



by **ARUN KUMAR JHA**
DIRECTOR GENERAL, NPC

I wish you all a productive, healthy and prosperous New Year 2021. eConnect is NPC's initiative to reach out to all stakeholders and keep them informed about the activities

and achievements of NPC. I hope you will find eConnect useful and seek your feedback for improving eConnect in order to make it reader-friendly, compact and knowledge rich. You will know the recent important initiatives that NPC took once you go through this issue of eConnect. We also invite all the stakeholders to keep in touch with NPC through eConnect and provide us opportunities to serve you better in 2021 and beyond for improving productivity. We strive to work jointly in order to enhance innovation-led productivity for sustainable, inclusive socio-economic growth for making tomorrow better than today towards becoming Atmanirbhar. Stay Safe, Stay Healthy, Stay Productive.

NPC, ADBI conduct joint survey on impact of COVID-19 on Indian MSMEs

The National Productivity Council (NPC) in association with the Asian Development Bank Institute (ADBI) is conducting a study to understand the impact of COVID-19 on Micro, Small, and Medium Enterprises (MSMEs) across India.

The joint study aims to better understand the size, aspects and incidence of the pandemic and how it has impacted the small and medium enterprises (SMEs) and micro industries. The study shall be vital in providing inputs to policy makers for planning effective strategies for recovery of the MSME sector.

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WebTalk

TRANSFORMING PRODUCTIVITY THROUGH INDUSTRY 4.0



PRODUCTIVITY QUOTE

“NOTHING IS LESS PRODUCTIVE THAN TO MAKE MORE EFFICIENT WHAT SHOULD NOT BE DONE AT ALL.”



PETER DRUCKER

NPC GETS MANDATE TO CERTIFY WATER AUDITORS



The National Productivity Council (NPC) has been mandated to certify water auditors in the country by the Central Ground Water Authority (CGWA), Ministry of Jal Shakti vide Gazette notification dated 24th September 2020. The notification lays down the guidelines for regulation and management of groundwater extraction and replaces the earlier

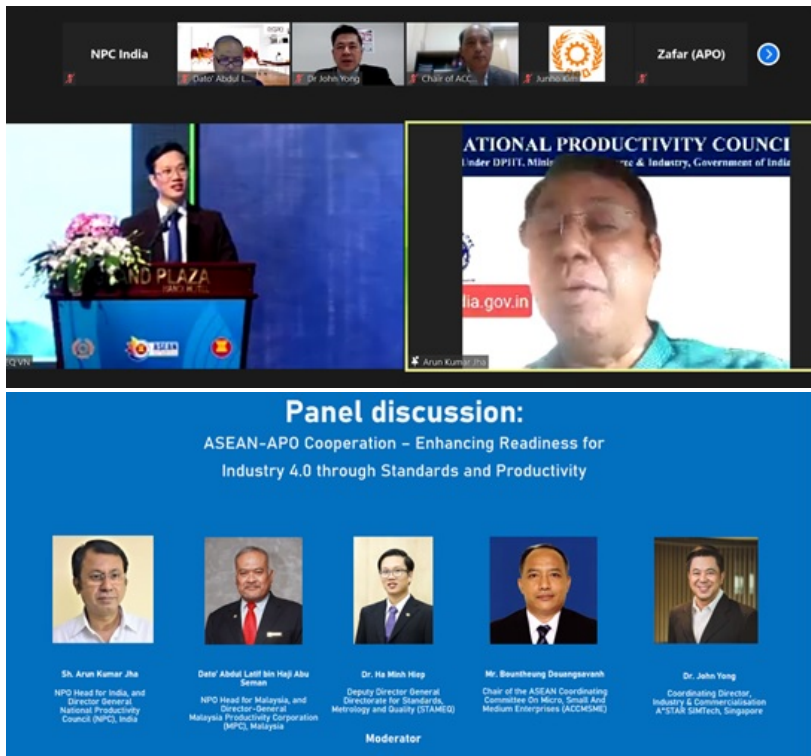
guideline of 12 December 2018.

According to the new rules, all industries abstracting more than 100 m³/d groundwater shall be required to undertake annual water audit through certified auditors and submit reports within three months of completion of the same to CGWA. All such industries shall be required to reduce their ground water use by at least 20% over the next three years through appropriate means, the notification mandates.

[Read more >>](#)

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NPC Director General attends ASEAN APO meeting



The National Productivity Council (NPC) Director-General Mr. Arun Kumar Jha attended the Conference on APO-ASEAN Cooperation in Enhancing Productivity organized by Directorate for Standards, Metrology and Quality (STAMEQ), Vietnam on 10 December 2020.

As a distinguished Panelist, the NPC Director-General discussed at length about the readiness for Industry 4.0 through standards and productivity in India's MSME sector. The Conference was also attended by Hon'ble Minister of Science and Technology, Vietnam and dignitaries from ASEAN and the APO, Japan; STAMEQ, Vietnam; and Malaysia Productivity Corporation (MPC).

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NPC and CSIR to collaborate on energy efficiency projects

The National Productivity Council (NPC) has signed a Memorandum of Understanding (MOU) with the Council of Scientific and Industrial Research (CSIR) to collaborate in programmes related to Integrated Energy Audit and Management Activity. The objective of the agreement is to enable CSIR in capacity building and jointly develop, and execute energy efficiency-related projects.

Under the agreement, NPC and CSIR will also be conducting diagnostic studies for widening the scope for implementation of best energy management practices in the CSIR labs, as well as hands-on training at the state-of-the-art Centre of Excellence at AIP, NPC Chennai for the CSIR faculty members.

More information about the MoU signed on 14 December 2020 has been shared online. [Click here to access it](#)

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NPC, AOTS collaborate to train textile and garment on 5S

India and Japan agreed to establish India-Japan Textile Working Group in May 2020 to enable implementation of the India-Japan Industrial



Competitiveness Partnership (IJICP), which was decided to launch in December 2019. As part of the initiative, India's Ministry of Commerce and Industry (MoCI) and Japan's Ministry of Economy, Trade and Industry (METI) would be supporting human resource development in the Indian textile industry.

In this direction, the National Productivity Council (NPC) is collaborating with the Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS), Japan to conduct HRD program for Indian textile and garment industry.

The phase 1 of the program would be on 5S and Kaizen and training would be provided to 15 participants – three participants each from the five units as selected from Indian textile and garment industry by the experts from Japan. The next phase would be learning Implementation and the participants would be required to present the achievements of implementation.

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Upcoming APO program

Project Notification Title: Workshop on Productivity Quality and Innovation for Transforming Economies

Objective: To understand principle views of productivity and hold discussions on a mix of contributing factors for transforming economies

Duration of Programme: 27-29 January 2021

Modality: Online

More information about upcoming projects, APO bio-data forms for participation, and NPC bank details for submission of fee has been shared online. [Click here to access more](#)

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NPC completes UNEP project to identify plastic leakage



The National Productivity Council (NPC) under DPIIT, Ministry of Commerce and Industry of India has identified a region-based model for monitoring and assessment of plastic leakage and pollution reduction project. The initiative was aimed at identifying land-based plastic leakage entering waterways such as rivers and canals or drainages to the sea.

The one-of-a-kind study by NPC identified about 50 categories of product based plastic litter at hotspots near rivers Ganga and Yamuna and about 40 types of polymer-based microplastics in these rivers. NPC also organized a series of webinar as part of the National Policy Workshop to disseminate the outcome and findings of the study.

More information about the workshop sessions held during 12-22 May 2020 has been shared online. [Click here to access more](#)

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Webinar Promoting Quality and Productivity in Indian Industry

Objective: To identify issues and find solutions for promoting productivity, quality, and their inter-linkages in Indian industry.

ABOUT UDYOG MANTHAN WEBINAR

1. The two main pillars of any manufacturing driven economy are Quality and Productivity. Many countries have used this in the past (e.g. Japan) and even today are using this to attract world investors and manufacturers (e.g. Bangladesh and Vietnam). India needs to build the same pillars for manufacturing excellence. The key for India is to create awareness among the manufacturers across the chain i.e. raw material, intermediate and finished products manufacturers.
2. Current national priorities triggered by COVID-19, geopolitical developments, and the Hon'ble PM's vision-setting for an Aatmanirbhar Bharat, presents a prospect for Indian industry to come back with resilience, with a mindset of quality and productivity
3. First step in this direction would be to understand the challenges & opportunities concerning productivity & quality across Indian industry sectors and build a mass scale movement of awareness on the scale of "Swachha Bharat" for Quality and Productivity. In that regard, 'Udyog Manthan', a marathon of focused

UDYOG MANTHAN

UDYOG MANTHAN
MARATHON OF FOCUSED WEBINARS ON PROMOTING QUALITY AND PRODUCTIVITY IN INDIAN INDUSTRY

4TH JANUARY, 2021 - 2ND MARCH, 2021

TIMING : MON TO FRI 4:00 PM - 6:00 PM ; SAT 11:00 AM TO 1:00 PM

WEBINAR : (JOINING DETAILS TO BE SENT FOLLOWING REGISTRATION)

RSVP

4. The webinars aim to draw in best practices and experiences of sector and industry experts to identify challenges related to quality and productivity faced by Indian Industry, with a view of solving them to promote Vocal for Local and ultimately Aatmanirbhar Bharat.
5. The webinars will be focused discussion with 30/40 people participating. They will be organized through the Training

and Capacity Building (TCB) cell of QCI. National Productivity Council will be involved as hosts and to intervene wherever possible. One member from DPIIT/Line Ministry could open the discussion in every webinar. Each sectoral webinar could be curated by a sectoral industry association in consultation with DPIIT, QCI and NPC.

IMPLEMENTING ORGANIZATION

Udyog Manthan Team