

राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)

उत्पादकता भवन, 5-6, इंस्टीट्यूशनल एरिया,
लोदी रोड, नई दिल्ली -110 003



National Productivity Council

NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

Utpadakta Bhavan, 5-6, Institutional Area,
Lodi Road, New Delhi - 110 003

No. 31205/21

Dt. 27-09-2021

Sub: 21-CL-01-GE-OSM-A: Multicountry Observational Study Mission on Support for Digital Transformation for SMEs from 10-12 November 2021, Digital Multicountry (DMC).
(Visit www.npcindia.gov.in/NPC/User/InternationalServices for detailed Project Notification.)

Dear Sir,

We invite your kind attention to NPC <https://www.npcindia.gov.in/NPC/User/InternationalServices> with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **22nd, October 2021**. In this regard, the following points may be noted.

- **Fees and Charges**

The Participation fees (NON-REFUNDABLE) of Rs. 500/- for MSME Sector, Trade Unions and NGO's and Rs. 1000/- for others is payable along with the nomination form for each participant.

The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks**, to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in Please note, in the absence of application fee, the nomination will not be considered.

- **Nomination Procedure**

All nominations should be routed through proper channel and as per the attached APO bio data form. The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program.

It is requested to send nominations by e-mail to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as a faculty in programs on the relevant subject/s, organized by NPC.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

(K.D. Bhardwaj)
Director & Head (Int'l Serv.)
for Director General
e-mail: isg@npcindia.gov.in



PROJECT NOTIFICATION

Ref. No.: 21-CL-01-GE-OSM-A-PN2100082-001

Date of Issue	24 September 2021
Project Code	21-CL-01-GE-OSM-A
Title	Multicountry Observational Study Mission on Support for Digital Transformation for SMEs
Timing and Duration	10–12 November 2021 (three days)
Hosting Country(ies)	Republic of China
Modality	Digital Multicountry
Implementing Organization(s)	China Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	57
Local Participants	12
Qualifications of Participants	Government officials, policy research officers, and senior representatives of industrial associations involved in industrial policy, development strategies for the SME and manufacturing sectors, and productivity improvement initiatives
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	22 October 2021

1. Objectives

- a. Introduce key elements and current trends in facilitating digital upgrading of SMEs.
- b. Share good practices from the Republic of China (ROC) and selected countries on how to initiate and sustain collaborations among stakeholders in ecosystems that support the Industry 4.0 transformation.
- c. Provide references for government policies and organizational strategies for SME digital upgrading.

2. Background

Digitalization of businesses continues to be a major strategy for companies to raise productivity and for countries to improve the competitiveness of their industries. According to the statistics of the EU and OECD in 2021, firms of all sizes and sectors are increasingly deploying digital tools and equipment and building capabilities for their staff, although smaller businesses move much more slowly than larger firms in this transformation. The reason for such discrepancy in pace and scale is that digitalization is a complicated process, which involves adopting suitable technologies, redesigning procedures and practices, leveraging financial and human capital, and exploring new strategies and business models. However, SMEs usually lack the resources, capacity, or simply information to start and continue the journey; therefore, to ensure timely digital transformation of SMEs, assistance that addresses their specific needs is indispensable.

APO research in 2019, *Gearing Up to Industry 4.0: Digitization Strategies for SMEs*, found that awareness, skill development, and access to infrastructure and funding were the core issues that SMEs in the Asia-Pacific needed to address in their digitization strategies. Key stakeholders in addition to SMEs, such as policymakers, academia, business advisers, investors, intermediary organizations, and larger companies, need to be engaged to create a digital innovation ecosystem that can facilitate and sustain the dynamic process of digital upgrading. The research also recognized that a number of APO members had started to develop such ecosystems or observe their formation. Among them, the ROC has demonstrated strategic initiatives that mobilize different actors to create mutually beneficial conditions to support SME digital upgrading.

The APO has conducted various activities to raise awareness of digital transformation, provide technical assistance, and share good practices to assist its members in developing their Industry 4.0 strategies. This digital study mission aims to provide references from the ROC to enhance member countries' efforts in building ecosystems for digital transformation.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours, comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Digital transformation for SMEs: Reasons and challenges
- Creating an ecosystem for SME digital upgrading

Day 2:

- Breaking technological barriers: Technical assistance for SMEs
- Catalyzing transformation: Intermediary organizations and business advisers

Day 3:

- Complementary strategies for SME digital upgrading
- Good practices and policy programs from the ROC

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

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Dr. AKP Mochtan
Secretary-General