

# 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. 31527/21  
Dt. 13-10-2021

Sub: 21-IP-08-GE-WSP-A: Workshop on Innovative Business Models for Industry 4.0 from 24-26 November 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 **10th 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](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-IP-08-GE-WSP-A-PN2100090-001

<b>Date of Issue</b>	13 October 2021
<b>Project Code</b>	21-IP-08-GE-WSP-A
<b>Title</b>	Workshop on Innovative Business Models for Industry 4.0
<b>Timing and Duration</b>	24–26 November 2021 (three days)
<b>Hosting Country(ies)</b>	Pakistan
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	National Productivity Organization, Pakistan and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	SME executives, representatives of industrial associations, consultants, and productivity practitioners with experience in digital upgrading; and government officials and policy research officers involved in industrial policy, development strategies for the SME and manufacturing sectors, and productivity improvement initiatives
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	10 November 2021

## 1. Objectives

- a. Understand Industry 4.0 trends, specifically how digital technologies influence business operations and strategies.
- b. Examine innovative business for Industry 4.0 applicable to SMEs and manufacturers.
- c. Discuss the emerging opportunities for SMEs enabled by digital technologies.

## 2. Background

Under Industry 4.0, digitization and applications of digital technologies are revolutionizing methods of production, distribution, marketing, and overall business management. According to the statistics of the EU and OECD in 2021, digitization is improving the operational efficiency and performance of businesses of all sizes. More manufacturers are adopting technologies to optimize business operations, develop strategies, and manage resources and customer relations. Supply chains are also being connected in a more flexible yet integrated fashion to create value. Digital upgrading has therefore become indispensable for companies to enhance productivity and stay competitive.

Digital technologies are also blurring the boundaries between business functions and sectors. For example, strengthened connections between production and customer feedback enable manufacturers to respond to the market and provide customized products and services in a timely manner, while digitized distribution and sales methods create new platforms to engage suppliers and customers. A report of the World Economic Forum in 2020 demonstrated that digital transformation not only improved operating models but also drove the development of new business models that generate and deliver value to customers. Considering the heightened competition brought by digital technologies, it is imperative for businesses to identify and embrace innovative models to stay flexible, resilient, and competitive.

This workshop aims to provide references for innovations in business models to keep member countries abreast of current trends and assist them in developing strategies for digital upgrading. It also aims to support innovation-led productivity growth as mandated in the APO Vision 2025.

## 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:

- Industry 4.0 and core technologies: Trends and applications
- New challenges and opportunities for manufacturing

Day 2:

- Data-driven innovation and business models
- SME innovation supported by digitization and data analytics

Day 3:

- Innovation and business model analysis
- Strategies for encouraging innovation in SMEs

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.

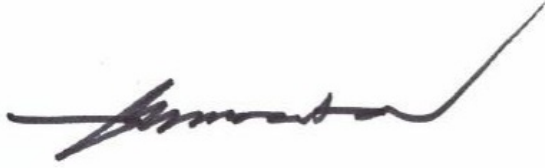
## 4. Financial Arrangements

- 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