

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. 31517/21
Dt. 06-08-2021

Sub: 21-CP-39-GE-WSP-A: Workshop on Digitization of SMEs in the Manufacturing Sector
from 28-30 September 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 **8th September 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-CP-39-GE-WSP-A-PN2100063-001

Date of Issue	06 August 2021
Project Code	21-CP-39-GE-WSP-A
Title	Workshop on Digitization of SMEs in the Manufacturing Sector
Timing and Duration	28–30 September 2021 (three days)
Hosting Country(ies)	Japan
Modality	Digital Multicountry
Implementing Organization(s)	Japan Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	12
Qualifications of Participants	Senior/mid-level managers of SMEs and senior officers and professionals of National Productivity Organizations (NPOs) and SME development agencies responsible for promoting digital transformation or developing programs to support SMEs
Nomination of Participants	All nominations must be submitted through NPOs of member countries
Closing Date for Nominations	8 September 2021

1. Objectives

- a. Discuss the latest, most effective methods for digital transformation of SMEs.
- b. Share best practices of digitization strategies for manufacturing SMEs.
- c. Develop a framework for NPOs to guide and fast-track the digitization of SMEs in APO member countries.

2. Background

In 2019, the APO published a research report on the status of digitization strategies for SMEs in member countries and their readiness to embrace the Fourth Industrial Revolution. Due to the different stages of economic development among member countries, the report observed that the approaches for preparing SMEs for digitization vary. Overall, however, the report noted that most member countries are still in the early stage of implementation and focusing on creating awareness of the benefits, educating stakeholders on the importance of adopting advanced technology, expanding internet access, and examining the level of investment needed for SMEs to embark on digital transformation (APO, Gearing Up to Industry 4.0, Digitization Strategies for SMEs, 2019).

The COVID-19 pandemic has accelerated the need for digital transformation to ensure business continuity and provide new revenue-generating opportunities. In October 2020, McKinsey & Company reported that companies had sped up digital technology adoption by three to four years and no longer considered it to be simply a method to increase cost efficiency. In addition, ADB Institute's research on the impact of the pandemic on Asian SMEs in 2020 concluded that online business had helped stabilize their profits.

Despite the inevitable direction toward digitization, issues and challenges such as a lack of management capabilities, resources, skills, access to ICT, and internet connectivity remain as obstacles that are hindering SME digitization initiatives. Regulations and rules may also slow efforts by SMEs to transform and venture into new fields supported by digital technology. With the pandemic far from over and SMEs comprising more than 95% of businesses in APO member countries, it is vital to assist them in digital transformation.

In collaboration with the Japan Productivity Center, the APO is organizing this virtual workshop to develop a framework to guide SMEs toward digitization for sustained productivity growth. It will also provide an opportunity for NPOs to exchange ideas on how to digitize current business models through productivity training and consultancy for SMEs.

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:

- Impact of the pandemic and digitization response
- Digitization of manufacturing in Japan
- Smart transformation in selected member countries

Day 2:

- Case studies of SME digitization in member countries
- How SMEs can achieve digital transformation

Day 3:

- NPO's support for digitization of the manufacturing sector
- Opportunities and challenges in manufacturing SME digitization

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 dark ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping flourish extending to the right.

Dr. AKP Mochtan
Secretary-General