



No. 31503/23
Dt. 14-03-2022

Sub: 23-CP-32-GE-WSP-A: Workshop on Reskilling of the Workforce in the Service Sector from 16-18 May 2023, Online/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 **17th April 2023**. 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 for 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 & Head (Int'l Serv.)
for Director General
e-mail: isg@npcindia.gov.in



PROJECT NOTIFICATION

Reference No.: 42

Date of Issue	10 March 2023
Project Code	23-CP-32-GE-WSP-A
Title	Workshop on Reskilling of the Workforce in the Service Sector
Timing	16 May 2023–18 May 2023
Hosting Country(ies)	Pakistan
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	National Productivity Organization, Pakistan and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	24 April 2023
Remarks	Not Applicable

Objectives	Introduce the concept of reskilling in the service sector to increase productivity for meeting corporate needs; discuss methods for reskilling of the workforce and incorporating digitalization; and share global approaches to reskilling and case studies from member economies to advance reskilling efforts.
Rationale	The introduction of automation and digitalization has significantly changed the customer experience and contactless operations in the service sector. Thus, employee reskilling to meet the demands of digitalization is an urgent task for service enterprises in many APO members to remain relevant and productive.
Background	<p>The service sector is already a significant driver of economic output, growth, and employment in many APO member economies, although there is still plenty of room for improvement because repetitive, face-to-face service operations are especially vulnerable to replacement by AI. Boosting service-sector productivity requires addressing a wide range of policy distortions and investments in human capital.</p> <p>A World Economic Forum study in 2020 showed that 75 million jobs would be lost to automation by 2025, while 133 million new ones would be created by the introduction of Industry 4.0. This indicates that there are many opportunities for employees who are willing to learn new skills to remain relevant in the workforce. It is a valuable investment for companies to train existing employees to expand their capabilities. Hiring new staff with appropriate skills who cannot be replaced by technologies is also a key to successful human resources management.</p>
Topics	Reskilling methods; skills needed for future work; next-generation technologies to enhance service productivity; and discussions of reskilling initiatives and case studies.
Outcome	Participants will learn about reskilling in the service sector, hiring the “right-skilled workers,” and enhancing existing employees’ abilities.
Qualifications	SME executives, representatives of industrial associations, consultants providing training for SMEs in the service sector, and government officials and policy research officers involved in industrial policy and development strategies for SMEs.

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



Dr. Indra Pradana Singawinata
Secretary-General