

NATIONAL PRODUCTIVITY COUNCIL (NPC)

OFFICER PROFILE / CURRICULUM VITAE

1. BASIC INFORMATION

Name	Srividya M	
Designation	Deputy Director	
Group / Division	Industrial Engineering	
Regional / Branch Office	AIP, NPC, Chennai	
Official Email	srividya.m@npcindia.gov.in	
Official Contact No.	9962287373	
Discipline / Specialization	Industrial Engineering – Works Study, Lean Management	

2. AREAS OF EXPERTISE

- **Works Study and Lean Management:** Methods study, Time study, cycle time reduction and Standard time setting
- **Manpower assessment and optimisation:** Workload-based staffing (WISN-type approach, ILO-recommended allowances) for government and private organisations
- **Production norms fixing:** Line-wise norms, Group incentive schemes and productivity improvement
- **Audits:** Lean audits in SMEs, 5S audits
- **Training and evaluation:** Productivity training programmes, e-learning design, National certification in supervision examinations and third-party evaluation of schemes
- **Industry focus:** Manufacturing, Automobile, Petrochemical, Steel, Energy, Healthcare and Ports

3. PROFESSIONAL SUMMARY

Industrial engineering and Productivity consultant with extensive experience in enhancing productivity and operational efficiency across government and private organisations in manufacturing, steel, energy, healthcare, petrochemical and port sectors. Experienced in conducting consultancy studies and productivity audits, delivering productivity improvements of approximately 15%.

Proficient in managing the complete consultancy lifecycle, including preliminary assessments, industrial visits, client interactions, proposal preparation, field studies, data collection and analysis, report preparation, and presentation of findings and recommendations to clients. Specialised in production norm setting, manpower assessment, workload analysis, and workforce optimisation to improve operational efficiency and resource utilization.

4. EDUCATIONAL QUALIFICATIONS

Qualification	Specialization / Subject	Institution / University	Year	Remarks
BE	Electronics and Communication Engineering (ECE)	IFET College of Engineering (IFETCE), Anna University, Chennai	2009	Full time

Qualification	Specialization / Subject	Institution / University	Year	Remarks
Post Graduation Programme in Industrial Engineering (PGPIE)	Industrial Engineering	National Productivity Council (NPC)	2010	One year full-time programme

5. PROFESSIONAL EXPERIENCE

Organization	Designation	Period	Key Responsibilities	Key Achievements
AIP, NPC, Chennai	Deputy Director	Apr 2023 to till date	• Executing industrial engineering consultancy assignments relating to productivity improvement, manpower assessment, work allocation and organisational efficiency. • Managing the consultancy lifecycle, including preliminary assessments, industrial visits, client consultations, proposal preparation, field studies, data analysis, report preparation and presentation of findings and recommendations. • Conducting productivity and other audits in accordance with assignment requirements. • Coordinating and executing activities relating to examinations. • Undertaking administrative and institutional responsibilities as assigned.	• Contributed to manpower optimisation studies at Regional Cancer Centre (RCC), Trivandrum, and JSW, Salem. • Contributed to manpower planning and functional restructuring at Kamarajar Port Limited. • Participated in the evaluation of national schemes, including Sagarmala, DHR, MSE-CDP.

Organization	Designation	Period	Key Responsibilities	Key Achievements
AIP, NPC, Chennai	Assistant Director	Jun 2015 to Mar 2023	- Executed industrial engineering consultancy assignments and supported productivity improvement initiatives across manufacturing and other sectors. - Conducted field studies, work measurement, manpower assessment and related technical analyses, and contributed to the preparation of consultancy reports and recommendations. - Promoted NPC services and supported the preparation of proposals for prospective clients. - Designed and delivered training programmes in industrial engineering, productivity improvement and allied techniques. - Developed e-learning modules and training materials to support capacity-building initiatives. - Conducted productivity awareness activities and supported the organisation of Productivity Week programmes. - Conducted productivity and other audits as required by the assignments.	- Contributed to work allocation and staff pattern studies for TANGEDCO–TTPS, resulting in proposed productivity improvements of approximately 15%. - Contributed to production norm setting, group incentive scheme studies and manpower assessment at Wheels India Limited.

6. KEY PROJECTS / ASSIGNMENTS

Project / Assignment	Role / Responsibility	Duration	Outcome / Impact
Study on Review of Work Allocation and Staff Pattern Client: TANGEDCO – TTPS (Govt., Energy) Problem: Review of work allocation and manpower deployment.	Team Member	6 months	Proposed optimum manpower in 11 divisions and suggested productivity improvements; productivity improvement of around 15%.

Project / Assignment	Role / Responsibility	Duration	Outcome / Impact
Study on Production Norms and Manpower Optimisation across Manufacturing Units Client: Wheels India Limited (Private, Automotive Components / Manufacturing) Problem: Review of production norms and manpower deployment across 7 manufacturing units and the maintenance team, where output ran at 55% to 97% of studied norms.	Team Leader	6 months	Set shift-wise production norms for 27 lines and proposed optimum manpower; Suggested productivity improvements by raising low-utilisation lines to studied norms.
Manpower Optimisation Study at Regional Cancer Centre (RCC), Trivandrum Client: RCC, Trivandrum, Kerala (Govt., Healthcare) Problem: Review of work allocation and manpower deployment across departments, divisions and sub centres, where present staffing differed widely from sanctioned strength.	Team Member	6 months	Proposed optimum manpower for each department, division and sub centre based on workload.
Manpower Optimisation Study at Jindal Steel Works (JSW), Salem Client: Jindal Steel Works, Salem, Tamil Nadu (Private, Steel / Manufacturing) Problem: Review of work allocation and manpower deployment across 45 operation, maintenance and support divisions, covering own employees and two contract categories.	Team Coordinator	6 months	Proposed optimum manpower based on actual work practices,

7. TRAINING / CERTIFICATIONS

Training / Certification	Institution / Issuing Body	Year	Remarks
Leveraging Industry 4.0 Technologies for Productivity Enhancement	Asian Productivity Organization (APO)	2020	
In-country Training Program for Productivity & Quality Practitioners	Asian Productivity Organization (APO)	2010	

Training / Certification	Institution / Issuing Body	Year	Remarks
Training course on Assessors for the Productivity Specialists Certification Program (Virtual)	Asian Productivity Organization (APO)	2022	

Declaration: I hereby declare that the details furnished above are true and complete to the best of my knowledge and belief.

Date: 09.10.2026

Place: Chennai

M. Srividya

Signature of the Officer

Name: Srividya M