



National Productivity Council (NPC) witnessed its dawn on 12th February, 1958 which is celebrated as NPC's foundation Day and the entire week starting from this day as Productivity week across the country. Hence this month is of great significance for the organisation, when

NPC would be celebrating its 63rd foundation day. Let me enlighten the readers that this apex organization was formed by the Govt. of India on the recommendations of high power delegation led by Dr. Vikram Sarabhai to Japan, where Japan Productivity Centre is still actively promoting productivity since the year 1955. Since its formation, NPC has been campaigning to promote productivity in all walks of life.

We, at NPC are conscious of the fact that world is changing and we have to change accordingly. Hence, during current pandemic, NPC reinvigorated to adopted digital mode for capacity building through E-learning programmes, web talk, on-line training session and also initiated new digital services such as Know Your Productivity, Bharat 4.0, E-pass which can be accessed by industry through NPC web site.

Like previous years, we would be approaching all stakeholders to participate in our productivity promotion initiatives. Accordingly, series of webinars on various subjects would be organized for different stakeholders through our 13 offices spread across the country. I encourage all the readers to actively participate in these webinars. I urge upon all to join this initiatives towards Atmanirbhar Bharat by enhancing productivity across sectors. – **Manoj Saxena**

[Click to utilise NPC's e-PASS Services](#)

## WebTalk

**BUILDING SUSTAINABLE, INCLUSIVE AND PRODUCTIVE INDIA**



### PRODUCTIVITY QUOTE

**“ PRODUCTIVITY IS NEVER AN ACCIDENT. IT IS ALWAYS THE RESULT OF A COMMITMENT TO EXCELLENCE, INTELLIGENT PLANNING, AND FOCUSED EFFORT. ”**

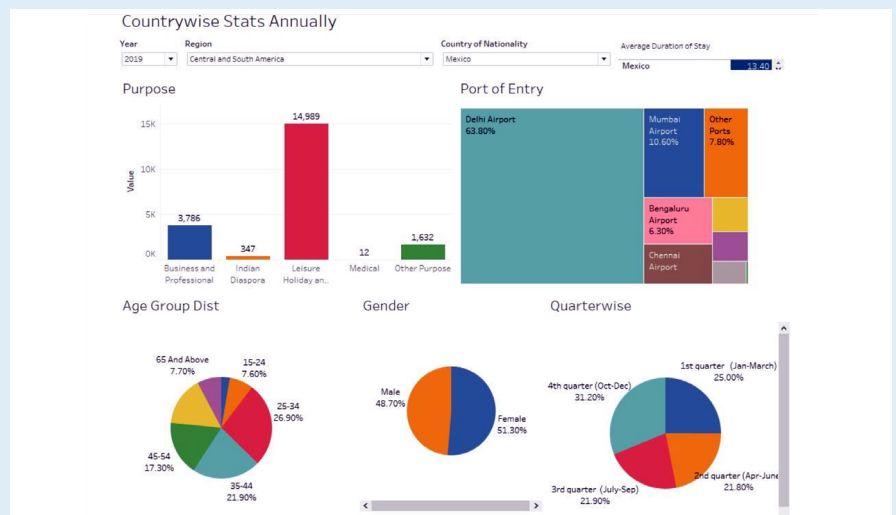
**PAUL J. MEYER**

## NPC, ADB Institute to assess impact of COVID-19 on MSMEs

In response to the outbreak of COVID-19, the NPC, and the Asian Development Bank Institute have launched a research project to grasp SMEs' situations since 2020. It will provide critical information and data to objectively illustrate impact on MSME sector and their responses. It will also reveal critical areas needing further assistance and for framing suitable policy framework.

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## NPC TO DEVELOP DASHBOARD FOR MINISTRY OF TOURISM



Ministry of Tourism compiles data on domestic and foreign (tourist) visits in States/UTs based on the information received from the State Governments/UT Administrations. Such information at the state and UT level is generally collected by respective Tourism Departments on the basis of administrative records and returns. In order to standardize the methodology of the survey across the country and to digitalize the data collection and analysis, NPC shall be helping the ministry in capacity building of officials of States/UTs on the methodology of Tourism Survey. NPC shall also be developing a dashboard for submission of monthly statistics for the ministry to assess the key data and parameters for necessary policy interventions in order to promote tourism in the country.

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# Bharat 4.0-Digital Readiness Assessment Tool developed by NPC



Bharat 4.0-Digital Readiness Assessment Tool has been conceptualised and developed by the Centre of Excellence (CoE) on Industry 4.0, NPC. The tool uses a Digital Questionnaire Form which will be filled by interested user. After submitting the form the users will receive their B4.0-Evaluation Report instantly through email.

The Bharat 4.0 Tool has been divided into three main drivers which would comprise nine sub-pillars and nine assessment questionnaires for gauging the readiness for Industry 4.0.

**Driver I:** Manufacturing Strategy

**Driver II:** Digitalization Strategy

**Driver III:** Organization Strategy

This tool will increase the awareness about Industry 4.0 among all segments of industries and shall help them to initiate, expand and retain their I4.0 Initiatives for overall productivity improvement.

## Key Benefits

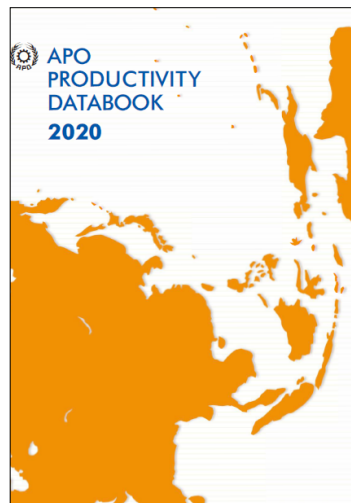
- Free of cost
- Perception of company's digital readiness
- Identify their potential improvement areas
- It only takes 5-10 minutes
- B4.0 Evaluation Report will be sent instantly through email

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## Highlights of APO Productivity Databook 2020

Published by Asian Productivity Organization (APO), Tokyo, Oct 2020 (NPC Consultant served as National Expert from India in this publication)

- This edition provides baseline indicators on economic growth and productivity calculated for 31 Asian Economies, representing 21 APO member economies and 10 non member economies in Asia.
- The Databook Compares Per Worker Labour Productivity Levels (GDP at constant prices using 2017 Purchasing Power Parity (PPP) with reference year 2018) of India (US \$15800) with other selected countries. India's labour productivity level is only 10.6% of the top performing country i.e., Singapore at US \$ 149100.
- In the case of Per Worker Labour Productivity Growth, it has been reported at 5.2% for India which is the second highest after Vietnam (7.6%) during 2017-2018.
- Total Factor Productivity Growth (TFPG) reports a healthy 2.3% for India whereas the highest TFPG among APO member countries are reported for Cambodia at 4.1%. It is worth noting that TFPG for Japan is only -0.7% and for USA 0.7% during 2017-18.



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## Upcoming APO program

**Project Notification Title:** Conference on Blockchain Solutions for Productivity

**Objective:** Sharing current best practices of blockchain technology in enhancing productivity.

**Programme Date:** 25 February 2021

**Modality:** Online

[Click here to access more information](#)

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## NPC e-learning and webinar programs

The NPC programs offer an affordable, time-efficient way to train employees, partners and customers to enhance their skill and knowledge.

[Click to access Webinar >>](#)

[Click to access e-learning >>](#)

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“**ABSORB WHAT IS USEFUL, REJECT WHAT IS USELESS, ADD WHAT IS SPECIFICALLY YOUR OWN.**”

BRUCE LEE



## NPC, KPMG work to catalyse India's shipbuilding industry

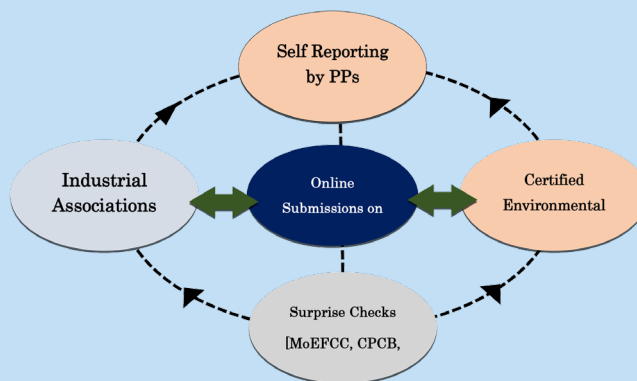
NPC in partnership with KPMG undertook an in-depth analysis of India's shipbuilding industry with an aim to identify means to strengthen it and make it globally competitive. Shipbuilding is a strategic industry given its potential for employment generation across so many disciplines/trades and for stimulating MSMEs, which form a large part of the value chain. The industry also plays a significant role in boosting self-reliance in terms of both naval and commercial shipping.

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## NPC proposes 3-tier post-EC monitoring

NPC along with partner agencies GIZ, QCI and NEERI has proposed a comprehensive 3 Tier National Framework for post EC monitoring of the projects to Ministry of Environment, Forest and Climate Change (MoEF&CC). NPC along with its partner agencies is working on proposal for its implementation for the Ministry.

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## NPC conducts feasibility study for mega CFCs at Mumbai, Surat



The Gem and Jewellery Export Promotion Council (GJEPC) has entrusted the NPC, Gandhinagar office a Project to conduct

a feasibility study and prepare the Detailed Project Report (DPR) with respect to mega Common Facility Centers (CFCs) at Mumbai and Surat. Accordingly, NPC has submitted the report for Phase I of the project.

The Phase I study concludes that there is a need for Mega CFC in Surat and Mumbai regions and that the mega CFCs are feasible and commercially viable at both locations alongside other recommendations. There is full support from Local Trade Associations for the establishment of mega CFC's. The Phase I report submitted by NPC was accepted by GJEPC and NPC has now progressed ahead with Phase II of the project, to prepare the DPR.

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## NPC conducts study on SMEs readiness for Industry 4.0 adoption

NPC, along with IIIT-Sri City Chittoor, has undertaken a Need Assessment Research Study for automotive, food processing, agriculture machinery, pharma and textile/garments sectors to assess readiness of the SMEs for adoption of Industry 4.0 (I4.0). Based on qualitative and quantitative analysis, the study provides a multi-dimensional analysis on readiness and potential for I4.0 among SMEs. Actionable recommendations are also provided with focus on policy making, financial support, support systems and collaboration among key stakeholders for effective adoption of I4.0 by SMEs.

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“EFFICIENCY IS DOING THINGS RIGHT; EFFECTIVENESS IS DOING THE RIGHT THINGS.”

PETER DRUCKER

# NPC joins hands with EESL for implementation of IMS

Organisations started implementing management systems to streamline the system and to improve performance in perspectives of quality, environment, occupational health and safety and energy. Due to increasing expectations from stakeholders most of the organisations started implementing more than one standard. Now with the release of latest

revisions of ISO standards, integrating becomes simpler and effective. With this integration, gone are the days of standalone management system and organisations are implementing Integrated Management Systems (IMS), where there can be one Manual and audit.

National Productivity Council is associated with Odisha Mining

Corporation in the implementation of IMS comprising of ISO 9001, ISO 14001, OHSAS 18001. Now NPC is working with EESL in the implementation of IMS comprising of ISO 9001, ISO 14001, ISO 45001 and ISO 50001. Process owners are expressing that integrated approach is very effective and improves their productivity by greater extent.

# ILO conducts study on productivity organizations



International Labour Organization (ILO) has conducted a study on National Productivity Organizations (NPOs): Repositioning for relevance and impact. The study recommended that NPOs should continue to have tripartite governing structures, at least including government, worker and employer representation.

The study also suggested that NPOs should be aligned more closely and strategically with sector development priorities, competitiveness and Sustainable Development Goals Framework. Governments should consider locating NPOs strategically in a ministry to provide sufficient institutional and financial support to meet objective of increasing productivity and competitiveness at the national level. Governments should create a legislative framework that allows sufficient legitimacy for the productivity mandate, as well as autonomy for the NPO, especially to generate revenue, provide independent research and advice, manage own funds, allow intellectual freedom and both administrative and managerial control. Governments should ensure that approved funds are made available to NPOs in a timely fashion, and that NPOs continue to revise their business models to incorporate innovative funding solutions.

GALLERY



Hindi Parliamentary Committee inspection of NPC



NPC signs MoU with National Council for Cement and Building Materials

PRODUCTIVITY QUOTE

“ONCE YOU HAVE MASTERED TIME, YOU WILL UNDERSTAND HOW TRUE IT IS THAT MOST PEOPLE OVERESTIMATE WHAT THEY CAN ACCOMPLISH IN A YEAR – AND UNDERESTIMATE WHAT THEY CAN ACHIEVE IN A DECADE!”

TONY ROBBINS

## Udhyog Manthan (Feb-March)

The Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India is organising Udyog Manthan - a marathon of focused sector-specific webinars for promoting Quality and Productivity in Indian Industry in association with NPC, QCI, BIS, and Industry bodies. It is being held from January 4, 2021 to March 2, 2021 from 4:00 PM to 6:00PM.

| Date      | Sector   | Line Ministry/ Department    |
|-----------|--|------------------------------|
| 01-Feb-21 | Construction and related Engineering Services      | MoHUA                        |
| 02-Feb-21 | Environmental Services                             | MoEF&CC                      |
| 03-Feb-21 | Financial Services                                 | MoF                          |
| 04-Feb-21 | Education Services                                 | M/o Education                |
| 05-Feb-21 | Railways   | MoR                          |
| 06-Feb-21 | Automotive & Auto Components                       | Ministry of Heavy Industries |
| 08-Feb-21 | Pharma and Medical Devices                         | MoHFW                        |
| 09-Feb-21 | Biotechnology                                      | M/o Science and Technology   |
| 10-Feb-21 | Electronics System Design and Manufacturing (ESDM) | MeitY                        |
| 11-Feb-21 | Closed Circuit Camera                              | MeitY                        |
| 12-Feb-21 | Shipping   | M/o Shipping                 |
| 13-Feb-21 | Construction                                       | MoHUA                        |
| 15-Feb-21 | New and Renewable Energy                           | MNRE                         |
| 17-Feb-21 | Air Conditioners                                   | DPIIT and MeitY              |
| 18-Feb-21 | Fisheries  | MoFAHD                       |
| 19-Feb-21 | Aluminium  | MoMines                      |
| 20-Feb-21 | Set Top Boxes                                      | MeitY                        |
| 22-Feb-21 | EV Components & Integrated Circuits                | MeitY, MoS&T                 |
| 23-Feb-21 | Ethanol  | M/o Chemicals                |
| 24-Feb-21 | Ceramics & Glass                                   | MSME                         |
| 25-Feb-21 | Robotics   | MeitY                        |
| 26-Feb-21 | Televisions  | MeitY                        |
| 27-Feb-21 | Aerospace and Defence                              | MoD                          |

>> [Click to contact Udyog Manthan Team](#)



“SUCCESS IS OFTEN ACHIEVED BY THOSE WHO DON'T KNOW THAT FAILURE IS INEVITABLE.”

COCO CHANEL