each of the thematic areas and focal regions would be steered by professionals from NPC and co-steered by LPC representatives.

During the Conference An approach paper on **"Navmantra," Rejuvenating Productivity movement in India** for five thematic areas and four geographic focal regions was unveiled during the conference.



REGISTRATION & WELCOMING GUESTS





INAUGURAL SESSION

Welcome Remarks by Sh. Sirish Palliwal, Dy. Director General, National Productivity Council

Sh. Paliwal gave inaugural opening speech by extending a warm welcome to all the distinguished guests – Sh Rajib Sekhar Sahoo, CA partner SRB Associates, Sh Rajiv Ranjan Director ICRO, Sh. Sundeeep Nayak, DG NPC & Chief Guest Sh. Bharat Lal, DG NCGC for attending the Navmantra: National Conference on "Innovations for Higher



Productivity." The conference aims to foster productivity and drive innovation in the country. Sh. Paliwal expressed his gratitude to other guests, organizers, and support partners for their valuable contributions. The efforts of the conference organizing team and the media personnel are also acknowledged. Sh. Paliwal emphasizes the transformative potential of the conference and encourages participants to learn, collaborate, and explore new frontiers of productivity for the nation's progress and prosperity.

Special Address by Sh Rajib Sahoo, CA, SRB Associates:

Sh Sahoo started his address with -Jay Jagannath and acknowledging the presence of Sh. Bharat Lal, Sh. Sandeep Nayak, Sh. Rajiv Ranjan, and other distinguished guests gathered in Puri for a conference organized by the National Productivity Council. He expressed gratitude for choosing Puri as the venue, highlighting the opportunity for participants to visit the famous Lord Jagannath temple. He acknowledged India's remarkable progress over the last nine years, even in the face of the COVID-19 pandemic, contrasting it with the struggles of Europe and the USA. Sh. Sahoo highlighted the significance of the GST



reform and the success of faceless tax audits and increased digital transactions. India's strong demographic dividend, skilled workforce, and youth were emphasized as assets that contribute to the country's progress. He noted the empowerment of women and youth as major achievements, exemplified by the success of Mission Shakti in Odisha. Sh Sahoo recognized the need for value addition in agriculture and emphasized the government's efforts to improve industries and ease of doing business. He stressed the importance of research and development, integration of academia with industry, and reducing dependence on imports. He highlighted improvements in infrastructure, such as roads, railways, and airports, as indicators of a better and more vibrant India. Sh Sahoo concluded by expressing gratitude to the National Productivity Council for the opportunity and wished everyone a pleasant day.

Special Address by Dr Rajiv Ranjan (IAS ret'd.), ICRO

In his special address Dr Ranjan expressed their happiness in being present at the event, coinciding with World Environment Day. he briefly discussed the significance of the day and the origins of World Environment Day as an international conference on sustainable development in 1972. He emphasized the importance of competitiveness and productivity in achieving sustainable development goals.



Dr Ranjan quoted Michael Porter, a Harvard professor, who defined competitiveness as the ability of companies to compete while maintaining or improving the average standard of living. He highlighted India's position as the most populous country with a high growth rate and the government's efforts in implementing bold reforms such as GST. Dr Ranjan discussed the outlook for India in the next 25 years, emphasizing the need for behavioural change, lifestyle modifications, and sustainability to ensure a bright future. He emphasized the importance of reducing environmental footprints and mentioned the opportunities presented by a large consumer market and demographic factors like youth and women empowerment. Dr Ranjan concluded by acknowledging the individual responsibility in adopting a sustainable way of life and expressed hope that the discussions during the event would be fruitful.

Keynote Address by Sundeep Kumar Nayak, IAS, DG NPC

In his keynote address Sh. Nayak acknowledged the presence of esteemed individuals such as Sh. Bharat Lal, Sh. Rajiv Sekhar Sahu, Dr. Rajiv Ranjan, Dr. MB Rao, and other partners from various local productivity organizations. He emphasized the significance of the Navmantra conference as a source of inspiration from the Hon'ble Prime Minister Sh Narendra Modi and discussed the importance of participation and collaboration in achieving the vision of Amrit Kal 2047. He had special mention about the presence of Amrit Interns from two tribal districts i.e. Jhargram in West Bengal & Mayurbhanj from Odisha.

Sh. Nayak highlighted the discussions and recommendations made during the productivity week celebration, focusing on the challenges and actions required in tribal areas and the contribution of industrial partners to the country's sustainability. He expressed gratitude to the dedicated staff, professionals, and consultants of the National Productivity Council for their assistance in achieving the organization's objectives. Sh. Nayak thanked everyone for their contribution and emphasized the importance of translating action plans into tangible results. He expressed gratitude for the opportunity to organize the conference in the context of the World Environment Day, aligning with the vision of Amrit Kal 2047. Sh. Nayak concluded by expressing confidence in the collective efforts of all attendees.



Remarks by Chief Guest- Sh Bharat Lal, DG National Centre for Good Governance

During the event, Sh. Lal expressed gratitude to the Sh. Sundeep Nayak, IAS, DG , NPC for the invitation. He acknowledged the presence of esteemed colleagues, including, Sh. Rajiv Ranjan, Sh. Rajiv Shikhar Sahu, and Sh M.V Rao . Sh. Lal emphasized that their work goes beyond just a job, as they are in the business of impacting lives. He highlighted the importance of productivity and the pursuit of meaning in life. Sh. Lal mentioned the growth of Gujarat from 1.09% to 7% from 1999 to 2006 and during there his



experience, and the role of investments in enhancing productivity and efficiency. He emphasized the significance of human resources, education, healthcare, and nutrition in impacting productivity and quality of life.

Sh. Lal stressed the role of public policy and the responsibility of the NPC in program management to improve services and protect the environment. He mentioned India's economic growth and the need for promoting private investment and skill development to remain competitive in the international market. This would enable India to move ahead than the rest of the countries when the whole world is talking about equally competitive our neighbour China. Sh. Lal expressed confidence in the NPC's reputation and encouraged attendees to continuously strive for improvement. They concluded by thanking everyone for their presence and wished them a wonderful day.

Book release: The book titled “Navmantra” Rejuvenating Productivity Movement in India was unveiled.



Book release by Shri Sundeep Nayak, DG NPC, Shri Bharat Lal, DG NCGG, Shri Rajib Sahoo, CA, SRB Associates and Dr Rajiv Ranjan (IAS ret'd.), ICRO

Vote of Thanks: Sh. Avijit Nayak, Regional Director NPC Bhubaneswar

Sh. Avijit Nayak expressed gratitude and delivered a vote of thanks for the successful organization of the Inaugural session of the National Conference. He thanked, the chief guest, Sh. Bharat Lal, DG for accepting our invitation and inaugurating the



conference. He thanked Sh. Sundeep Nayak, DG NPC for his leadership and guidance in crafting NAVMANTRA for rejuvenating productivity movement. He thanked Dr. Rajeev Ranjan for their contributions and presence at the event. He extended special thanks to Sh. Rajib Sekhar Sahoo, Sh. Shirish Paliwal, Sh. K D Bhardwaj, and Dr. M.V. Rao for their support and guidance. He thanked everyone supported for organising the conference.

He also acknowledged The Asian Productivity Organization and Indian Phosphate Limited as supporting partners. Representatives from local productivity councils, government, industries, academia, and interns are thanked for their participation. Appreciation is also expressed to the media and the NPC Bhubaneswar Project Team for their efforts.



Guest & Invitees with Participant



Environment day Pledge- On World Environment Day, participants were encouraged to take the Pledge of Lifestyle for the Environment, with the pledge video to be uploaded on merilife.org. This event aimed to prioritize sustainable lifestyle choices and inspire individuals to contribute to environmental preservation.



Participants Taking the Pledge of Lifestyle for the Environment

TECHNICAL SESSION

Session 1: Climate Change- Amrit kaal, NPC Vision 2047, Navmantra theme- KD Bharadwaj, Director & Group Head Energy, Environment &

Sh. Bharadwaj began by introducing the National Productivity Council (NPC) and its range of services. They highlighted the importance of the Asian Productivity Organization (APO) and its various online and in-country programs. The audience, consisting of local productivity members, academicians, and industry personnel, was urged to make the most of these programs by recommending talented individuals to the NPC for nomination to the APO. This would provide them with opportunities for skill development, knowledge sharing, and networking. Sh. Bharadwaj then discussed the NPC's visionary goal for Amrit kaal 2047, emphasizing the importance of striving for peak productivity to drive economic growth, social well-being, and environmental sustainability. This vision serves as a guiding roadmap for all stakeholders involved in NPC's activities.





Furthermore, Sh. Bharadwaj delved into the details of the "Navmantra" conference, highlighting its theme and purpose. They emphasized how the conference brings together industry leaders, experts, and policymakers to exchange ideas, share best practices, and explore innovative approaches to boost productivity across different sectors. Sh. Bharadwaj expressed their belief in the potential of Navmantra to shape the productivity landscape of the nation and contribute to a more competitive and prosperous future.

Session 2: "Sustainable Mining Practices" by Sh. K C. Sarangi, Additional General Manager (SDF) & Sh. A B Panigrahi Advisor (SDF), Odisha Mining Corporation

The speakers highlighted the achievements and initiatives of the Odisha Mining Corporation (OMC), a Gold category State Public Sector Undertaking (PSU) in Odisha, India. OMC has demonstrated impressive financial performance with notable sales and revenue growth.

In mining operations, OMC has adopted best practices to minimize wastage through digitization efforts such as an IT-enabled traffic management system, quick dispatch system, and a command-and-control center. Environmental management is also a priority for OMC, which has undertaken extensive plantation activities and allocated funds for tree planting in collaboration with the Forest Department of Odisha. Energy conservation is another focus area for OMC. The corporation



conducts regular energy audits, invests in green energy sources like solar power units, and has commissioned substations to improve productivity, power supply reliability, safety, and fuel savings. Water conservation efforts include the establishment of an Effluent Treatment Plant (ETP) to ensure compliance with environmental standards by treating all water and removing contaminants. OMC has also implemented rainwater harvesting ponds, optimized water usage through reuse and recycling, and modified water sprinklers.

OMC is at the forefront of digital technology adoption and has implemented various Corporate Social Responsibility (CSR) initiatives aligned with the Sustainable Development Goals (SDGs). These initiatives cover areas such as education, health, disaster management, sanitation, plantation, and sports promotion. In collaboration with the Directorate of Technical Education and Training, OMC has established the Mining Skill Academy to enhance skills and employability of youth in the mining sector. The academy offers training programs, apprenticeships, and skill development courses. OMC's future plans include becoming the largest producer of iron ore in the country, undertaking new projects like the 1.5 MnT UG Mine Project at South Kaliapani, and implementing advanced systems such as mechanized evacuation rapid loading, in-house quality control lab, and slurry pipeline transport.

Session 3: Panel Discussion on Social, Economic, and Industrial Growth



Panel Discussion on Social, Economic, and Industrial Growth (From L-R) Moderated by Sh. Shirish Paliwal, Sh. Rajiv Ranjan, Sh. M.V. Rao, Dr Pradipta Mohanty, and Sh. Arun Shareen.

Sh. Rajiv Ranjan made a presentation covering various topics related to government initiatives and development in India. Sh. Ranjan acknowledged the broad scope of the subject, which includes social, economic, and industrial aspects, with a particular focus on sustainability. He mentioned key areas such as technology and digital transformation, renewable energy, agriculture and rural innovation, sustainable manufacturing, skill development, education, startup entrepreneurship, infrastructure development, collaboration, and partnership. He highlighted The United Nations' sustainable development goals as a framework that encompasses the government's objectives. He also mentioned examples of potential areas for creating green jobs, including green agriculture, sustainable construction, renewable energy, and clean industry. He further emphasized the importance of micro, small, and medium enterprises (MSMEs).



Sh. Ranjan discussed the role of the government, questioning whether it is primarily focused on wealth creation, welfare delivery, entitlement disclosure, empowerment, or property rights determination. He mentioned the government's aim to accelerate growth and development, emphasizing the collective role of all individuals in this process. He briefly touched upon reforms, stronger institutions, and building a resurgent economy. He highlighted various initiatives and programs are highlighted, such as GST (Goods and Services Tax), Digital India,



Skill India, Pradhan Mantri Awas Yojana (Housing scheme), Ayushman Bharat (universal health coverage), and the JAM Trinity (Jan Dhan Yojana, Aadhaar, Mobile). He also emphasized infrastructure development, quality and affordable healthcare, and innovation. Sh. Ranjan briefly mentioned India's improved rank in the global innovation index, initiatives promoting innovation and startups, and the concept of "mission life" focused on sustainable living practices. He touch upon green finance, water management, and various schemes aimed at social justice, eliminating corruption, and empowering women. Sh. Ranjan concluded by highlighting the speed, scale, and transformative nature of development in India and the country's upcoming G20 presidency, emphasizing inclusivity, ambition, decisiveness, and action-oriented approaches. Sh. Ranjan encouraged discussions, feedback, and contributions to ensure effective policy implementation.

Sh. M.V. Rao, Chairperson WBERC

shared his experience and knowledge from working at the grassroots level in rural India. He discussed the successful Farms Machinery Hubs project and the challenges faced in the agricultural sector, including a lack of opportunities and labor. He emphasized the importance of increasing income through strategies like raising product prices, reducing expenses, and implementing cutting techniques.

Sh. Rao stressed the need for government policies to address the issues faced by common people. He simplified the implementation of government policies for fish farmers by introducing standardized forms during his tenure at the National Fisheries Development Board office. He also recognized the lack of awareness about certain schemes among villagers and expressed his intention to apply and provide



funding for them. Difficulties, negative aspects, and limitations in the work process were acknowledged. Sh. Rao specifically mentioned the high interest rates on loans, which posed challenges for him as a poor person, especially for small vehicle loans. All-in-one schemes in various states were mentioned, and Sh. Rao highlighted the importance of understanding and identifying problems to find suitable solutions based on his visits to different places.

Challenges in program development, such as delays in getting contractors and completing work, were discussed. Sh. Rao emphasized the need for policies to encourage entrepreneurship and highlighted the limitations and challenges faced in this regard. He provided an example of a scientist in Hyderabad who created an affordable device for ice plants, which increased productivity and reduced the investment required. Sh. Rao also highlighted the provision of collateral-free loans to poor farmers through cooperative banks and stressed the importance of collaboration with Krishi Vigyan centers for technology, knowledge, and skill training in agricultural development.



Dr Pradipta Mohanty, Chairman SNM Group

Dr Mohanty reflected on his two-decade-long association with an organization and discussed the challenges and opportunities in various sectors of the Indian economy. He highlighted India's economic growth, increasing exports, and foreign reserves. Dr. Mohanty emphasized the importance of sustainability and meeting the needs and preferences of customers and society. He stressed the need to create employment opportunities, especially for the growing young population, and advocate for skill development and technology adoption in industries. Dr. Mohanty discussed the challenges faced by MSMEs, such as quality, credit, and marketing, and the importance of internationalization for earning revenue. He mentioned the investment in the defense sector and suggested improvements



in ease of doing business and environmental sustainability. Dr. Mohanty acknowledged the vast opportunities in agriculture, services, and manufacturing sectors, along with the need for innovation, education, and skill development. He also highlighted the importance of renewable energy and reducing carbon emissions. Dr. Mohanty encouraged industries to focus on competitiveness through good products, cost reduction, and disruptive technologies. He mentioned the emerging concept of ESG (environment, social, and governance) and its potential impact on businesses. Overall, Dr. Mohanty emphasized the need for balanced economic growth while considering social and environmental factors.

Sh Arun Shareen, Secretary, Delhi Productivity Council

Sh Shareen expressed his gratitude to the other panelists for their presence and acknowledged their work in the MSME sector. Sh Shareen mentioned that she belongs to the engineering industry and the importance of discussing social, economic, and industrial growth. India's potential as a major contributor to the 2047 agenda and its dedication to sustainable development goals are highlighted, along with the progress made in reducing poverty through government initiatives. He mentioned several employment generation schemes and skill development efforts, including the establishment of compressed biogas plants for clean energy. He also discussed the concept of just transition, balancing economic growth and environmental sustainability, is discussed, acknowledging India's role as the third-largest emitter of greenhouse gases.



Session 4: Panel Discussion on “Drivers and Barriers to Green Productivity”



Panel Discussion on “Drivers and Barriers to Green Productivity” (From L-R) Moderated by Sh. K D Bharadwaj, Dr. Sanjeev Chadha, Sh. A K Tripathi and Er. K Arul

Dr. Sanjeev Kumar Chadha, IFS Principal Secretary, Department of Co-operation, Government of Odisha

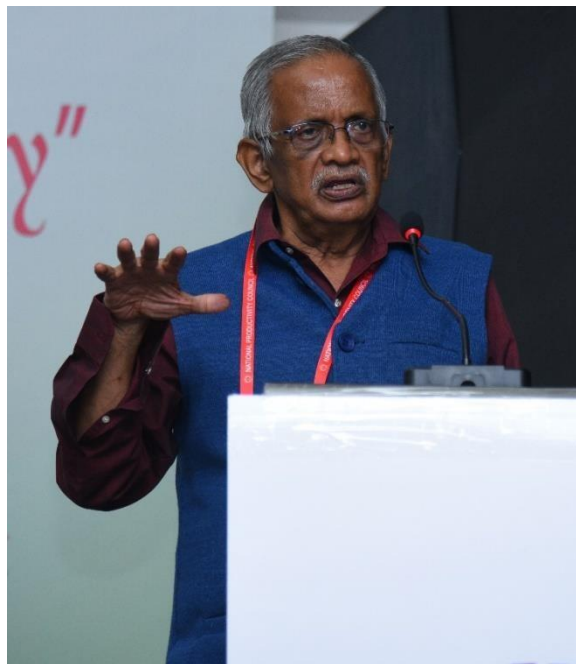
Dr. Chadha discussed the topic of green growth and its implications for economic development, focusing on his experience in Odisha. He expressed gratitude to DG NPC for the invitation. Key points covered included the need to achieve green growth for the country to become a 5 trillion economy and align with the Prime Minister's vision. Challenges addressed were food production and productivity, with a call to increase production while considering environmental sustainability. Crop diversification in Odisha was emphasized to reduce water-intensive crops, but marketing problems were acknowledged. Dr. Chadha highlighted the role of Gram Panchayats and State Cooperatives, suggesting that MSP purchases by cooperatives could solve marketing challenges. Groundwater depletion in Punjab and Haryana was mentioned, with a focus on selecting seeds for water-efficient crops. Carbon footprint reduction, providing credits to farmers, and forming committees were proposed. Post-harvest losses in horticulture were identified, with collaboration with RMCs and the Mission Shakti Group suggested. Lastly, the introduction of solar energy for farmers'



electricity and reducing carbon footprint was discussed.

Prof. A. K. Tripathy, Former Director General, Central Power Research Institute, Bangalore

In this speech, Professor Tripathy reflects on their 50-year career in the energy sector and expresses surprise at the constant creation of new terms without significant progress. He discussed the importance of technology as the main driver for innovative solutions in the power sector. Professor Tripathy acknowledged that while there is no absolute green energy, some sources are greener than others. He mentioned the environmental footprint of technologies such as solar power and batteries. The speech highlights the shift towards green technology, including hydrogen energy, electric cars, and energy storage. Professor Tripathy emphasizes the need for a supportive infrastructure, skill development, and research to achieve ambitious targets. He also mentioned the challenges and barriers, such as mindset limitations and inconsistent policies, that hinder the adoption of green technologies. Overall, Professor Tripathy advocated for a holistic approach to green energy that extends beyond manufacturing and production to encompass all sectors for improved productivity and sustainability.



Er. K. Arul, President, Coimbatore Productivity Council

Sh Arul expressed his gratitude for the opportunity to address the audience consisting of moderators, co-panelists, dignitaries, and industry representatives. He acknowledged the discussion on the drivers and barriers of green productivity at a macro level and policymaking level. Drawing from his 31-year experience in the Department of Industrial Safety and Health, Sh Arul explained the psychology of management and employees regarding green production at the unit level. He discussed the product process cycle from design to end-of-life and highlighted the role of legislation, financial incentives, and corporate social responsibility in driving green manufacturing. He emphasized the importance of organizational culture, self-





directed organizations, internal capabilities, and awareness of green manufacturing impact throughout the organization. Sh Arul also addressed eco-knowledge, business environment, societal influences, and financial incentives as additional drivers. However, He emphasized that barriers to green manufacturing are substantial, including weak organizational support, resistance from management, restrictive company policies, lack of employee awareness, inadequate market positions, weak public pressure, technology limitations, lack of innovation and human resource capabilities, and challenges in government regulations, financial resources, and supplier commitment. Sh Arul concluded by highlighting the need for discussions and policy framing to overcome these barriers and promote green manufacturing.



VALEDICTORY SESSION AND PROGRAM EVALUATION



Dr. Rajiv Ranjan, Director ICRO, Prof. Santosh Kumar Tripathy, Vice Chancellor, FM University, Balasore and Sh. Sundeeep Kumar Nayak, DG NPC during valedictory session.

Opening Remarks – By Sh Shirish Paliwal, DDG NPC

Sh. Paliwal in his opening remarks for the session expressed gratitude to all participants for their enthusiastic engagement throughout the conference. He reflected on the valuable insights and spirited discussions that took place, emphasizing collaboration, sustainability, and



inclusive growth. He acknowledged the speakers and panelists who shared their expertise and vision for a stronger India. The sessions covered various topics such as innovation, self-reliance, sustainable mining, and green productivity. Sh. Paliwal commended the NPC RD Bhubaneswar and organizing team for their efforts and expressed gratitude to the dignitaries and attendees. He concluded by urging everyone to carry forward the spirit of collaboration, innovation, and sustainability for a brighter future.

Special Address- by Dr Rajiv Ranjan, Director ICRO

Dr. Ranjan expressed gratitude to all participants for their patience and active participation throughout the day. He emphasized the importance of understanding complex issues and how they intermingle and influence each other. Dr Ranjan acknowledged that while complex issues cannot be simplified by a single definition, it is crucial to comprehend them.



He mentioned the focus on innovations for higher productivity and highlight the Amritkal as a time for personal growth and contribution to the nation. Dr Ranjan thanked the Director General (DG) NPC for this initiative and acknowledged the connection between policymaking and ground-level implementation. He mentioned the Amrit interns and suggested that a new chapter begins from that day. Dr Ranjan concluded by expressing his gratitude once again.

Address By the Chief Guest- Prof. Santosh Kumar Tripathy, Vice Chancellor, FM University, Balasore, Odisha



Prof. Tripathy expressed their gratitude to the Director General (DG) of the NPC and all the participants. He highlighted the importance of the topics discussed at the event, particularly in relation to Balasore's significant position in Odisha, which encompasses mines, forests, agriculture, and a long seashore. Prof. Tripathy discussed his efforts at the university to promote innovation, incubation of startups, and field research by teachers. He also mentioned his focus on raising awareness about lightning and addressing the high death rate caused by lightning strikes in the region. Prof. Tripathy shared a local story about the importance of maintaining basic values and expressed concern about the university losing its own values while serving society. He emphasized the need for sustainability and continuous innovation to face competition, challenges, and changes. Prof. Tripathy thanked the NPC, specifically the DG, for organizing the event and facilitating discussions on youth, productivity, and women's role in society. He concluded by emphasizing the importance of creativity, idea generation, and teamwork for the growth and sustainability of organizations and society.

Concluding Remarks & Vote of Thanks- by Sh. Sundeep Kumar Nayak (IAS), DG NPC



Sh. Nayak extended his thanks to various individuals and organizations. He expressed gratitude to Lord Jagannath for sustainability and peace in life. He mentioned the Amrit Intern Program and its lunching program at the university campus. Sh. Nayak discussed his work in different districts across India and acknowledged the involvement of the National Productivity Council (NPC), Local Productivity Council, and MSME. He emphasized the importance of environmental sustainability and green growth in achieving goals. Sh. Nayak thanked the partner local productivity councils, MSME partners, industry partners, academic and research bodies, Indian Potash Limited, Asian Productivity Organization, NPC professionals and staff, IPL Centre for Rural Outreach (ICRO) staff, media representatives, management of Toshali Sands (Program Venue), guests, resource persons, and Professor Tripathy for traveling to the event. He concluded by assuring the National Productivity Council's commitment to fulfilling the vision and expressing gratitude for the opportunity provided.





Annexure A: Schedule of the Conference



**National Conference
on
“Navamantra: Innovations for Higher Productivity”
05th June 2023, Puri, Odisha**

Organized By
National Productivity Council, DPIIT, Ministry of Commerce and Industry, GOI

Supported By
Asian Productivity Organization, Tokyo, Japan

Industry Partner- Indian Potash Limited

Program Venue: Toshali Sands, Puri, Odisha

Time in IST	Agenda	Speaker
9:00-09:30	Registration	NPC Bhubaneswar Project Team
09:30- 09:40	Welcome of Distinguished Guests Lighting of the Lamp	
09:40-09:45	Welcome Remarks	Sh. Shirish Paliwal Dy. Director General, NPC
09:45-09:55	Special Address	Sh. Rajib Sekhar Sahoo, FCA Promoter and Partner of M/s SRB & Associates, Chartered Accountants
09:55- 10:05	Special Address	Dr. Rajeev Ranjan, IAS (Retd.) Director, IPL Centre for Rural Outreach
10:05- 10:15	Keynote Address	Sh. Sundeep Kumar Nayak, IAS Director General, National Productivity Council
10.15-10:30	Remarks by Chief Guest	Sh. Bharat Lal, Director General National Centre for Good Governance
10.30- 10:35	Vote of Thanks	Sh. Avijit Nayak Regional Director
10:35- 10:40	Group Photo	NPC Bhubaneswar Team





10:40 - 10:55	Coffee/Tea Break	
Time in IST	Agenda	Speaker
10:50- 11:00	Lifestyle For The Environment (LiFE) Pledge	Team NPC
11:00–12:30	<p>Session 1: Navmantra & Amrit Kaal and NPC in 2047</p> <p>Inclusive and innovation-led productivity growth for a stronger India</p> <p>The session will elaborate upon Nine-Pronged-Approach for self-reliant India: 5 thematic areas and four geographic focal regions.</p> <ol style="list-style-type: none"> 1. Youth & Productivity 2. Women & Productivity 3. Innovations 4. Agriculture & Cooperatives 5. Industry Partnerships 	<p>Sh. K. D. Bhardwaj, Director & Group Head Energy, Environment & Climate Action National Productivity Council</p>
12:30–13:00	<p>Session 2: "Sustainable Mining Practices"</p> <p>The session is to highlight the Sustainable Mining practices adopted for extraction of minerals and resources from the earth while minimizing the negative environmental, social, and economic impacts associated with mining activities. These practices aim to ensure that mining operations are conducted in a manner that preserves the natural environment, protects biodiversity, promotes the well-being of local communities, and contributes to long-term sustainable development.</p>	<p>Sh. K C. Sarangi, Additional General Manager (SDF) Odisha Mining Corporation</p> <p>Sh. A B Panigrahi Advisor (SDF) Odisha Mining Corporation</p>
13:00–14:00	Lunch Break	
14:00–15:30	<p>Session 3: Panel Discussion on Social, Economic, and Industrial Growth</p> <p>The discussion involves a group of individuals with diverse backgrounds, including business leaders, economists, policymakers, and community leaders. The panelists will discuss various topics related to social, economic, and industrial growth, such as strategies for poverty reduction, job creation, innovation, entrepreneurship, trade, infrastructure development, environmental sustainability, and social inclusion.</p> <p>The discussion aims to identify the challenges and opportunities facing the economy and</p>	





	<p>society and explore possible solutions that can foster growth and development. They may also discuss how government policies, regulations, and incentives can support economic growth and social progress while addressing environmental challenges and social inequalities. The panelists may share examples of initiatives, policies, or projects that have yielded positive outcomes in terms of economic growth, social well-being, and environmental sustainability. They may also highlight the role of innovation, research, and development in driving growth and solving complex challenges.</p> <p>Overall, a panel discussion on social, economic, and industrial growth can provide valuable insights and perspectives on how to create a more prosperous, equitable, and sustainable world.</p>	
14:15–15:30	<p>Session Moderator:</p> <p>Panelists:</p>	<p>Dy. Director General National Productivity Council</p> <p>Dr. Rajeev Ranjan, IAS (Retd.) Director IPL Centre for Rural Outreach</p> <p>Dr. M V Rao, IAS (Retd.) Chairman West Bengal State Electricity Regulatory Commission</p> <p>Dr. Pradipta Mohanty, Chairman SNM Group, Bhubaneswar</p> <p>Shri Arun Sareen, Secretary Delhi Productivity Council</p>
15:30–15:45	Coffee/Tea Break	
15:45–17:00	<p>Session 4: Panel Discussion on “Drivers and Barriers to Green Productivity”</p> <p>Green economy presents an appealing promise to help to overcome these socioeconomic challenges through the transition to a more environmentally friendly, low-carbon, and resource efficient economy. A panel discussion on "Drivers and Barriers to Green Productivity" is an important platform for experts and stakeholders to discuss the challenges and opportunities of green practices in business operations.</p> <p>The panelists will discuss various topics related to green productivity, such as strategies for reducing carbon emissions, minimizing waste, increasing energy efficiency, and promoting circular economy principles. The discussion aims to identify the drivers that can motivate businesses to adopt green & sustainable practices, as well as the barriers that hinder their implementation. Panelists may share examples of initiatives, policies, or projects that have yielded positive outcomes in terms of reducing environmental impact and increasing productivity. Overall, a panel discussion on drivers and barriers to green productivity identifies the potentials, drivers, and barriers to a green economy.</p>	





	<p>Session Moderator:</p> <p>Panelists:</p>	<p>Sh. K. D. Bhardwaj, Director & Group Head Energy, Environment & Climate Action National Productivity Council</p> <p>Dr. Sanjeev Kumar Chadha, IFS Principal Secretary, Department of Co-operation, Government of Odisha</p> <p>Prof. A. K. Tripathy, Former Director General Central Power Research Institute Bangalore</p> <p>Er. K. Arul, President Coimbatore Productivity Council</p>
17:00–17:30	Valedictory Session and Program Evaluation	
	Opening Remarks	Sh. Shirish Paliwal Dy. Director General, National Productivity Council
	Special Address	Sh. Sundeep Kumar Nayak, IAS Director General, National Productivity Council
	Chief Guest	Prof. Santosh Kumar Tripathy Vice-Chancellor Fakir Mohan University, Balasore, Odisha
	Vote of Thanks	Sh. Shyama Prasad, Dy Director NPC Bhubaneswar

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Annexure – B: List of Participants In The Conference

Sr.No.	Name	Designation
NPC		
1	Sh. Sundeep Kumar Nayak, IAS	Director General, National Productivity Council
2	Sh. Shirish Paliwal	DDG, NPC
3	Sh. K. D. Bhardwaj Director & Group	Head Energy, Environment & Climate Action Group
4	Sh. Avijit Nayak	Director, NPC Bhubaneswar
5	Sh. Shyama Prasad	Dy. Director, NPC Bhubaneswar
6	Sh. Roshan Kujur	Dy. Director, NPC Bhubaneswar
7	Sh. Alok Barik	Dy. Director, NPC Bhubaneswar
8	Sh. Kishor Bhusal	Dy. Director, NPC Bhubaneswar
9	Ms. Nandini Roy	ICRO
10	Ms. Mehendi Mishra	ICRO
INVITEE		
1	Sh Bharat Lal, IAS (Retd.)	DG National Centre for Good Governance
2	Dr. Rajeev Ranjan, IAS (Retd.)	Director, IPL Centre for Rural Outreach
3	Dr. M V Rao, IAS (Retd.)	Chairman West Bengal State Electricity Regulatory Commission
4	Sh. Sanjeev Kumar Chadha, IFS	Principal Secretary, Department of Co-operation, Government of Odisha
5	Prof. A. K. Tripathy	Former Director General CPRI, Bangalore.
6	Sh. Pradipta Mohanty	Chairman SNM Group, Bhubaneswar
7	Prof. Santosh Tripathy	Vice Chancellor, Fakir Mohan University, Balasore, Odisha,

LPCs

Sr.No.	Name of the Council	Name (Nominated Guest) - Designation
1	Poona Divisional Productivity Council	Mr Atul Badve, Senior Consultant
2	Uttarakhand Productivity Council	Mr Rajendra Singh, ED-HR
3	UP Productivity Council	Dr Sudha Bajpai, Director Coordinator
4	Delhi Productivity Council	Mr Arun Sareen, Secretary
5		Brijesh Batra, Member (GB)
6	Greater Noida Productivity Council	Dr R D Mishra, Director



7	Baroda Productivity Council	Mr Vipinchandra Patel, President
8		Mr Govindprasad Namdeo
9	Assam Productivity Council	Mr B P Bakshi, Chairman
10		Mr B K Agarwal, Hony. Gen. Secretary
11	Jharkhand State Productivity Council	Mr R K Agarwal, GM(F)-JVUNL / Member
12		Mr. Manish Sharma, Member
13	Andhra Pradesh Productivity Council	Dr T Srinivas Raghu, Principal Director
14		Mr Puli Raja Reddy, Hony.Treasurer
15	Coimbatore Productivity Council	Er K Arul, President
16		Mr M Lashminarayanan, Member & Resource Person.

Stake Holders from Industry, PSU, State gov. Education Institute etc.

Sr. No.	Name of Participation	Designation	Name of Organisation
1	Sh. Siba Prasad Swain,	DRCS, RCS, Odisha	Office of the RCS (O) & OSCB, BBSR
2	Sh T Prasad Rao Dora	President	Odisha State Cooperative Bank
3	Sh. Dr. Satyajit Rath	Sr. Principal Scientist	IMMT, Bhubaneswar
4	Sh. Shri Santanu kumar Panigrahi	General Manager (Account)	IPICOL, Bhubaneswar
5	Sh. Shri P K Gupta, IEDS,	Joint Director & HOO	MSME-DFO, Cuttack, Odisha
6	Sh. Dr Asish Kumar Panda	Head CI & Faculty SM	Nalsar University of Law, Hyderabad
7	Sh. Abhijeet Biswal	System Manager	Puri Urban And Rural Development Cooperative Society Ltd.
8	Sh. Satya Narayan Praharaj	POS I/C	
9	Sh. Asyukta Panda	Asst. Manager -Agritech Devt.	IFFCO Kishan, New Delhi
10	Sh. Prabandha samantaray	AGM	JSPL, Power Plant, Angul
11	Sh. Braja Kar	Associate Professor	KIIT School of Management, BBSR
12	Sh. P K Sarangi	Consultant (Retd.)	NCDC, BBSR
13	Sh. D P Dwivedy		IPL, Dhenkanal
14	Sh. Subash Chandra Khatoi	Secretary	Ekamkana PACS, Nimapara



15	Sh. Prasanta kumar Rout	Secretary	Bishnupur SCS, Puri
16	Sh. Ravi Vikram Sinha	Mtce. Manager	
17	Sh. Prasanta Kumar Sahoo	DGM - Power Plant	IMFA, Bhubaneswar
18	Sh. Binod Kumar Choudhary	Manager - Mining	
19	Sh. Tarun Kanta Baral	Sr. Engineer	
20	Sh. Saurajit Ray,	CE-cum-CEI(TL & EC)	SDA Odisha
21	Ms. Smita Behera,	SE-cum-DEI	SDA Odisha
22	Ms. Srimayee Mahalik,	SE-cum-DEI	SDA Odisha
23	Dr. Sandeep Muzumdar	Consultant and Asst prof.	IIMC
24	Sh. A B Panigrahi	Advisor	OMC
25	Sh. K C Sarangi	AGM SDF	OMC
26	Sh. Abhijeet Kulkarni	Regional Director	NCDC
27	Sh. Anupam Singh	Nodal Officer	NCDC
28	Sh. Subasha Chandra Khatai	Secretary	Cooperative
29	Sh. Prashant Rout	Secretary	Cooperative
30	Sh. Ardhendu Rout	Sr. Tech. Consultant	FICCI
31	Sh. Manoj Mishra	Plant Head	GMR
32	Sh. Saurabh Kumar	Manager	GMR
33	Sh. Dambarudhar Kar	Sr. Manager	PowerTech
34	Sh. Debashish Mohapatra	Manager	PowerTech
35	Ms. Shubhasmita Bhuntu	Program Officer	PowerTech
36	Sh. A K Mohini	Director	ECS
37	Sh. Sudhakar Bhol	President	PFFPO
38	Sh. Sreemant Das	Energy Consultant	SDA
39	Sh. Sandeep Mohanty	Chairman	OADA



40	Sh. Sachidananda Mohanty	Member	OADA
41	Sh. Mihir Das	Member	OADA
42	Sh. Jayant Choudhary	Member	OADA
43	Sh. Kanchan Bharati	Associate Manager	GMR

Amrit Intern

Sr. No.	Name	
1	Banita Das	Mayurbhanj, Odisha (ICRO)
2	Madhusmita Sethi	Mayurbhanj, Odisha (ICRO)
3	Lita Biswal	Mayurbhanj, Odisha (ICRO)
4	Rashmita Palbabu	Mayurbhanj, Odisha (ICRO)
5	Archita katual	Mayurbhanj, Odisha (ICRO)
6	Adyashree dash	Mayurbhanj, Odisha (ICRO)
7	Hemangini Mohanta	Mayurbhanj, Odisha (ICRO)
8	Subhasmita Nath	Mayurbhanj, Odisha (ICRO)
9	Dibyajyoti Palbabu	Mayurbhanj, Odisha (ICRO)
10	Bebli Katual	Mayurbhanj, Odisha (ICRO)
11	Himangshu Mahata	Jhargram, West Bengal (ICRO)
12	Mangal Mahata	Jhargram, West Bengal (ICRO)
13	Hirak Mahata	Jhargram, West Bengal (ICRO)
14	Bibas Kumar Mahata	Jhargram, West Bengal (ICRO)
15	Banaful Mahata	Jhargram, West Bengal (ICRO)
16	Sulekha Majhi	Jhargram, West Bengal (ICRO)
17	Kabita Mahata	Jhargram, West Bengal (ICRO)
18	Hiramani Hembram	Jhargram, West Bengal (ICRO)
19	Debika saren	Jhargram, West Bengal (ICRO)
20	Arup Kumar patra	Jhargram, West Bengal (ICRO)

Annexure C: Media Coverage of The Conference

Outlook

OUTLOOK FOR BRANDS

Successful Conclusion Of The National Conference On 'Navmantra: Innovations For Higher Productivity' In Puri, Odisha

The conference featured insightful sessions, engaging panel discussions, and keynote addresses by esteemed speakers. Some of the highlights of the event include:



Navmantra: Innovations For Higher Productivity

UPDATED: 06 JUN 2023 6:16 PM

THE PIONEER

9-pronged approach for building self-reliant India deliberated

PIONEER NEWS SERVICE
NEW DELHI

As envisioned under Navmantra — a nine-pronged approach for building a self-reliant India by rejuvenating the productivity movement, a battery of experts, policymakers, industry leaders, and stakeholders under the umbrella of National Productivity Council (NPC) deliberated threadbare recently at a national conference as they explored strategies for achieving higher productivity across various sectors in the country.

The event themed "Navmantra: Innovations for Higher Productivity", which was supported by the Asian Productivity Organization, Tokyo, Japan, and had Indian Potash Limited as the industry partner majorly focused on youth and productivity, women and productivity, innovations, agriculture and cooperatives, and industry partnerships.

Sundeep Kumar Nayak, Director General of the NPC, in his keynote address emphasised the significance of higher productivity in driving economic growth and shared insights on the NPC's initiatives while KD Bhardwaj, Director and Group Head (Energy, Environment & Climate Action) from the NPC deliberated on "Amrit Kaal and NPC in 2047" focusing on inclusive and innovation-led productivity growth, envisaging the role of NPC in the coming years. It was pointed out that



"Navmantra" aims a nine-pronged approach for building a self-reliant India, covering five thematic areas and four geographic focal regions. The areas included youth and productivity, women and productivity, innovations, agriculture and cooperatives, and industry partnerships. The conference was held in Puri, Odisha on June 5. The NPC is an autonomous organization under the Union Ministry of Commerce and Industry. KC Sarangi, Assistant General Manager (SDF), and AB Panigrahi, Advisor (SDF) Odisha Mining Corporation stressed on the importance of adopting sustainable mining practices to ensure the extraction of minerals and resources while minimizing negative environmental and social impacts. The conference also hosted panel discussions on social, economic, and industrial growth, as well as on drivers and barriers to green productivity. For instance, Rajeev Ranjan, Director of IPL Centre for Rural Outreach focuses on the importance of innovation and productivity in rural areas while Bharat Lal, DG of the National Centre for Good Governance touched upon the role of productivity and good governance in achieving sustainable development.



Nai Roshani

PIB Bhubaneswar

National conference on "Navmantra: Innovations for Higher Productivity" at Puri on 5th June 2023

Posted On: 04 JUN 2023 5:28PM by PIB Bhubaneswar

The National Productivity Council (NPC), under the aegis of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, has launched Navmantra approach for contributing to the Hon'ble Prime Minister's mission of Atmanirbhar Bharat. "Navmantra" is a Nine-Pronged-Approach for Swavalambi Bharat: five thematic areas and four geographic focal regions. The thematic areas are, Youth & Productivity, Women & Productivity, Innovations, Agri & Co-operatives and Industry Partnerships. NPC with support from 28 Local Productivity Councils will be working in a mission mode rejuvenating productivity movement in the country.

NPC is going to organize a national conference on **"Navmantra: Innovations for Higher Productivity" at Puri, Odisha on 5 June 2023**. The participants will deliberate on effective implementation of Navmantra boosting innovation to achieve higher level of productivity, green growth and skill building. The conference is supported by the Asian Productivity Organization, Tokyo, Japan, and has Indian Potash Limited as the industry partner. Distinguished guests and eminent speakers from different fields will participate in the conference, sharing their insights and experiences. The conference agenda features discussions on social, economic and industrial aspects of productivity with panels led by experts. **Sh. Bharat Lal, Director General, National Centre for Good Governance** as Chief Guest will address the conference highlighting the role of governance in productivity and economic growth. **Sh. Sundeep Kumar Nayak, IAS, Director General, NPC** and **Dr. Rajeev Ranjan, IAS (Retd.), Director of IPL Centre for Rural Outreach** will deliberate on green productivity, sustainability and green growth.

Technical sessions on "Sustainable Practices" and panel discussion on Social, Economic, and Industrial Growth will provide insights into sustainable development initiatives and strategies for economic growth, job creation and social inclusion. Additionally,

<https://pib.gov.in/PressReleasePage.aspx?PRID=1929738>

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ନିର୍ଦ୍ଦେଶନା କ୍ଷମିତକର୍ତ୍ତବ୍ୟତଃ ଓ
 ନିଜର ଗୁଣମାନଙ୍କ ସାହାଯ୍ୟରେ ଶାନ୍ତି
 ଶୃଙ୍ଖଳା ସଂରକ୍ଷଣେ ଚେଷ୍ଟାସୁଧା ବଢ଼ା
 ଯିବାକୁ ସମର୍ଥନ ଜଣାଉଥିବା ବୋଲି
 ଉଲ୍ଲେଖ କରିଥିଲେ । ନୀତିବାଦୀ
 ଗୁପ୍ତାଚାର୍ଯ୍ୟଙ୍କ ସମ୍ବନ୍ଧରେ ସେ କହିଛନ୍ତି
 ଯେ ସେ ଜଣେ ଶାନ୍ତିପ୍ରେମୀ ଓ
 ଶାନ୍ତିପଥରେ ଗମନ କରୁଥିବା
 ଗୁପ୍ତାଚାର୍ଯ୍ୟଙ୍କ ଗୁଣମାନଙ୍କ ଶାନ୍ତି
 ଶୃଙ୍ଖଳା ସଂରକ୍ଷଣରେ ଗୁପ୍ତାଚାର୍ଯ୍ୟଙ୍କ
 ଗୁଣମାନଙ୍କ ଶାନ୍ତିପଥରେ ଗମନ
 କରୁଥିବା ଗୁପ୍ତାଚାର୍ଯ୍ୟଙ୍କ ଗୁଣମାନଙ୍କ
 ଶାନ୍ତିପଥରେ ଗମନ କରୁଥିବା

SPECIAL MOMENTS





भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE



National Productivity Council

NATIONAL PRODUCTIVITY COUNCIL

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

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