



How to Celebrate!

The objective of this celebration is to connect the common people of the country with the manufacturing industry. Following are some ideas for making the most of this brand new festival.

Plant Visits

This is probably the simplest and also the most effective method of involving people with the industry. Organised groups of citizens can plan a visit to a local plant listed on our website. Contact details will be provided for the same. Schools, colleges and institutes can also be part of such visits. The overall aim is to give the visitors an interesting perspective of the industry while also showcasing the significance of the industry from the community point of view.

In turn, participating plants can make such visits meaningful through demonstrations, brief presentations, exhibitions and Q&A sessions to involve the visitors. This can also become a PR activity for the plants to showcase their contributions to the economy, society and nation. Accordingly, local politicians and media may also be invited.

Build a Citizen FOM Forum

This can be a very interesting way for regular citizens to engage with the industry at local levels. Such forums can even have manufacturing professionals as its members. These Forums can organise lectures by manufacturing professionals, quiz & essay competitions about the industry, workshops, visits to plants, educational fairs, jobs fairs, and so on.

A Citizen FOM Forum can become an important interface between the industry and different segments of the society. The activities of the Forum need not happen only during the festival time, but it can be an ongoing programme. If the Forum is based near an industrial area or SEZ, it can even act as a coordinating team to get many plants involved for a collaborative celebration of The Festival of Manufacturing.

Plant Level Celebrations

Well, this is where the real action takes place and so this is where the maximum fun should happen. Of course, as suggested earlier, your plant can organise visits to your plants for common citizens and students. Importantly, you can organise various activities at your plant to involve each and every manufacturing professional in this celebration. While your plant may be having its own set of cultural and employee engagement activities planned every year, the aim of this festival should be to instil a sense of pride amongst the staff members for being an important part of this industry. You can organise motivational talks, art and craft activity contests, even have food stalls put up at some places, invite magicians and do all those fun and positive activities that the staff would usually not dream of doing inside the plant premises.

The Manufacturing Anthem

We are planning to create an inspiring anthem about this great industry. The idea is to make this anthem an integral part of all the celebrations.

Share your ideas with us

The above are basic suggestions to get you all involved with this one of its kind festival. We are sure that you have your own ideas. Please share them with us at fom@timesgroup.com and we will showcase them (with due credits!) on this site.