



National Productivity Council

## Training Programme on

**Policy Entrepreneurship, Program Design and Development  
Initiatives – Thematic Experiences and Futuristic Roadmap**

24<sup>th</sup> – 28<sup>th</sup> February 2025

Kanyakumari, Tamil Nadu



## **1. ABOUT NPC**

National Productivity Council (NPC) is an autonomous organization under the Department of Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India. The present expertise available in NPC has a resource base of professionals from fields such as Economics, Regional Development, Industrial Engineering, Human Resource Management, Energy, Environment, IT, Project Monitoring and Evaluation, Research Studies and Baseline Surveys. In addition, services of external professionals and subject matter specialists are also sought on need basis, depending upon the nature and scope of work. NPC extends services from its headquarter at New Delhi and 12 regional offices across the country manned by more than 120 full time professionals. NPC has professionals from diverse fields to provide Consultancy, Capacity Building and Project Monitoring Unit (PMU) services to various organisations including Central Government Ministries and State Governments.

## **2. PROGRAMME THEME**

The process of economic growth and development is a dynamic process engaging the various agencies and stakeholders from citizens to industry to enterprises across the product manufacturing and services provisioning components and the supply chain and the role of public sector and private sector and institutions and the government are significant and fairly demarcated. Yet there are deep interlinkages and two way and multidirectional processes pertaining to innovations in products and services provisioned and the diffusion across the demographic and geographic terrain that get guided by the policy frameworks and decision-making processes in the various regimes and democracies having their own varieties of institutionalised components that generate initiative and implement action across thematic areas and disciplines. A good bureaucratic framework and private sector organization and ecosystem play pivotal role in the progress and forward movement and the coordination and cooperation within the institutionalised architecture becomes crucial and accordingly policies, vision, missions in public and private sector and government and related entrepreneurship leadership in conceptualising strengthening and implementation of the resource allocation as well as autonomous resources flow occur and the output and outcomes of economics and development activity get created and distributed. The importance of policy entrepreneurship, policy making and program design and project implementation action alongside project steering and monitoring and evaluation across Ministries and economic sectors play key role in the economic growth and development process.

This residential training programme makes a fresh foray into the various dimensions of policy entrepreneurship and program design and project /schemes implementation and M&E process in the national and regional (urban, rural) development context and seeks to add value to the policymaker and programmes, scheme /project designers and implementors by the sharing of the various case studies in the menu of policy and programme initiative and engagement in a series of case exercises for hands on collective experience across thematic and subject areas as reflected further in the brochure section 4.0.

### 3. LEARNING OBJECTIVES

- The training programme highlights Policy Entrepreneurship, Policy and Program evaluations and design processes for project development and implementation.
- It opens a larger canvas for learning and deliberations on a spectrum of thematic areas / sectors and sub-sectors and brings together specialists and practitioners from various cadres among faculty and participants as well as from public and private enterprises
- In this programme we will examine multilevel governance, project planning, sectoral policy evolution and programme development and Monitoring & Evaluation. It brings actual case examples and insights building case exercises & of policy making, guidelines development etc and M&E activities and project implementation experiences. The coverage shall span the broad sectors of manufacturing, agriculture services and science and technology and domain of infrastructure development and the public goods provisioning landscape and reflect on the urban and rural development aspects as well as address various notified rules/ acts and provisions and reflect on achievements and a way forward oriented policy roadmaps.

### 4. BROAD PROGRAMME COVERAGE

The following key topics shall be covered during the training programme along with indicated sub components.

#### 1. Policy Entrepreneurship, program design and political psychology

In this session we shall highlight features of policy entrepreneurship and political psychology and the applications. Further, this session to cover aspects such as multi level governance, gap analysis, stakeholder analysis, corporatist interest groups. The insights on field explorations pertaining to programmes/scheme/projects and data collation and reviews for insights. Finally, participant discussions on policy entrepreneurship and design and review of articulation of vision and mission and formulation of guidelines and their review and exercise in guidelines evolution and outlining of implementation & review mechanism.

#### 2. Economic growth and development ethic.

Addressing economic growth and development constructs including micro, macro and international economics and aspects of firms and organisations and aspects of competitive advantage / comparative advantage features.

#### 3. Science and Technology

History of science/scientific revolutions and paradigm shifts related features of Manufacturing sector and Emerging industry 4.0 and 5.0. A need for machine design and need for product mapping and technology mapping and methodology development process with broad parameters & Sub parameters etc.

#### 4. Industrial organization and development

Coverage includes insights into Indian and international industrial development process and the nature and range of cluster types. Perspectives on the cluster approach and dynamics aspects of competitive advantage and comparative advantage revisit, scenarios observed about industrial cluster and experience sharing and the PLI scheme features etc. A perspective on industrial park rating scheme and a focus on industrial cluster rating methodology as an exercise and its strengthening and the prospects of products mapping and material flow analysis.

#### 5 The environmental and sustainability focus

The emergence of environmental concerns and the movement and readings in domain of public goods and provisioning. Environmental impact assessments to post environmental clearances monitoring and need and approach to environmental services and environmental auditing. The emergence of Business Responsibility and sustainability reporting and insights of environmental stewardship.

#### 6. The domain of waste management and minimisation and insights into a set of waste management rules.

A focus on a set of waste management rules and roles and responsibilities and insights on the progress of implementation and response specially solid waste management, biomedical waste management, plastic waste management and the emphasis of resource conservation and scientific waste management initiatives. A visit to Swachh Survekshan / Smart city aspects.

#### 7. The programme on waste minimisation and features of WMC project.

A view of Programmes and contribution leading to group consulting action and enabling lean manufacturing cluster project. Insights on and project communication and regarding significance and approaches to project branding and multiplier effects.

#### 8. Institution and institutional development and institutional organization features

The Indian institutional framework and the significance of institutional system and of institutional will and mandates An Evaluation framework for an institution (case exercise) and of institutional functioning and ideas of governance efficiencies. Aspect of institutional evaluation potential approach to institutional redesign and evolution with case explorations and a visit to case of NCPC.

#### 9. Program and scheme impact assessment and concurrent M&E

Exploration of sectoral policy evolution (Health or Transport etc.). Further, the M&E focus and evolving framework on monitoring and evaluation of programme/ schemes and projects and the approaches including concurrent M&E and impact assessments case studies in M&E initiatives and key learnings and exercise in strengthening M&E initiatives with productivity indicators.

## 11. Evolving future policy entrepreneurship prospects

Reflections towards evolving features of policy entrepreneurship and policy formulation in programme design and prospects in the context of HRD / Skill Development and/or related jobs/employment domain and of institutional participation as well as institutional establishment and their functioning/ achievements etc and gaps and prospect for new institutions to establish.

## 12. The emergence of and the need for circular economy

The nature of project to develop for circular economy and exercise on techniques for enabling circular economy to succeed. Case of end-of-life recycling such as automobile sector etc. The context and essence and significance of circular economy with focus on Product composition declaration related needs and significance.

## 13. Urban Development and rural and spatial economy.

Attention to urbanisation theory, and urban management issues and a focus on aspects of smart city programme and rating ideology. The scenario on rural development and ongoing initiatives. A revisit to constitutional amendments 73<sup>rd</sup> and 74<sup>th</sup> and regarding Rural development and Panchayati Raj.

## 14. Closing session and certificate distribution & feedback.

## **5. TARGET PARTICIPANTS**

Senior and Middle Management officials / Executives of Central and State Governments (Ministries and Departments), and from all cadres and services, Public Sector Undertakings, Private Sector Enterprises / Business Corporations, officials from various institutions / autonomous bodies, Urban and Local Government Institutions, Co-operatives, Financial Institutions & NBFCs, Research centres, sectoral institutions/associations, International organisations based in India etc. The Training programme seeks to address requirements of various domains of services, as well as to address multiple disciplines and reflecting experiences on policies and projects/programmes designed and implemented for a wider breadth of coverage and to address policy entrepreneurship aspects, programme design and implementation, policy implications, policy and project achievements and scope for new policy designs and the inter-relations across policy framework etc.

## **6. METHODOLOGY**

Methodology of the training program would be significantly participative in nature including knowledge sharing sessions and case study deliberations besides range of group exercises & assignments.

## **7. FACULTY**

The faculty for the training programme will comprise of senior NPC officials, members and officials of Government /institutions and in service or retired with rich experience in the policy

entrepreneurship and programme design and implementation domain, and external experts / specialists including from premier academic institutions.

## 8. PROGRAMME FEE & VENUE & DATES

<b>Program Venue</b>	Kanyakumari, Tamil Nadu
<b>Programme Fee</b>	Residential Participants ₹ 60000 /- + 18% GST  Non –Residential Participants ₹ 44000 /- + 18% GST
Programme Code	<b>T2425EC013</b>
Arrival day (Check in time from afternoon onwards at Hotel/Resort)	<b>February, 24, 2025 Afternoon</b> (Please Note : Training Programme Sessions Start on 24/02/25 from 15.00 hrs; Check in at Hotel for Residential Training Participants 24/02/25 by Afternoon)
Departure day (Check out time from forenoon onwards at Hotel/Resort)	<b>February, 28, 2025 Forenoon</b> (Please Note : Training Programme Sessions close by 18.00 hrs 27/02/25; Check out from Hotel for Residential Training Participants on Forenoon of 28/02/25)

## 9. PAYMENT DETAILS

<b><i>100% Payment has to be made in advance along with acceptance of proposal.</i></b>
<ul style="list-style-type: none"><li>• <b>ECS Payment Details:</b> Indian Overseas Bank, 70, Golf Link, New Delhi Branch; A/c No. 026501000009207, IFSC Code. IOBA0000265</li><li>• In case payment is made by DD/Cheque it should be drawn in the name of NATIONAL PRODUCTIVITY COUNCIL payable at NEW DELHI</li><li>• NPC'S PAN No: AAATN0402F, NPC'S GSTIN: 07AAATN0402F1Z8</li></ul>

*As per GOI notification No. 9/2017-Integrated Tax (Rate) dated 28.06.17, Sr. No. 75, Heading 9992 (at page no. 19 of the notification) No GST is applicable where Services provided to the Central Government, State Government, UT Administration under any training programme for which total expenditure is borne by the Central Government, State Government, UT Administration.*

## 10. HOW TO APPLY

- Please apply in prescribed application format enclosed with this brochure. Nominations may be sent to the following address:

**Shri Harsh Thukral**  
**Dy. Director (Economic Services & Productivity Promotion) and PPRDi**  
**The Programme coordinator**  
**Economic Services & Productivity Promotion Group**  
**National Productivity Council**  
**5-6 Institutional Area, Lodhi Road**  
**New Delhi – 110003**  
Email Id: [harsh.thukral@npcindia.gov.in](mailto:harsh.thukral@npcindia.gov.in)  
Tel: 011- 24607331 Ext 375; (011) 24607375; Mobile # 9999231124

- **Last date for Receiving of nominations: 14.02.2025**

## 11. GENERAL INSTRUCTIONS

- The Residential programme fee covers the professional fees towards training, board & lodge of the Participant(s). The fee once deposited is non-refundable, however, substitutions are allowed.
- Each participant should carry their ID cards and necessary letters / orders issued by their department for attending the training program.
- NPC shall not bear any charges towards participants' to & fro travel from their residence / place of stay and the training program venue. All participants shall make their own arrangement to reach the venue on time as per the programme schedule.
- Participants are requested to assure their health and safety during the training period and NPC will not be liable for medical expenses incurred by the participants during the program.
- NPC will not provide boarding and lodging before and after the dates of programme. Participants planning to stay longer than the scheduled duration should arrange the same at their own cost.
- Settlement of additional bills: The hotel will be instructed to open separate folio for each participant. Participants may directly settle their additional dues regarding family member, laundry, telephone, mini bar, room service, overstay etc. with the hotel before checkout.
- The participants shall be awarded Certificate of Participation on successful completion of programme.
- Any other terms and conditions apply as may be notified by NPC at any point of time.
- Referring to GST guidelines, you are requested to confirm the applicability of GST payment for your department.
- Participants are required to follow the necessary COVID protocols during training.



**NATIONAL PRODUCTIVITY COUNCIL**  
5-6 Institutional Area, Lodhi Road, New Delhi – 110003  
[harsh.thukral@npcindia.gov.in](mailto:harsh.thukral@npcindia.gov.in)

**APPLICATION FORM FOR NOMINATIONS**

Title of Programme:

Programme Duration:

Location:

**Details of Nominated Participants:**

S. No	Name of Delegate	Designation	Mobile No.	Email ID	Official Address for Correspondence
1					
2					
3					
4					
5					

**Details of Nominating Authority:**

Name:

Designation:

Organization:

Address

GST no:

Contact Number:

Email ID:

Signature

Details of Proof of payment of Programme fee (*RTGS / NEFT Details; Cheque, DD*):

**Payment Particulars**

- **ECS Payment Details:** Indian Overseas Bank, 70, Golf Link, New Delhi Branch; A/c No. 026501000009207, IFSC Code. IOBA0000265
- In case of ECS Payment, the payment details should be intimated accordingly along with UTR number
- DD/Cheque should be drawn in the name of NATIONAL PRODUCTIVITY COUNCIL payable at NEW DELHI
- Programme Fees per Participant plus GST to be paid in advance
- PAN No: AAATN0402F, GSTIN: 07AAATN0402F1Z8

**National Productivity Council**

(Under Department for Promotion of Industry and Internal Trade)

Ministry of Commerce and Industry, Government of India

5-6, Institutional Area, Lodhi Road, New Delhi – 110003

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