

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. 31115/21

Dt. 25-10-2021

Sub: 21-CP-13-GE-TRC-B: Training Course on Strategic Management for Public-sector Productivity Enhancement from 30 November – 3 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 <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 **19th November 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-CP-13-GE-TRC-B-PN2100037-001

Date of Issue	22 October 2021
Project Code	21-CP-13-GE-TRC-B
Title	Training Course on Strategic Management for Public-sector Productivity Enhancement
Timing and Duration	30 November–3 December 2021 (four days)
Hosting Country(ies)	Sri Lanka
Modality	Digital Multicountry
Implementing Organization(s)	National Productivity Secretariat, Sri Lanka and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Policymakers and government officials; and representatives of government enterprises, public organizations, and National Productivity Organization (NPOs) staff involved in strategic planning, development, and management
Nomination of Participants	All nominations must be submitted through NPOs of member countries
Closing Date for Nominations	19 November 2021

1. Objectives

- a. Understand the contributions and importance of strategic management in a public-sector context.
- b. Explore different tools, frameworks, and processes for strategic planning and management.
- c. Learn to apply methods for thinking strategically when confronting organizational challenges.

2. Background

As highlighted in a 2017 OECD report on systems approaches to government, the environment that public-sector organizations operate in has become both increasingly uncertain and interconnected. However, governments in the region still need to translate limited resources into better citizen outcomes in a challenging, complex context. There are new public expectations, demographic changes, and shifting roles for public, nonprofit, and business organizations. To satisfy their constituents and create public value in this context, leaders and managers of public-sector organizations must be able to develop effective strategies and employ strategic management. Taking a strategic view is critical because leaders and managers in the public sector must be able to look beyond day-to-day operations to adapt to a rapidly changing, interconnected world.

Strategic management is the art of arriving at fundamental decisions and actions that share and guide what an organization is, what it does, and why it does it. It is a set of concepts, tools, and procedures which can enhance organizational performance and productivity. This can include environmental scanning, issue identification, stakeholder analysis, strategy formulation, and performance management. These processes can help organizations make better decisions, create ideas for strategic action, organize participation, and build coalitions for support.

This training course will help participants understand the purpose of strategic management in a public-sector context and be able to apply methods for thinking strategically when confronting organizational challenges. This is in line with the APO Vision 2025 key result area of improving the quality of the workforce.

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:

- Introduction to strategic management for the public sector
- Clarifying organizational values, vision, and mission

Day 2:

- Environmental scanning and stakeholder analysis
- Identifying key strategic issues

Day 3:

- Formulating strategies and action plans
- Implementing strategies and plans

Day 4:

- Strategic review and strategic alignment

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 to the right.

Dr. AKP Mochtan
Secretary-General