

## ***Cleaner Production Strategies***

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The production technologies should give concern to compete satisfaction on the customer need and the quality to complete perfection that the up gradation will be reasonable and can be added to previous model that the value will be maintained always. The cleaner production should not be on the push to make the product procured for the fantasy, advertisement, and marketing, but for the pull of the customer to fulfill his requirement completely that the same sells itself for its value. The manufacturing of a product hence should first satisfy the customer needs, his requirements completely and makes itself flexible to upgrade with the advancement that none will lose the value but add the advantages of up gradation at extra costs that the life time of the products will be used completely justifying the resource served its purpose. In any manufacturing process there will be errors and the same is to be justified since it should not be the fault of the manufacturers for the hastiness to introduce the product in the market, incomplete research and there should be a team of interest driven group of customers to test the product for use for a considerable time that the errors will be minimized to perfection when it comes to market. The product pricing should be true to the core of production with the specified percentage of profit that there is no need to make the business as gambling with stock market, shares but can be true to the batch production. Except the basic needs, anything deserves due wait that there is no need for mass production expecting the requirements, as the same warrants push , undue discounts which leads to unhealthy business if the product loses its value for hastiness. There should be proper understanding of



human psychology which is the basic need and foundation and any activity built over the same will ever lead to conviction and satisfaction that the same results in progressive output. When human psychology is satisfied there will be equal contribution from all with openness to share the benefits to all legally, give due concern and dignity to all involved, everyone will be utilized for their best, there will not be excess people motion, over production and excess transportation for there is inclusion and involvement of every one as part of it to bring out the true value to reach the target group. In this situation there will be perfect industrial ecology, environmentally conscious manufacturing, green procurement, performance contracting, and zero emission process as every activity is for the purpose.

Every part of a resource has its own use that every concern should focus on by product synergy to minimize the waste volume almost to zero and to make effective use of the resources to every finest part. Industrial ecology must be planned in such a way that it handles the wastes to the core of gaseous pollutants too with suitable landscaping to absorb the pollutants naturally and with green belt all around. If the manufacturing is to the need of the customer for their pull of value of the product, the same will be ecofriendly and will not produce problems. Every product has its own component which add value to it throughout its life time and that is green procurement. The performance of the product will be improved only by the genuine feed back of the customers, they are to be made as part of the stake holders and their feedback will be given due significance, which improves the product quality to perfection. We cannot make zero emission possible, but make every part of resources usable and the remains modified to the form, safely accommodated by the environment. There is nothing



that could be termed as waste. Since the natural process is cycling, every part of nature, its creation is cyclic and finds its own use.

### Threads

1. What are the characteristics that define a production as cleaner?
2. Conduct the survey on production of any product and suggest cleaner production strategies for the same.
3. When the objectives are to the need of the customer, there will be automatically cleaner production. Discuss on this.
4. Reducing the working hours and employing more people will result in resource conservation. Discuss.



**CLEANER PRODUCTION IS ON THE MINDFUL EFFORTS OF ALL INVOLVED WITH SOUL WHICH THE CORDIAL RELATIONSHIPS BRING.**

