

# 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. 31506/21

Dt. 12-04-2021

**Sub: 21-CP-04-GE-WSP-A: Workshop on Service Design for Business Growth and Improvement from 25-27 May 2021, Digital Multicountry (DMC). (Visit [www.npcindia.gov.in/NPC/User/InternationalServices](http://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](http://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 **5<sup>th</sup> May 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](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto: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](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto: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](mailto:isg@npcindia.gov.in)



## PROJECT NOTIFICATION

Ref. No.: 21-CP-04-GE-WSP-A-PN2100024-001

<b>Date of Issue</b>	12 April 2021
<b>Project Code</b>	21-CP-04-GE-WSP-A
<b>Title</b>	Workshop on Service Design for Business Growth and Improvement
<b>Timing and Duration</b>	25–27 May 2021 (three days)
<b>Hosting Country(ies)</b>	Singapore
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Singapore Productivity Center and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	Government officials, consultants and trainers from NPOs or consulting firms, and representatives of industrial associations working on productivity policy, consultancy, or training for productivity improvement in the service sector
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	5 May 2021

## 1. Objectives

- a. Introduce essential service design concepts to enhance business growth and service-sector productivity.
- b. Analyze current leading service design frameworks to formulate strategies to improve productivity.
- c. Address challenges and opportunities for service design solutions across member countries.

## 2. Background

Service design and innovation frameworks are developed through the synthesis of service-sector productivity, quality, and innovation. The interconnections among these three elements of productivity, quality, and innovation are critical to increase service-sector productivity and formulate optimal strategies for enterprises.

Service design is about meeting users' and customers' needs by improving existing processes or creating new ones. It puts consumers at the heart of the design process to improve both commercial and social enterprise services. The concept of service design thinking therefore prioritizes the needs and wants of customers by blending experiences and interactions between them and service providers.

The idea of service design was first introduced by a renowned marketing consultant, Lynn Shostack, in 1982. More recently, it has emerged as a creative, human-centered, and iterative approach to service innovation (Blomkvist, 2010; Meroni and Sangiorgi, 2011). Over the last decade, service design has become a major approach to achieve continuous improvement as well as innovation (Stickdorn, 2018).

Through innovative thinking in service design, organizations can understand their consumers better and gain a competitive advantage by actively involving them in a co-creation process. Some of the tangible benefits deriving from service design thinking which comprises the specific stages of research, concept formulation, prototyping, and facilitation, include improvements in product development processes and new products or services. A case in point is the adoption of the concept by leading tech enterprises, which have leveraged service design to integrate their hardware product lines with software app stores and after-sales training and development to better meet customer needs.

As part of its service quality improvement initiatives, the APO is introducing the concepts of service design, service design thinking, and the tools related to them to enhance business growth and improve productivity across member countries.

## 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:

- Concept of service design to enhance business growth and productivity.
- Service design and innovation frameworks to formulate strategies for service-sector productivity.

Day 2:

- Developing service design to increase quality and implement innovations.
- Country case studies on service design and innovation.

Day 3:

- Challenges and opportunities for service design solutions across member countries.

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.

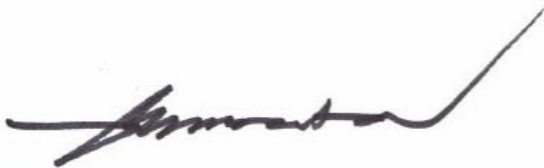
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### **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.

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

Dr. AKP Mochtan  
Secretary-General