

राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)
उत्पादकता भवन 5-6, इन्स्टीट्यूशनल 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. 31528/21
Dt. 13-10-2021

Sub: 21-CL-09-GE-WSP-B Workshop on Nurturing Social Enterprises from 6-8 December 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 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 **19th November 2021**. In this regard, the following points may be noted.

- **Fees and Charges** An Application 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 subjects 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-09-GE-WSP-B-PN2100088-001

Date of Issue	13 October 2021
Project Code	21-CL-09-GE-WSP-B
Title	Workshop on Nurturing Social Enterprises
Timing and Duration	6–8 December 2021 (three days)
Hosting Country(ies)	APO Secretariat
Modality	Digital Multicountry
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	40
Local Participants	Not Applicable
Qualifications of Participants	Government officials, policymakers, managers, and specialists involved in social enterprise development and planning or SME support programs; and entrepreneurs, businesspeople, and investors in social enterprises.
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	19 November 2021

1. Objectives

- a. Promote social enterprises and social innovation in the service industry.
- b. Understand the key factors for developing social organizations.
- c. Gain insight into current social issues, how to devise solutions, and how to measure the impact of social enterprises.

2. Background

The World Economic Forum in 2018 reported that social entrepreneurs around the world have been unparalleled catalysts for change. They use market-driven strategies to tackle critical social issues in new ways. Decades before the UN SDGs were set, social entrepreneurs were promoting a broad range of solutions focused on sustainable development through nonprofit, for-profit, and hybrid enterprises.

According to an article published by Forbes in 2018, businesses today are embracing a new paradigm for management, which views a business not only as a “company” but also as an “institution” integrated into the social fabric. Sixty-five percent of companies surveyed by Forbes rated “inclusive growth” as one of their top three goals, eclipsing strategies like “growing market share” or “being the category leader.” “Citizenship and social impact” were rated as critical or important by 77% of the respondents, and this topic was rated the “least ready” issue among the executives surveyed.

A catalyst for the spread of social entrepreneurship globally was the “creating shared value” (CSV) concept developed by Harvard University Professor Michael Porter. His central idea is that companies aiming to improve society are more sustainable and profitable in the long term than those focused on creating profits for shareholders alone. An article in Nikkei Asia (2017) noted that there were signs that the CSV concept was spreading in Asia, albeit from a small base. Some 75 companies in the Asia-Pacific region responded to the Business Call to Action, a UN initiative launched in 2008 that challenged companies to develop inclusive business models. That global alliance has grown to more than 200 companies.

This is becoming the norm in the for-profit organization world. It is now more critical to identify social challenges and try to find solutions for them while improving stakeholders’ lives and benefits. Private companies and public organizations cannot prosper without considering the well-being of stakeholders. Consequently, entrepreneurs and businesspeople as well as policymakers need to take into account how their activities can help to address social issues in sustainable ways. The APO has been promoting social enterprises through e-learning courses such as the Self-learning e-Course on Development of Social Enterprises for Agribusiness in the belief that they can resolve issues while benefiting society as a whole as well as individual enterprises.

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:

- Business models for social entrepreneurship
- How a social enterprise sustains fishery in Indonesia
- Social enterprise example in Japan

Day 2:

- How a social enterprise bakery supports youth in Rwanda, East Africa
- Funding, organizational form, social impact, and challenges of social enterprises
- Example of a social enterprise in ASEAN: Recycling business in collaboration with government

Day 3:

- Solar cow project in Africa
- Criticism, challenges, and opportunities for social entrepreneurship

- Social enterprise example in Latin America: Microcredit system for women's empowerment

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.

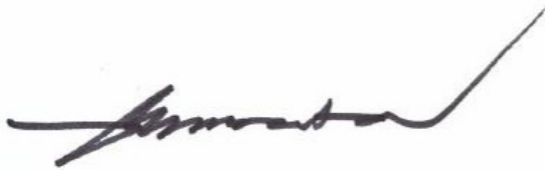
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

The APO will meet the assignment costs for overseas and local resource persons, and 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.

A handwritten signature in black ink, appearing to read 'AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General