

npc

at a glance



NATIONAL PRODUCTIVITY COUNCIL



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The Facilitator

NPC teams up with its clients to work out solutions towards accelerating productivity, enhancing competitiveness, increasing profits, augmenting safety and reliability and ensuring better quality. It provides reliable database for decision-making, improved systems and procedures, work culture as well as customer satisfaction both internal & external. The solution can be all-encompassing or specific depending on the nature of the problem. The council also helps monitor, review and implement the identified strategies promotional and catalytic in nature, NPC's services have bearings on economic growth and quality of life. The Council promotes a comprehensive view of productivity focused on improving triple bottom line economic, environmental and social and adds value for all the stakeholders through generation & application of advanced knowledge.



Profile

NPC is a national level organisation to promote productivity culture in India. Established as a Registered Society in 1958, it is an autonomous, multipartite, non-profit organisation with equal representation from Employers' & Workers' organisations and Government, apart from Technical & Professional Institutions and other interests.


NPC is a constituent of the Tokyo-based Asian Productivity Organisation (APO), an Inter-Governmental Body of which the Government of India is a founding member.



MISSION



NATIONAL PRODUCTIVITY COUNCIL



Development, Dissemination
and Application of Knowledge and
experience in productivity, for promoting
consciousness and improvement
in productivity, with the objective of
strengthening the performance and
competitiveness of the economy as well
as improving the working conditions and
quality of working life.

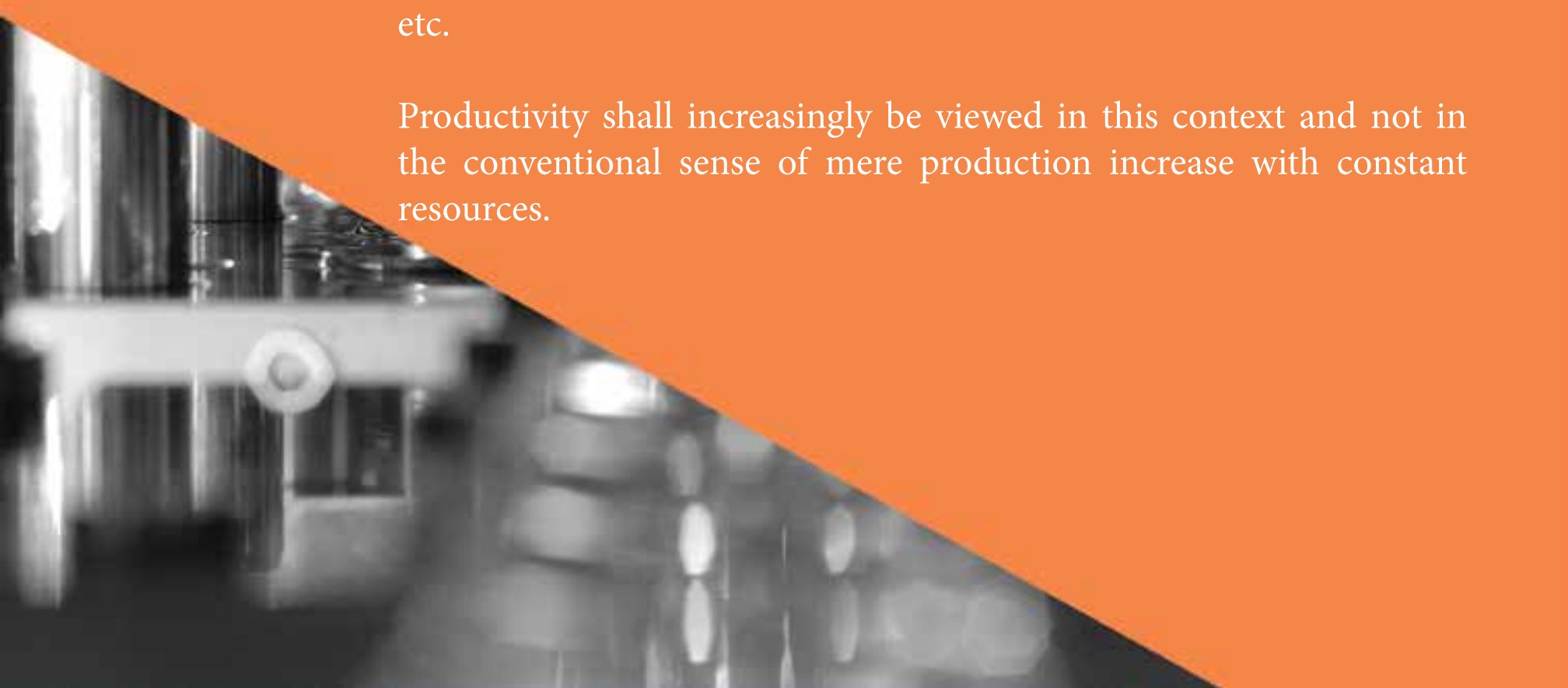
With a vision to become a knowledge leader, NPC strives to provide world-class services needed by the Indian industry to become internationally competitive in a globalised economy.

NPC's thrust is on providing modern and high-quality productivity-related services to sectors not adequately addressed by others, especially the Small & Medium Enterprises, Informal Sector, Food Processing and Post-harvest Operations.

NPC is also a change agent, aiming to assist the Central and State Governments, Local Bodies and other organisations in improving the quality and efficiency of public services.

NPC aims at propagating 'Productivity' as an evolving concept, which includes attention to issues and concerns relating to Quality, Environment, Energy, Integrated Rural and Community Development etc.

Productivity shall increasingly be viewed in this context and not in the conventional sense of mere production increase with constant resources.



The Organisation

The Union Minister for Commerce & Industry is the President of NPC, and the Secretary (Industrial Policy and Promotion) is its Chairman. The Director General is the CEO. NPC has 12 Regional Directorates, located in major state Capitals/ Industrial centers, with its Corporate Headquarters located in New Delhi and has a strength of over 150 full time professional/ consultants. In addition, services of outside specialists and faculty are also enlisted on project based requirements.



President, NPC
Minister of Commerce & Industry



Chairman, NPC
Secretary IPP



Director General, NPC

PRESIDENT

(Union Minister of Commerce & Industry)

Chairman

(Secretary IPP)

Director General

Dy. Director General (HQ)

Dy. Director General (AIP)

Regional Directorates

Divisions

Divisions

Divisions

Regional Directorates

- Bengaluru
- Chandigarh
- Delhi
- Gandhinagar
- Jaipur
- Kanpur

- Agri Business
- Economic Services
- H.R.M.
- I.E.
- I.T.
- NPC Finance
- P.A.
- T.M.
- Training

- ED/Legal Cell
- International Services
- NPC Secretariat
- Vigilance

- AIP
- CETEE
- Energy Management
- Environment Management

- Bhubanehswar
- Guwahati
- Hyderabad
- Kolkota
- Mumbai
- Patna



Activities

NPC seeks to promote Productivity through various means including:

- **Consultancy**
- **Institution Building**
- **International Services**
- **Promotion**
- **Research**
- **Training**



Core Competencies



NPC offers total solutions, and also specific services in management as well as technological areas. These include:

- Energy Management and Audit, Power Generation, Transmission and Distribution System, Technology Upgradation and resource management and customised training programmes.
- Organisational Restructuring, Business re-engineering, Wages, Performance Studies, Productivity Improvement Approaches and Monitoring Evaluation Studies.
- Human Resource Management (HRM) including customized Training Programmes.
- Total Quality Management (TQM), and ISO-9000/ ISO 14000 Escort Services.





- Pollution Prevention and Control; Cleaner Production Techniques; Integrated Approach to Environmental Upgradation.
- World Class Manufacturing and Total Productivity Maintenance.
- Improving Post-harvest/Agricultural Productivity.
- Asset Productivity Upgradation through Maintenance System, Diagnostic Condition Monitoring and Safety Engineering.
- Benchmarking and Inter-firm Comparison.
- Policy Research and Techno-economic Studies.



Training Institute

Dr. Ambedkar Institute of Productivity (AIP) is the training wing of the National Productivity Council (NPC) of India. It is situated in an industrial environment in the industrial estate of Small Industry Development Corporation (SIDCO) of Tamilnadu, Ambattur, Chennai.

The primary purpose of AIP is to conduct short-term and long-term

industrial courses for engineers and managers in industries in areas of Energy Management, Industrial Engineering, Environment Management, and Plant Engineering. AIP also transforms company-sponsored and self-sponsored participants into consultants who may function from other consultancy organisations as freelancers or employer or “internal consultants” in industrial and other organisation.

NPC is the Nodal Agency for organizing the National Certification Examination for Energy Managers and Energy Auditors on behalf of the Bureau of Energy Efficiency. AIP carries out modular Preparatory Training Programmes for Energy Auditors and Energy Managers.

AIP also assists the applicants for the National Certificate in Supervision (NCS) through distance learning mode.





It is situated in an industrial environment in the Industrial Estate of Small Industry Development Corporation (SIDCO) of Tamil Nadu, Ambattur, Chennai.

NPC is the Nodal Agency in charge of organising Indian participation in the training programmes, workshops and seminars offered by APO in member countries on different subjects related to Productivity. NPC also hosts APO programmes in India every year for participants of Member Countries. In addition, NPC also sources expertise into India from International Agencies like World bank, Asian Productivity Organisation, International Labour Organisation (ILO), German International Co-operation (GIZ), Food & Agricultural Organisation (FAO), United Nations Environment Programme (UNEP), Swedish International Development Co-operation Agency (SIDA), United Nations Development Programme (UNDP), Japan International Co-operation Agency (JICA) United Nations Industrial Development Organisation (UNIDO), United Nations Economic & Social Commission for Asia and the Pacific (UN-ESCAP) etc.



International Services

Clientele

Manufacturing

Private Sector

ACC Ltd., Calcutta Electric Supply Corp., Goodyear India Ltd., Escorts, Grasim, Hero Honda Motors Ltd., Indo Gulf Fertilizer Co., Indo Rama Group, JCT, LML, Montari Industries Ltd., Modies, Indian Rayon, Reliance, Tata-Exports, Mazagaon Dock Ltd, Indian Railway Instt. of Electrical Engineers (IRIEEN), Zuari Cements Ltd, BOSCH Ltd, Schneider Electric Ltd, Coca Cola Ltd, West Coast Paper Mills Ltd, Manglore Chemicals and Fertilizers Ltd, NEIL, Shree Cement Ltd, Adani Group, Arvind Ltd, RIL, GHCL Ltd, Zydus Cadila Healthcare Ltd, Somani Ceramics Ltd, Wonder Cement Ltd., Hathaway Cables & Datacom Ltd., Buhler Group, Styrolution ABS India Ltd., Emami Ltd., Ozone Pharmaceuticals Ltd., Godrej Consumer Products Ltd., Supreme Industries Ltd., Meghalaya Steels Ltd., Star Paper & Board Mills.

Public Sector

AAI, BHEL, Coal India, Hindustan Latex, Hindustan Organic Chemicals, Indian Oil Corporation, Indian Petrochemicals Corporations, NTPC, ONGC, Singareni Collieries, Uranium Corporation India, Vizag Steel, Bangalore Electricity Supply Co. Ltd, Hindustan Newsprint Ltd, Mysore Paper Mills Ltd, DPE, Karnataka Vidyuth Karkhane Ltd, Industrial Safety & Health, GAIL, FCI, Bharat Cooking Coal Ltd, Central Coalfields Ltd, HECL, IFFCO, Gujarat Alkalies & Chemical Ltd, GNFC, GSFC, NALCO, NSPCL, Indian Rare Earths Ltd., Mahanandi Coalfields, Namrup Thermal Power Station, OIL India Ltd., North Eastern Power Corporation.

International

PT Indorama Synthetics – Indonesia, Thai Acrylic Fiber Co. Ltd. – Thai, Rayon Public Co. Ltd., Siam Cement – Thailand; TK Chemicals Ltd., – Bangladesh; Dharkan Metallurgical Plant – Magnolia; Holcim Cement – Sri Lanka.





Services

Government Departments

Deptt. of Scientific and Industrial Research, Development Commissioner, Small Scale Industry, Energy Management Center, Handloom Development Corporation, Ministry of Health and Family Welfare, Ministry of Agriculture, Ministry of Food Processing, Ministry of Labour, Ministry of Commerce & Industry, Ministry of Non-Conventional Energy Resources, Ministry of Power, Ministry of Environment and Forests, Ministry of Railways, MP Urja Vikas Nigam Ltd., Petroleum Conservation Research Association, Planning Commission, Ministry of Micro, Small & Medium Enterprises, Bureau of Energy Efficiency, Central Vigilance Commission, Food Safety and Standards Authority of India, Ministry of Textiles, Ministry of Social Justice & Empowerment, Ministry of Minority Affairs, Salt Commissioners Office, Bihar State Housing Board, Gujarat Energy Development Agency, Gujarat Pollution Control Board, Daman Pollution Control Committee, Bureau of Indian Standards, IRCTC, IREDA, M.P Power Transmission Ltd.

Enterprises

Central Warehousing Corporation, Dredging corporation of India, Indian Tourism Development Corporation, Mahanagar Telephone Nigam Ltd., Northern Energy Development Agency, Maharashtra State Road Transport Corporation, Municipal Corporation of Bombay, National Co-operative Development Corporation, NDMC, State Trading Corporation, Chennai Metro Rail Ltd, Delhi Transco. Ltd., BSES Rajdhani Power Ltd.

International

UN-ESCAP, UNIDO, World Bank, ILO, GIZ (Germany), SIDA, APO, FAO, UNDP, JICA, UNEP, SA Net, EETIC, ADB, IMD Switzerland.

Networking & Publications



- NPC has promoted, in the past, specialised organisations such as National Institute of Training in Industrial Engineering (NITIE), Petroleum Conservation & Research Association (PCRA) and Energy Management Centre (EMC) with which it continues to interact closely.
- NPC works closely with Apex Industry Associations including Confederation of Indian Industry (CII), Associated Chambers of Commerce and Industry of India (ASSOCHAM) and Federation of Indian Chambers of Commerce and Industry (FICCI).
- NPC's range of services enables it to work closely with the Ministries of Environment, Agriculture, Food Processing, Power and Labour in addition to the Ministry of Industry & Planning Commission. It also has a close working relationship with the various State Governments.
- NPC Provides financial assistance and technical guidance to a network of nearly 31 local productivity councils, spread all over the country.
- NPC has close links with other National Productivity Organisations in the Asia Pacific region.
- NPC's international networking includes association with Multilateral and Government sponsored Agencies such as the World Bank, ADB, UNDP, UNIDO, JICA, GIZ, SIDA and other International Consultancy Organisations such as DECON.
- NPC has been hosting the UNEP sponsored SA Net help desk on Energy Efficiency & Renewable Energy. It is linked with EETIC (UK) and various other International Agencies. NPC is also executing a project on e-learning on 'Fundamentals of Energy Efficiency in Industrial Enterprises.'
- NPC assists other National Productivity Organisations of the Asian Pacific region in capacity

building in different areas like Energy Efficiency viz. Training of Energy Auditors and Managers in countries like Srilanka, Nepal, Vietnam, Iran. NPC has also extended its expertise in various Countries such as Mangolia, Bangladesh, Srilanka, Vietnam, Philippines and Thailand; in Energy Conservation and Management of Energy Intensive Industries.

- Overseas experts have been working with NPC from time to time on Project basis.
- NPC brings out literature suitable to Indian situations on current and emerging subjects relating to productivity and quality. It brings out two periodicals - *Productivity* and *Productivity News*.

Productivity Awareness

NPC is continuously engaged in disseminating the message of productivity through mass awareness campaigns and various innovative instruments including:

Productivity Insights



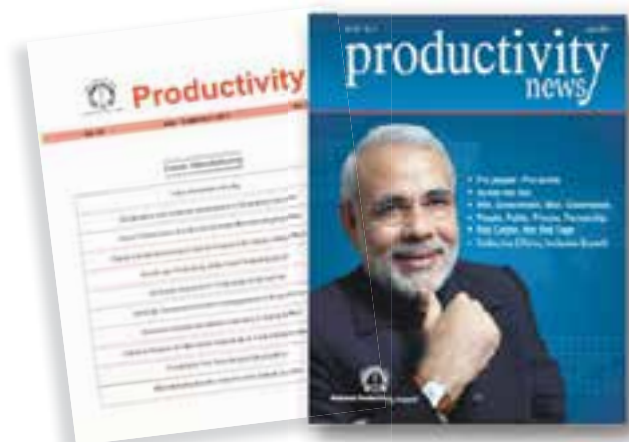
Posters



Message Cards



Publications



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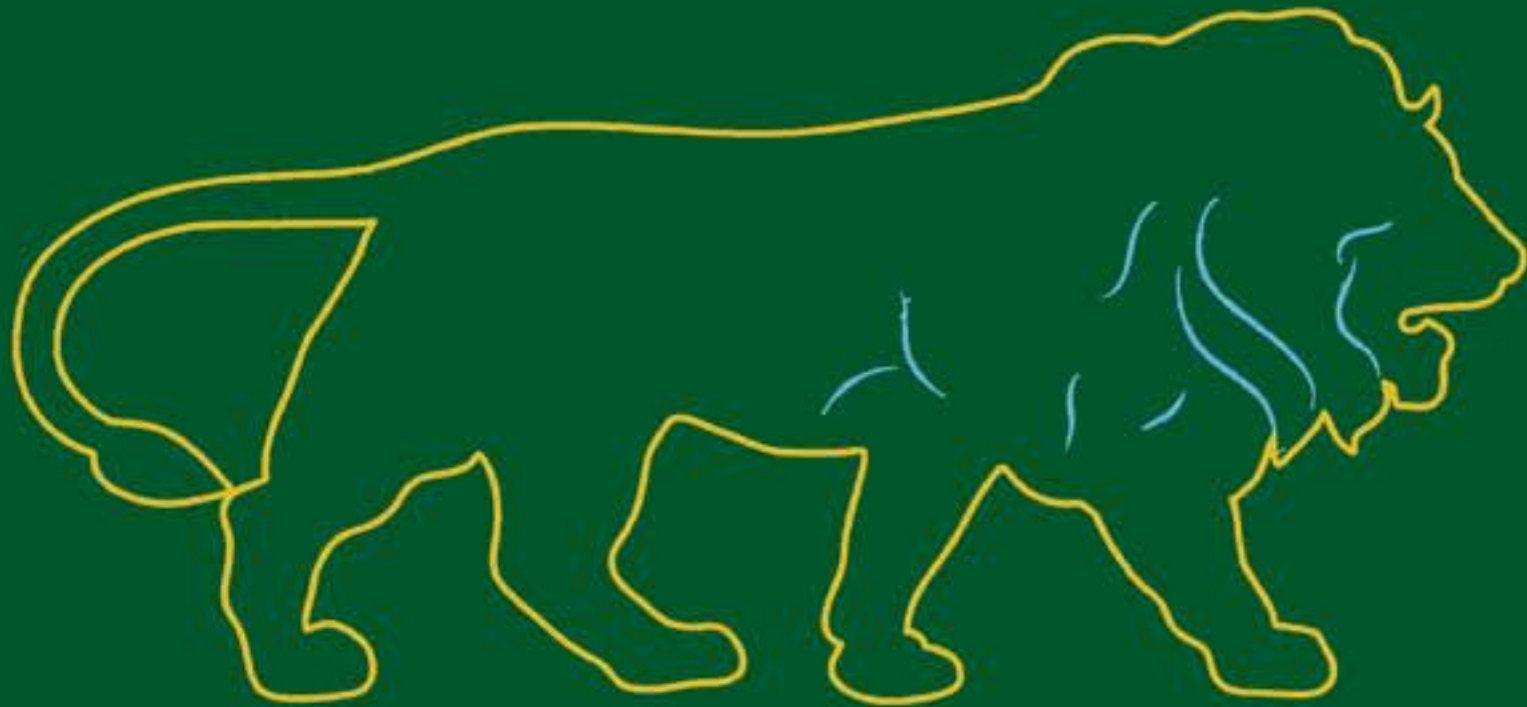
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Dr. Ambedkar Institute of Productivity (AIP)

Dr. Ambedkar Institute of Productivity (AIP) is the long term training wing of the NPC, located in Ambattur, Chennai, Tamil Nadu. The Institute originated in 1963, as an Industrial Engineering Training Cell named as the Training Institute for Productivity and Industrial Engineering (TIPIE). It has now been renamed Dr. Ambedkar Institute of Productivity AIP to play a wider role of running

post graduate diploma programmes in Managerial and Technical thrust areas for productivity improvement identified by NPC.

NPC's thrust is on providing modern and high quality productivity - related services to sectors not adequately addressed by others; especially the small-scale industry and informal sector.

AIP-NPC also conducts training programmes for the development of

consultants in the areas of Industrial Engineering, Energy Management, Environment Management, Plant Engineering, HRD, TPM, TQM etc. Bureau of Energy Efficiency (BEE) under Ministry of Power, Govt. of India has empowered the institute to conduct the National Level Certificate Examination for Energy Managers and Auditors.



Centre of Excellence for Training in Energy Efficiency (CETEE)

CETEE is the culmination of Indo-Japanese governmental co-operation and has been implemented with the assistance of Bureau of Energy Efficiency (BEE), Ministry of Power, Govt. of India, New Energy Development Organisation (NEDO), Govt. of Japan. CETEE aims to achieve these objectives through its state of the art hands-on training facility to impart the advanced energy efficiency technology and techniques in the field of energy efficiency. CETEE is a

state of the art facility created with the purpose of bridging the gap between theory and practice and providing practical training in energy efficiency. CETEE is based on 'learning by doing' pedagogy where trainees are exposed to 'real-industry' projects. **Energy audit and efficiency Practical Training and facilities:** CETEE is equipped with the various Industrial Energy Utility Equipment designed to demonstrate practically various aspects of energy efficiency opportunities and Energy Conservation technique as applicable in industries. Participants themselves

can operate the equipments and change the operating parameters to learn the impact of efficient operation, change to energy saving mode, conduct testing for performance evaluation of systems through:

- Pump training facility
- Compressor training facility
- Boiler training facility
- Steam Trap training facility
- Open Burner training facility
- Combustion Furnace training facility



Economic services

Economic Services Group specializes in macro and sub-macro level productivity and competitiveness with the objective of identifying relevant technological, economic and social factors and analyzing the performance of unit, sector and economy. The division has a core team of specialists from

Economics, Statistics, management and Technology.

Core Competencies:

- Sectoral/Industry/ Product Profile Studies
- Market Potential Assessment
- Socio-xEconomic Studies
- Policy Focus/Impact Studies
- Productivity Data-Based Development
- Productivity & Competitiveness Studies
- Monitoring & Evaluation of Government Schemes
- Marketing and Product Promotion Studies.



Technology Management

Technology Management Services aim at providing physical assets Productivity in all sectors of economy.

Latest hardware and software have been acquired to execute consultancy projects and provide demonstration during

the training courses. Consultancy and Training services are offered in the following areas:

- Technology Evaluation Studies
- Conditioning Monitoring
- Total Productive Maintenance

- Spare parts Management
- Tibology
- Safety & Risk Assessment
- Maintenance Systems
- Corrosion Prevention & Control
- Maintenance Audit
- Safety Audit



Environment Management

The Environmental Management Services were Operationalised in 1983 and strengthened under Indo-German Bilateral Cooperation. The consultancy and capacity Building services include strategic, practical, and value added environmental management interventions for enhancing sustainability of the enterprise focusing on ecological, economic and social aspects. The unique feature of the services is increasing Eco-competitiveness and profitability of the industrial enterprises by introducing resource conservation concepts and minimising the cost of treatment and enhancing overall productivity. The Environmental Group regularly assists

the central and state government bodies for developing environmental standards, guidelines and policies.

We take up projects on:

- Green productivity/Waste Minimisation
- Waste Management
- Green Supply Chain
- Sustainable Consumption and Production
- Eco-Smart cities
- Due Diligence
- Sustainability Assessment
- GIS & Regional Environmental Planning
- Eco-Industrial Parks
- Monitoring of Environmental Infrastructure Up-gradation

- Environmental Audit, Environmental Management System and Monitoring

We also have expertise in carrying out software enable project management for physical and technical capacity building projects of large scale.

We have assisted more than 3,500 enterprises including MSME and large scale Industries/PSUs, Central/State Pollution Control Boards, Ministry of Environment, Forest, Climate Change, State Environment Departments, Municipal Bodies and Industrial Associations. We are a member of the Tokyo Based Asian Productivity Organisation and Work with the World bank, UNEP, INIDO, GIZ, ADB etc.

Industrial Engineering

Industrial Engineering focuses on Process Improvement initiatives for productivity enhancement. Through Consulting, Workshops & Training it creatively applies its skills and experience to those components that profoundly affect an organisation's performance and provide a foundation for growth and success. The services to the organisations are being provided in the following areas:

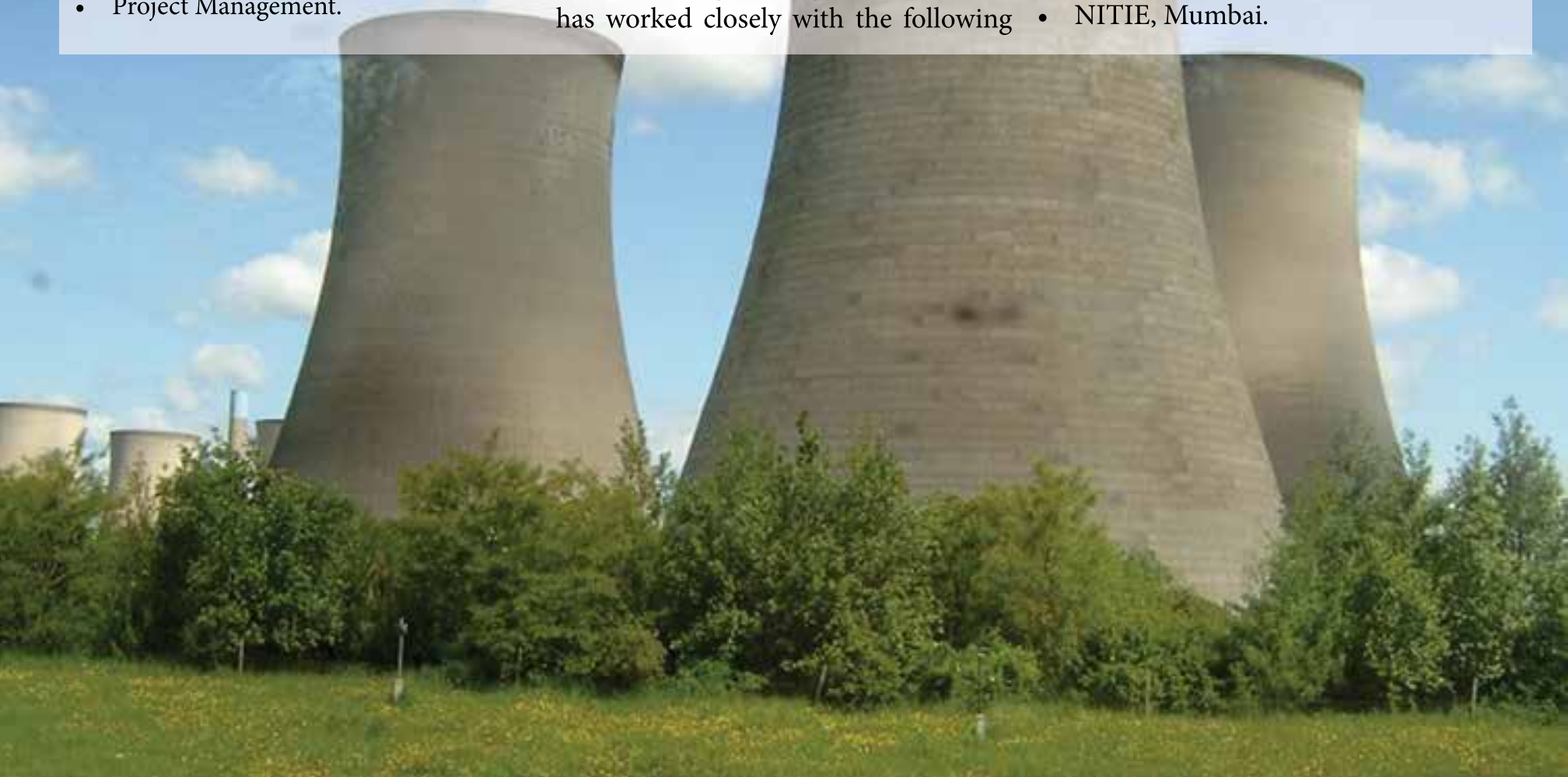
- Business Process and Productivity Improvement studies.
- Lean Manufacturing Implementation.
- Project Management.

- Assessment based on EFQM/MBNQA Business Excellence Framework.
- Performance Management System.
- Organisational restructuring.
- Manpower Planning & Rationalization.
- Competency Mapping.
- Productivity linked incentive schemes.
- Time & Motion Study.
- Job Evaluation.
- ISO 9001: 2008 & Quality Management.
- Productivity Awards & Evaluation Study.
- Six Sigma.

In developing the expertise, the Industrial Engineering Group of NPC has worked closely with the following

institutions of prominence:

- GIZ, Germany.
- Farunhofer's Information Centre Benchmarking, Germany.
- Centre for Interfirm Comparison, U.K.
- PIMS, U.K.
- American Productivity and Quality Centre, USA.
- Jarett Thor International, USA.
- Asian Productivity Organisation, Tokyo.
- ILO.
- UNDP.
- NITIE, Mumbai.



Agri Business Services

AgriBusinessGroup is engaged in Consultancy, Research & Awareness generation for enhancing productivity in the spheres of Agriculture, Rural Development, Food Processing and allied sectors. The emphasis is to make the establishment and the projects cost-effective, target oriented, responsive

to the dynamic socio-economic environment so as to achieve societal aspirations, NPC's strength in the area are:

- Monitoring, Evaluation & Impact assessment of Development Programmes/Schemes.
- Policy Formulation and Strategic Development Plans.

- Quality Audit/Inspection of Food Business Operators under Food Safety & Standards Act - 2002
- Accreditation of Warehouses and Cold Storages under WDRA.
- Productivity promotion in Food & Agribusiness through Seminars and Training programmes.
- Value Chain Management in Food & Agribusiness.



Human Resource management

The HRM Group Focuses on continuous development and growth of Human Resources to enhance competitiveness of the organisations.. Consultancy and Training Services are provided in the following areas:

- Manpower Optimization & Organisational Redesigning Studies.
- HR Policy and Manual Review
- Competency/Skill Mapping/ Assessment
- Training needs Assessment & Analysis
- Job/Employee/Customer Satisfaction Employee Engagement Surveys
- Performance Management System
- Job Description/Specification review & Designing
- Complete recruitment solutions
- Teamwork & Team Management
- Transformational Leadership & Self-motivation
- Communication & Presentation skills
- Problem Solving & Decision Making
- Stress & Time Management
- Effective Office Management
- Tailor made/Specific In-company Training Programmes



Information Technology

The key strength of the IT group is the excellent knowledge and skill-base coupled with the strong system skills to meet the specific needs of the clients. The major business areas are consultancy and training.

NPC, IT Group has been offering services consultancy services for Strategic Policy & Planning matters for e- Governance/ ICT Projects/ Knowledge Management and web based application development as per sector specific as well as capacity building initiatives for skill development of employees in IT related areas for various organisations.

The consultancy services offered by IT group include:

- Business Process Re-engineering

and Compliance Audit of the ICT initiatives.

- e-Governance initiatives assessment and promotion.
- Knowledge Management implementation and assessment.
- Project Management Services for ICT project implementation.
- Strategic Planning for Organisational ICT policy.
- Web Based application development.
- Promotion & Assessment of Innovations in ICT.

NPC, IT Group provides training services in various areas related to application of Information Technology in Management. Apart from general training programmes at regular intervals, NPC also offers customized training services in different areas.

The training and capacity building services offered by IT group include:

- e- Governance.
- Knowledge and Innovation Management.
- ICT Strategic Planning.
- Information Risk Management and ISMS.
- IT applications for office management in Govt. Sector.
- Advance ICT Tools and Techniques.
- Enhancing Organisational Performance through ICT.
- NPC training programmes hold the distinction of being focuses at management of IT for productivity improvement and are enriched with case studies and practical field experience.

Energy Management

Energy Management (EM) Division of NPC offers Consultancy & Training services since 1964. NPC has core strength of 41 EM Professionals which include about 20 BEE certified Energy Auditors and about 10 BEE accredited Energy Auditors. The areas of expert services of the division are enlisted below:

- Energy Management and Audit in all types of Industries, Commercial Buildings & Establishment, Power-generation Plants, Distribution System.
- Demand Side Management potential with focus on the industrial sector
- To strengthen policy aspects and increase public awareness of Energy Conservation issues through modular training programmes for Senior, Middle and shop floor level executives
- Technological Upgradation and Resource Conservation in SMEs through cluster approach
- Providing Technical Expertise Services to APO member countries in Energy Efficiency
- Providing hands-on training at Centre of Excellence for Training in Energy Efficiency, Indo-Japan project on Regional Energy Efficiency at Dr. Ambedkar Institute of Productivity, Chennai, Sponsored by DIPP with support from

BEE & NEDO Japan

- Assisting neighbouring countries like Nepal, Bangladesh, Dubai on capacity building hands holding third party independent evaluators Assessors on Energy Efficiency
- Study and conduct of baseline energy audit i.e Energy intensive industrial sectors towards fixation of target and energy efficiency improvement.

Energy Auditors:

- Impact Assessment studies and Third party Verification of schemes implemented by various Government Departments and Ministries.
- Conducting Training & Capacity building activities for different sectors of Indian Economy.
- NPC has been conducting the prestigious National Certification Examination for Energy Managers and Energy Auditors on behalf of the Bureau of Energy Efficiency (BEE), Ministry of Power, India, since 2004

Some of the Notable Projects undertaken by the Division are:

- "Assessment of Energy Conservation Action Plan (ECAP) and conduct

awareness programmes on EC for SDAs of 16 States & UTs for BEE

- Project on Green House Emission Reduction in Asia Pacific (GERIAP); funded by Swiss Industrial Development Agency (SIDA) and executed by UNEP, Bangkok. NPC India has served as the lead agency to assist eight member countries in providing technical assistance
- EU sponsored project for BEE on Strengthening State Designated agencies implementing Energy Conservation Act-2001, covering six states in India
- As advisor cum consultants to Ministry of Power, NPC carried out Accelerated Power Distribution reforms Programme (ARDRP) in the states of West Bengal, Assam & Himachal Pradesh.
- As Third party Independent Energy Audit Agency, NPC is assisting PFC, MOP, GOI in Restructured Accelerated Power Distribution Reforms Programmes (RAPDRP)
- NPC has Carried out impact assessment studies of RE Schemes of MNRE
- Third Party Evaluation of Report on verifiable energy savings
- Energy Audit & DSM studies in Hydro Power Projects
- Deepening of PAT scheme in Iron & Steel, Pulp & Paper, Cement & Textile sectors