

# 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. 31511/22

Dt. 074-2022

**Sub: 22-IP-02-GE-WSP-A: Workshop on Building Robust Public Policy Ecosystems through Behavioral Insight 22-24 June 2022, 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 <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 **23rd, May 2022**. 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](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 subject/s, organized by NPC.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,  
Yours faithfully,

(N.K.Chanji)  
Dy. Director General & Head (Int'l Serv.)  
for Director General  
e-mail: [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in)



## PROJECT NOTIFICATION

Ref. No.: 22-IP-02-GE-WSP-A-PN2200031-001

<b>Date of Issue</b>	06 April 2022
<b>Project Code</b>	22-IP-02-GE-WSP-A
<b>Title</b>	Workshop on Building Robust Public Policy Ecosystems through Behavioral Insights
<b>Timing and Duration</b>	22–24 June 2022 (three days)
<b>Hosting Country(ies)</b>	Malaysia
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Malaysia Productivity Corporation 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>	Policymakers and government officials, representatives of government enterprises, staff of public organizations and regulatory agencies, and staff from National Productivity Organizations working on regulatory issues, reform, and legislation across different sectors
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	3 June 2022

## 1. Objectives

- a. Deepen knowledge of the concepts and applications of behavioral insights (BIs) in the public sector's regulatory functions and policies.
- b. Examine innovations in design and development approaches in public-sector policy ecosystems using BIs.
- c. Analyze best practices and lessons learned in integrating the use of behavioral science approaches as a public policy tool.

## 2. Background

Promoting behavioral change is one of the central goals of regulation. According to an OECD report (2017), setting the "rules of the game" through behavioral change approaches promotes the competitive functioning of the economy while protecting citizens, the environment, and society. From the experiences of policymakers and regulators, the application and use of BIs allow them to understand and influence people's behavior and design public policies that work better and cost less.

Studies show that applications of BIs in policymaking must incorporate the cultural context of target groups. Based on the nudge theory, a concept in behavioral economics, political theory, and behavioral sciences which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision-making of groups or individuals, BIs have immense potential for more innovative government interventions to shape people's behavior while achieving public policy objectives.

The APO publication *Why Behavioral Insights Matter in Public Policy* (2022) provides examples of the utilization of BIs such as allowing contractors to apply online for business licenses, resulting in shorter processing times, lower transaction costs, and improvements in overall productivity and public service quality. Other examples are cashless payment systems for government public services resulting in increased regulatory compliance among taxpayers and engaging parents in a primary school health program promoting drinking water to reduce childhood obesity rates.

While there are debates on the effectiveness of BI applications, examples around the world in education, energy, the environment, finance, health and safety, labor market policies, taxes, public service delivery, etc. have provided evidence that they can improve citizens' welfare. As governments search for simpler, more effective regulatory solutions to promote more efficient outcomes, applications of BIs in public policy are becoming more common.

APO members that have adopted BIs in government policymaking include Japan, Malaysia, and Singapore. Other members could learn from their experiences in institutionalizing behavioral science, especially in making regulatory reform more efficient and effective. This workshop will therefore explore the BI concept and its applications, examine innovations in policymaking using behavioral science approaches, and analyze best practices of BI applications and lessons learned across different sectors.

## 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:

- Concepts and definitions of BIs
- Applications of behavioral science approaches in the regulatory functions of the public sector

Day 2:

- Building public-sector capacity for BIs
- BI applications in the public sector: Examples and lessons learned

Day 3:

- Setting BI standards
- Development of BI frameworks in policy ecosystems

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 for overseas resource persons.
- b. The host country will meet the assignment costs of 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 'Dr. AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan  
Secretary-General