



No. 31401/23  
Dt. 16-02-2023

**Sub: 20-IN-60-GE-CON-A-IN01: Conference on Productivity and Green Growth: New Interlocking Paradigms from 28–30 March 2023, Kumarakom, Kerala.**  
(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 **27th, February 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](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,

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



## PROJECT NOTIFICATION

Reference No.: 40

<b>Date of Issue</b>	18 January 2023
<b>Project Code</b>	20-IN-60-GE-CON-A-IN01
<b>Title</b>	Conference on Productivity and Green Growth: New Interlocking Paradigms
<b>Timing</b>	28 March 2023–30 March 2023
<b>Hosting Country(ies)</b>	India
<b>Venue City(ies)</b>	Kumarakom
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	National Productivity Council, India and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	70
<b>Closing Date</b>	17 February 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Commemorate the 60th anniversary of the APO and highlight contributions to cleaner industrialization and green growth.</li> <li>- Rejuvenate the productivity movement for achieving green growth.</li> <li>- Incorporate a focus on productivity enhancement in government policies and programs for increasing resource efficiency and energy productivity.</li> </ul>
<b>Rationale</b>	<p>Due to overdependence on fossil fuel to meet energy needs and the existing “take–make–waste” model of industrialization, the world today faces a myriad of challenges including climate change, pollution, and environmental degradation. The COVID-19 pandemic exacerbated the situation. Hence, striving for economic growth and industrialization with the least environmental impact is imperative.</p>
<b>Background</b>	<p>COP26 adopted the Glasgow Climate Pact 2021 as part of efforts to limit the global temperature rise to 1.5°C. While it focused on mitigating emissions, adaptation to climate change, financing, and collaboration, the recently concluded COP27 reaffirmed commitments to limit the temperature rise. It went a step further through an agreement to provide “loss and damage” funding to countries facing adverse impacts of climate change. India assumed G20 presidency in 2023 with the motto of “One earth, One family, One future,” emphasizing the value of all life forms. This is in synergy with the government initiative known as Mission Lifestyle for Environment (LiFE) to create a cleaner, greener, bluer future launched in October 2022. For several decades, the APO has been conducting activities related to environmental protection. The Green Productivity (GP) concept developed by the APO provides industry a framework for simultaneous improvement of productivity, quality, and profitability with the least environmental impact.</p>
<b>Topics</b>	<ul style="list-style-type: none"> <li>- Innovation-led productivity enhancement for green growth</li> <li>- Energy productivity through energy-efficient practices and technologies</li> <li>- APO GP concept for cleaner industrialization</li> <li>- Enhancing SME access to finance for technological and resource efficiency</li> <li>- Institutional strengthening for catalyzing green growth</li> <li>- ESG and green finance</li> </ul>
<b>Outcome</b>	<ul style="list-style-type: none"> <li>- Creation of platforms on green growth and productivity enhancement through collaboration</li> <li>- Approaches to achieve the net-zero emission targets set by nations across the Asia-Pacific region</li> </ul>
<b>Qualifications</b>	<p>Government officials and policymakers, industry leaders, senior officials of National Productivity Organizations, public-sector representatives, members of academia and knowledge-based institutions, and members of industry associations with GP backgrounds</p>

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



Dr. Indra Pradana Singawinata  
Secretary-General