

## **APO NATIONAL AWARD 2025**

**Theme: *Fostering Productivity Excellence in MSME Manufacturing for Atmanirbhar Bharat***

### **1. About the APO National Award**

The APO National Award is a prestigious individual honor conferred annually by the Asian Productivity Organization to recognize exemplary individuals (not organizations) who have demonstrated outstanding performance in advancing productivity within their organizations and beyond.

The award is conferred on individuals who are productivity champions—those leading initiatives, innovating solutions, influencing others, and setting high standards for productivity excellence.

In India, the award process is managed by the National Productivity Council of India under the Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India.

### **2. Award Categories**

**The award is presented under two categories:**

- APO National Award for Productivity Advocates - For contributions in policy, strategic thinking, leadership, and management
- APO National Award for Productivity Technical Experts - For expertise in productivity tools, techniques, and implementation methodologies

### **Important Notes:**

- The award is only for individuals, not for organizations.
- For 2025, only individuals who are part of Micro, Small, and Medium Enterprises (MSMEs) in the manufacturing sector are eligible.

Individuals who have worked with MSMEs but do not belong to MSMEs themselves will not be considered.

- Each category will have one awardee.
- Award recipients will receive:
  - A Certificate of Recognition
  - A Plaque
  - A Monetary Prize of USD 1,000

- The names of award winners will be published on the official APO website.

### **3. Theme for 2025**

*"Fostering Productivity Excellence in MSME Manufacturing for Atmanirbhar Bharat "*

This year's theme emphasizes productivity innovation and leadership in India's vital MSME manufacturing sector. Only individuals directly belonging to and working within MSMEs in this sector will be eligible.

### **4. Eligibility Criteria**

To be eligible for the award:

1. The individual must belong to a MSME in the manufacturing sector.
2. Nominations must come by a third party of repute — such as an employer, trade association, chamber of commerce, media, or a member of the public.  
*Self-nominations will not be accepted.*
3. The nominee must have a minimum of 5 years of relevant work experience.
4. The nominee should not have been nominated in the past year.
5. The nominee must not have received this award previously.
6. The nominating party must be independent of the nominee (i.e., not related or having vested interests).
7. The National Productivity Council of India reserves the right to reject nominations found ineligible or incomplete.

### **5. Assessment Criteria**

The award recognizes individuals making impactful contributions to productivity improvement in the MSME manufacturing sector. Assessment is based on the following:

#### a) Productivity Advocates

Recognizes thought leaders, policymakers, and strategists driving high-level productivity agendas.

- Role & Contributions: Championing productivity at organizational/national level, prior recognitions.
- Leadership & Strategy: Policy design, stakeholder engagement, strategic foresight.
- Results & Impact: Tangible productivity outcomes, long-term benefits, ESG outcomes, cross-sector applicability.

#### b) Productivity Technical Experts

Recognizes individuals who develop or apply productivity tools and techniques to drive measurable improvements.

- Role & Contributions: Leading productivity initiatives, practical implementation.
- Technical Competence: Developing/adapting tools, problem-solving, real-world application.
- Results & Impact: Demonstrated success, sustained application, multi-sector influence.

## **6. Application Process**

- All nominations must be made by a third party of repute. *Applications submitted directly by individuals will not be considered.*
- The Application Form for APO National Award 2025 is attached.
- A nominal, non-refundable application processing fee of INR 1,000/- must be paid for each nomination to NPC.
- The deadline for applying for APO National Award 2025 is **31 August 2025**.
- The payment receipt must be sent to both of the following email addresses:  
[isg@npcindia.gov.in](mailto:isg@npcindia.gov.in) ; [anupam.saini@npcindia.gov.in](mailto:anupam.saini@npcindia.gov.in)

For further details and details of previous awardees, please visit the National Productivity Council of India website at :

[https://npcindia.gov.in/NPC/User/About\\_APO\\_Awards](https://npcindia.gov.in/NPC/User/About_APO_Awards)