

## JS-DPIIT SPEAKS



Hon'ble Prime Minister Shri Narendra Modiji gave the clarion call to focus on quality when he said that it is an opportune moment for India to work on the ethos of 'Zero Defect, Zero Effect'. He urged the Indian manufacturers and other industry leaders to ensure that our products meet global standards.

Taking inspiration from his vision, Udyog Manthan, a marathon of webinars focused on Productivity and Quality in Indian Industry started on 4 January 2021. The collaborative exercise was an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry in association with Department of Commerce, National Productivity Council, Quality Council of India, Bureau of Indian Standards, Industry Chambers and concerned ministries.

During the eight weeks of Udyog Manthan, 46 sessions on all major manufacturing and service sectors, which cover about 70% of GDP, were conducted. These include all sectors representative of the industrial landscape of India – from MSMEs to large organized industries, established and sunrise sectors including automobile, steel, pharma, defence, cement, textiles, chemicals, tourism/hospitality, financial services, biotechnology, new and renewable energy, among others. With over 400 speakers and 23,500 participants and viewers on various platforms and seven million social media impressions, this Manthan drew a very enthusiastic response. Issues related to the quality and productivity were discussed in detail as also best practices and interventions needed. Since ease of doing business and reduction in compliance burden are the key to realizing the goal of AatmaNirbhar Bharat, two sessions on "Quality in Government Process" were also organized. A session on consumers' perspective was also organized to draw attention to issues from the demand side.

During the Keynote address by Shri Piyush Goyal, Hon'ble Minister of Railways, Commerce and Industry, and Consumer Affairs, Food and Public Distribution said, "Quality is not an accident, it is a painstaking collective organizational effort. We will further the AatmaNirbhar Bharat vision of Prime Minister Modi. We will make sure that Brand India gets identified by quality and we will engage with the world on the strength of cost competitiveness and high quality."

Based on deliberations during Udyog Manthan a compendium of quality and productivity related sectoral recommendations is under preparation and will be released shortly.

NPC played a key role by coordinating with 30-40 national speakers and about 12 international speakers in the Manthan, who added depth to the discussion with vital insights and international best practices.

**Dr. Vandana Kumar, Joint Secretary, DPIIT, Ministry of Commerce & Industry, Government of India**



UDYOG MANTHAN

46

**Sectoral Webinars**

12+

**International Speakers**

400+

**Speakers**

3500+

**Participants**

20,000+

**Viewers**

1 Crore+

**Social Media Impressions**

Udyog Manthan

PRODUCTIVITY QUOTE

“**THE KEY IS NOT TO PRIORITIZE WHAT'S ON YOUR SCHEDULE, BUT TO SCHEDULE YOUR PRIORITIES.**”

STEPHEN COVEY

## NPC joins Expert Appraisal Committee, Ministry of Jal Shakti

NPC has become a member of the Expert Appraisal Committee constituted by Central Ground Water Authority (CGWA), Ministry of Jal Shakti for evaluation of projects before grant of NOC for abstraction of groundwater relating to industry/ infra and mining category.

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# NPC to conduct impact evaluation of buffer stocking policy of pulses for Ministry of Consumer Affairs

The Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, GoI has asked NPC to conduct a study on Impact Evaluation of Buffer Stocking Policy of Pulses. The evaluation study will cover two schemes – the Price Support Scheme and Price Stabilization Fund. The scheme is being implemented with objective to mitigate hardships to consumers by regulating the price volatility of pulses.

Under the scheme, procurement by the state and UT governments and central agencies/central PSUs/cooperative organisations as decided by respective ministries of selected produce takes place with purpose of maintaining buffer stocks and regulate release into the market to stabilize prices.

The study would be conducted in eight states covering all zones in the country. The major stakeholders of the study include the National Agricultural Cooperative Marketing Federation of India (NAFED), Food Corporation of India (FCI), Small Farmers' Agri-Business Consortium (SFAC), Ministry of Women & Child Development, Ministry of Human Resource Development, mandis, warehouses, wholesalers and dal millers.



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## NPC DG addresses Northern Asian Power-Mission 2021

An online meeting of Northern Asian Power-Mission, India was organized on the theme 'Building the Special Relationship' during 1-5 March 2021. The aim of the online meeting was to partner with key representatives from UK and India central and local government, enterprise partnerships, businesses, trade bodies, professional services and education partners to own and shape the agenda for future trade relationships.

Speaking during the online meeting Arun Kumar Jha, Director General of NPC highlighted the key policies of GoI like Make in India, Production Linked Incentive schemes and other trade policy measures to boost domestic manufacturing and other measures to increase investments in India.

## NPC, NHA collaborate to improve hospital services quality

The NPC has tied up with National Health Authority (NHA) to improve the quality of hospital services in India. The national level project will initially enable 10-12 selected medical institutions to acquire Quality Council of India's (QCI) entry level certification enabling the hospitals to move towards NABH certification. NPC and NHA would be playing a critical role in implementation and execution of the project and it is envisaged to expand covering medical institutions nationwide after the success of the project. The project is supported by Tokyo, Japan-based Asian Productivity Organization (APO).

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## Upcoming APO programs

**Project Notification Title:** Workshop on Green Productivity for Sustainable Development

**Objective:** To explain Green Productivity (GP) as key to enhancing productivity, raising profitability, and improving environmental performance and social well-being.

**Programme Date:** 7-9 April 2021

**Modality:** DMC

**Project Notification Title:** Conference on Smart Agriculture

**Objective:** To deliberate on practical applications of smart agriculture technologies focusing on recent developments to contribute to producers' appropriate choices of smart farming methods.

**Programme Date:** 19 April 2021

**Modality:** DMC

**Project Notification Title:** Workshop on Productivity promotion movement in the Digital Age

**Objective:** To examine best practices of organizations using digital promotion and digital communications for improving engagement in public initiatives.

**Programme Date:** 20-22 April 2021

**Modality:** DMC

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“IT'S NOT ALWAYS THAT WE NEED TO DO MORE BUT RATHER THAT WE NEED TO FOCUS ON LESS”

NATHAN W. MORRIS

## NPC conducts one month e-training course on Industrial Maintenance and Automation

NPC Regional Directorate (RD) Kanpur successfully conducted a one month e-Training Course on Industrial Maintenance. The training programme included five major topics – maintenance of pumps; electrical maintenance; operation and maintenance of turbines and its troubleshooting; advance predictive maintenance practices; and dynamic balancing and alignment.

A total 143 participants, including 80% from industries like ONGC, HPCL, NEPA, Allana Group, Reliance Group, Honda Cars, Wonder Cement, and others and another 20% from organisations like ISRO, GMR Consulting and students from different universities registered for the e-training course.

NPC RD Kanpur also conducted a training course on Industrial Automation for industry working professionals, production managers, operators, technicians, employees of educational institutes, and students currently pursuing engineering or diploma degrees. The course covered topics like Programmable Logic Controller (PLC), Distributed Control System (DCS), Supervisory control and data acquisition (SCADA), Variable Frequency Drive (VFD) and Human Machine Interface (HMI).

## NPC takes up macroplastic sampling in Agra under UNEP project

The United Nations Environment Programme (UNEP) has awarded a project for Promotion of Counter Measures Against Marine Plastic Litter in South East Asia and Pacific India under Counter MEASURE II initiative.

As part of the project, the NPC team along with sanitation workers of Agra Nagar Nigam conducted a cleanup drive near the bank of river Yamuna at Haathi Ghat on 9 March 2021. The drive made local people aware about the harmful impacts of littering of waste on human health and environment.

The NPC team collected around 25 different types of plastics during the cleanup drive and is assessing polymers along with the National Institute of Oceanography (NIO).



## NPC designs thematic logos for enhancing brand image



NPC has developed creative logos for improving brand image of various services across the sectors. Two sample logos designed for NPC's e-learning platform and International 3R (Reduce, Reuse and Recycle) Forum. NPC could help organizations develop innovative and meaningful logos.

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## Residential training programmes

**Programme Title:** Transformational Leadership & Managing Change

**Date & Place:** 12-16 April 2021; Udaipur, Rajasthan

**Programme Title:** Performance Management through Talent Management

**Date & Place:** 19-23 April 2021; Mount Abu, Rajasthan

[Click here to access more information](#)

## Upcoming NPC webinars

**Programme Title:** Online Certificate Course to Build Capacity For Do It Yourself NABH Entry Level Program

**Objective:** To provide the participants of this course the know-how to understand the NABH requirements and begin the NABH accreditation journey on their own.

**Date & Place:** 17-18 April 2021

**Time:** 9:30 AM – 6:30 PM

**Total Time:** 18 hours

**Registration Fees:** 10,750 (including taxes)

[Click to register >>](#)

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PRODUCTIVITY  
QUOTE

“ IF THERE ARE NINE RABBITS ON THE GROUND, IF YOU WANT TO CATCH ONE, JUST FOCUS ON ONE. ”

JACK MA

# NPC celebrates International Women's Day

On the International Women's Day (8 March 2021), the NPC lauded the efforts of women across the world for their ability to create, nurture, transform and lead productivity movement. It also organised three special webinars – Women in Leadership, Women Empowerment, and Unleash the Super Woman Within You – on the day. The webinars were attended by hundreds of participants.



Arun Kumar Jha, Director General of NPC in conversation with Dr. K.K. Aggarwal, President, Confederation of Medical Associations of Asia and Oceania, Heart Care Foundation of India and ICJP Group, on the role of NPC in increasing productivity in the country. (12.03.2021)

## NPC on the way to become ISO 9001 certified

NPC is committed to achieve excellence in providing best in class Services to make Indian Economy globally competitive and this is also echoed in our quality policy.

### Quality Policy

*We, at NPC are committed to achieve excellence in providing best in class Services to make Indian Economy globally competitive and,*

- ❖ *Act as Catalyst for assisting Government and Industry,*
- ❖ *Promote Productivity through Consultancy, Research, Training and Skill Development,*
- ❖ *Support and Development ecosystem for Innovation, Quality and Sustainability,*
- ❖ *Ensure Client Satisfaction.*

*We shall strive to upgrade our Services, human capital and infrastructure by reviewing effectiveness of management systems for continual improvement.*

### PHOTO NEWS



NPC team with Chief of Defence Staff General Bipin Rawat for the Study on Restructuring of DGQA (26.02.2021).



NPC signs MoU with PTC India Limited to promote energy efficiency (15.03.2021).

PRODUCTIVITY QUOTE

“PRODUCTIVITY IS THE DELIBERATE STRATEGIC INVESTMENT OF YOUR TIME, TALENT, INTELLIGENCE, ENERGY, RESOURCES, AND OPPORTUNITIES IN A MANNER CALCULATED TO MOVE YOU MEASURABLY CLOSER TO MEANINGFUL GOALS.”

DAN S. KENNEDY