



No. 31124/23
Dt. 17-08-2023

Sub: 23-CP- 16-GE-TRC-A: Training Course on Data Analytics for SMEs from 26-29 September 2023, On-line / Digital Multi-country (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 **11th September 2023**. 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,

-sd
(K.D. Bhardwaj)
Director & Group Head (Int'l Serv.)
for Director General
e-mail: isg@npcindia.gov.in



PROJECT NOTIFICATION

Reference No.: 196

Date of Issue	14 August 2023
Project Code	23-CP-16-GE-TRC-A
Title	Training Course on Data Analytics for SMEs
Timing	26 September 2023–29 September 2023
Hosting Country(ies)	Singapore
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Singapore Productivity Centre and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	15 September 2023
Remarks	Not Applicable

Objectives	Introduce the concepts of data analytics, related technologies, and their connection to digital transformation; impart fundamental knowledge of data science and its implications for SME operations; and strengthen the capabilities of SMEs in using data for management, decision-making, and productivity enhancement.
Rationale	The APO Vision 2025 identifies data analytics as a core driver of smart transformation in all sectors and enterprises of different sizes. To continue the APO's focus on SME development, this training course aims to enhance SME productivity through building their capabilities in using data and assisting them in meaningful digital upgrading.
Background	<p>Digital upgrading is essential for SMEs to improve productivity and stay competitive. The foundation of this transition is data generated from all aspects of operations, which, through effective collection, analysis, and visualization, enable informed decisions, optimize management, and predict demand.</p> <p>The advantages of SMEs are agility, flexibility, and ability to customize, which require clear information and timely understanding of trends and market demand, supported by meaningful data analysis. However, as indicated in a 2019 OECD report, SMEs usually face challenges in identifying relevant data, lack resources and capabilities for data applications and analyses, and need better strategies for data management. It is necessary to strengthen the capabilities of SMEs in acquiring and analyzing data. This training course will impart fundamental knowledge of data analytics and applications to support SMEs in digital upgrading and raising productivity.</p>
Topics	Data and digital transformation; Data science in manufacturing; AI, machine learning, and deep-learning applications for SMEs; Use cases of data analysis in SMEs; and Hands-on exercises.
Outcome	More SMEs adopt data-enabled operational optimization and management; SMEs raise productivity through data-driven strategies; and higher levels of SME readiness for digital upgrading are achieved.
Qualifications	SME executives, representatives of industrial associations, consultants, and productivity practitioners with experience in SME and manufacturing management; and government officials and policy researchers involved in industrial policy and development strategies for the SME and manufacturing sectors.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata
Secretary-General

IMPLEMENTATION PROCEDURES FOR APO ONLINE MULTICOUNTRY PROJECTS (CONFERENCES/OBSERVATIONAL STUDY MISSIONS/TRAINING COURSES/WORKSHOPS)

1. Modality of Implementation

- a. The sessions will be conducted online.
- b. The duration of each day's sessions will be around three hours for observational study missions, training courses, and workshops.
- c. The duration of sessions will be around four hours for conferences.
- d. The APO Secretariat will inform resource persons and participants of the link to the virtual sessions.
- e. The link will be exclusive to resource persons and participants and should not be shared.

2. Financial Arrangements

2-1 For projects where the local costs will be covered by the host NPO/implementing organization

- a. The APO will meet the assignment costs for international resource persons.
- b. The host NPO/implementing organization will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

2-2 For projects where the local costs will be covered by the APO

- a. The APO will meet the assignment costs of international resource persons and honorarium for up to two local resource persons.
- b. The host NPO/implementing organization will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

2-3 For observational study missions where the local costs will be covered by the APO

- a. The APO will meet the assignment costs for international resource persons, honoraria for up to two local resource persons, and video production costs for a virtual site visit(s) of up to USD2,000.00, either broadcast live or recorded as applicable.

2-4 For projects hosted by the APO Secretariat

- a. The APO will meet the assignment costs for international and local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

3. Requirements of Participants

- a. Participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.
- b. Competent in connecting to online meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
- c. Proficient in English, both written and spoken.
- d. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- e. Access to internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- f. Follow the instructions of moderators/presenters in asking questions, joining discussions, and answering questions.

- g. Wear appropriate business attire during the sessions.

4. Actions by APO members

- a. Each NPO should nominate three or more candidates in order of preference for observational study missions, training courses, and workshops, and five or more candidates for conferences.
- b. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer (LO) or designated officer. Self-nominations will not be accepted.
- c. Nominations should reach the Secretariat before the deadline.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System/Fleekdrive by NPOs. LOs are requested to notify the Secretariat once biodata forms have been uploaded. The biodata form is available on the APO website.
- e. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and host country promptly.

5. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced at least one week prior to the start of the sessions.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link to the online sessions at least one week prior to commencement.

6. Participating Country Expenses (PCEs)

- a. PCEs apply to selected participants from large, profit-making organizations in training courses and observational study missions.
- b. The PCE rate is fixed at USD150.00 per participant.
- c. The APO Secretariat will notify NPOs concerned before issuing Letters of Acceptance to participants.
- d. Invoices will be sent to NPOs concerned at the end of the year.