



68th Foundation Day of NPC Marks Commencement of National Productivity Week 2026

Integration into Global Value Chains Strengthened through Atmanirbhar Bharat and Make in India Initiatives

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The National Productivity Council (NPC) celebrated its 68th Foundation Day on 12th February 2026 at a national-level programme held at India Habitat Centre, New Delhi. The event marked the commencement of National Productivity Week (12–18 February 2026), which is being observed across the country through NPC's 12 Regional Directorates, 24 Local Productivity Councils, State Governments, partner Central Ministries, MSMEs, and industry associations.

Delivering the keynote address, Chairman, NPC and Secretary, DPIIT, Shri Amardeep Singh Bhatia, articulated a forward-looking vision to strengthen India's productivity ecosystem in pursuit of the national aspiration of becoming a USD 30 trillion economy. He emphasised deeper integration into global value chains through strengthened Atmanirbhar Bharat and Make in India initiatives, alongside a strategic shift towards "Make for the World."

He underscored that productivity improvements must translate into competitive pricing, cost efficiency, and a more enabling business environment. Referring to DPIIT's reform initiatives—including compliance reduction, tax rationalisation, Startup promotion, regulatory simplification, and calibrated tariff reforms—he stressed that sustained global competitiveness requires both technological advancement and systematic process re-engineering. Appreciating the theme, "Clusters as Growth Engine: Maximizing Productivity in MSMEs," he described clusters as centres of collective efficiency that enable shared infrastructure, testing facilities, design centres, and knowledge exchange. He called upon NPC to deepen shop-floor productivity culture, expand MSME outreach through its nationwide network, foster academic collaboration, develop specialised service models, and strengthen partnerships with the Asian Productivity Organization (APO).

Chairman-Cum-Managing Director, National Small Industries Corporation Ltd. Dr. Subhransu Sekhar Acharya, highlighted institutional and financial support mechanisms for MSMEs and cluster enterprises, while Shri Krushna Chandra Panigrahy, Director General, Bureau of Energy Efficiency, emphasised energy-efficient industrial ecosystems and sustainable production practices.

Technical sessions on "Eco-industrial Clusters for Sustainable Development" brought together policymakers and industry leaders to deliberate on actionable strategies for productivity enhancement. Shri Ashok Kumar, DDG, BEE, spoke on integrating energy efficiency within clusters; Shri Amit Jain, International Sustainability Expert, shared global best practices; and Dr. Shailendra Singh, Director, Maruti Suzuki India Limited, presented industry experiences in lean manufacturing and sustainable supply chains focusing on the achievements of the Maruti Suzuki Centre for Excellence in this context.

In her address, Director General, NPC Ms. Neerja Sekhar, emphasised that productivity must encompass the shop floor, strategic decision-making, and techno-managerial operations. She informed that NPC has developed an Industry 4.0 Readiness Assessment Framework to guide enterprises in digital transformation. She also outlined proposals for an Indian Productivity Rating System, a 5S Assessment Framework for export readiness, revival of sector-specific productivity benchmarks, and the establishment of a Learning & Development Centre to integrate productivity-linked tools into entrepreneurial training. She highlighted youth engagement initiatives, including nationwide competitions and the proposed “Pro-Talks” platform, and informed about the establishment of the India Centre for BRICS Industrial Competencies in NPC to strengthen international collaboration in productivity enhancement.

Through the celebrations of Foundation Day and National Productivity Week, NPC reaffirmed its commitment to advancing a nationwide productivity movement integrating efficiency, sustainability, and competitiveness to position India’s MSME sector as a key driver of economic transformation.

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