



**(Vijay Rupani)**  
Chief Minister, Gujarat State

## MESSAGE

'The secret of getting ahead is getting started'  
- Mark Twain

I am glad to know that every year 12<sup>th</sup> to 18<sup>th</sup> February is observed as **"Productivity Week"** to enhance productivity consciousness across all sectors throughout the country on a continual basis.

The State will observe the productivity week on the theme **"Circular Economy for Productivity and Sustainability"**.

I appeal to all citizens and industries of the State during the forthcoming Productivity Week to learn and adopt modern concepts of productivity on the principles of **Circular Economy** on preserving and enhancing natural capital, optimizing resource yields and fostering system effectiveness. This will in turn boost the **Reuse, Recyclability** and **Remanufacturing** of products to **reduce waste**, enhance usage of **clean energy** resorting to more a **Greener Planet**. It will also help in achieving **"Swaccha Bharat Mission"** and **"Clean Gujarat, Green Gujarat"** initiatives in the state.

I am sure your coordinated, comprehensive and holistic efforts will help the State of Gujarat to be highly productive, progressive and be part of ambitious long-term vision of a Circular Economy.

I convey my best wishes to all my fellow citizens.

**(Vijay Rupani)**  
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NATIONAL PRODUCTIVITY COUNCIL

## National Productivity Council

(Under Ministry of Commerce & Industry, Government of India)  
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