



राष्ट्रीय उत्पादकता परिषद  
NATIONAL PRODUCTIVITY COUNCIL  
జాతీయ ఉత్పాదకత మండలి



(Under Ministry of Commerce and Industry, Govt of India)

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F. No. IE/CPP/18-19/02

Date: 29 August 2018

To  
The Registrar/ Principal/ Director,  
State & Central Universities/ Deemed to be Universities/ Colleges

Sir/ Madam,

**Sub: Certificate Course on Development of Productivity Practitioners - Basic Programme (CPP-BP) at Hyderabad, 8<sup>th</sup>-12<sup>th</sup> October 2018 – reg.**

Greetings from NPC!

National Productivity Council (NPC), under the Ministry of Commerce & Industry, Government of India, is an apex organization to promote productivity culture in the Country. Founded in the year 1958 and has been contributing to the growth of industries across all the sectors.

PRODUCTIVITY has always been one of the key agenda points for economic development, especially in fast growing economies like India. The need of the hour is to have professionals with a Productivity bent of mindset across all sectors. In the recent past, high importance has been accorded to skill enhancement and bridging the gap between the Industry and Academics. Our Hon'ble Prime Minister Shri Narendra Modi has also called for initiatives like Make in India, Skill India, etc.

To augment these initiatives, AICTE, the regulating body for technical education in the country, has felt the necessity of equipping the students and faculty as Productivity Practitioners, and therefore, signed an MoU with NPC to conduct low cost internationally recognized Asian Productivity Organization (APO) Certified Basic and Advanced Productivity Practitioners Courses on self-support basis for the benefit of students and faculty.

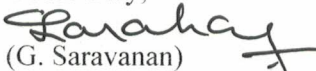
As part of this, NPC in collaboration with APO has developed a 5-Day Certificate Course on Productivity Practitioners (Basic). This programme will equip participants with basic productivity management principles, tools, techniques, and approaches, which can be deployed in any organization for continued productivity improvement and competitiveness.

In line with this, the subject programme has been scheduled at Hyderabad. You are requested to avail this opportunity by nominating students for this programme and give wide publicity about this programme in your institution/ constituent & affiliated colleges.

A copy of the brochure is enclosed for your kind perusal. For more details, feel free to contact us.

Thanking you.

Yours truly,

  
(G. Saravanan)

Regional Director

**Enclosure:** Programme brochure

**Certificate Course**  
**on**  
**Development of Productivity Practitioners**  
**- Basic Programme (CPP-BP)**

**(8<sup>th</sup>-12<sup>th</sup> October 2018)**

**at**  
**Hyderabad**

Course module developed

by



**National Productivity Council (NPC), India**

in collaboration with



**Asian Productivity Organization (APO), Japan**

## 1. Programme Background:

In recent years, productivity has become the ultimate agenda item for economic development especially in fast growing economies like India. It is recognized as the most important determinant in enhancing growth and narrowing the gap in living standards compared with advanced economies. National plans to boost productivity are the need of the hour. Therefore, initiatives to enhance and upgrade the competency of professionals are needed. The “Certificate Course on Development of Productivity Practitioners - Basic Programme (CPP-BP)” is designed to achieve this primary goal. The course aims to develop experts and specialists in productivity improvement at the organizational & national levels and also to develop a cadre pool of certified productivity practitioners able to conduct training, projects, and promotion activities among their stakeholders. The course will equip participants with fundamental knowledge of productivity, which enables them to diagnose the current productivity performance of any organization and then adopt and implement appropriate solutions for improvement.

This course is best fit for engineering/ management students in final/ pre-final year of their course and aims to enhance the skill & employability of students, so as to make them ready for employment as envisioned by Government of India.

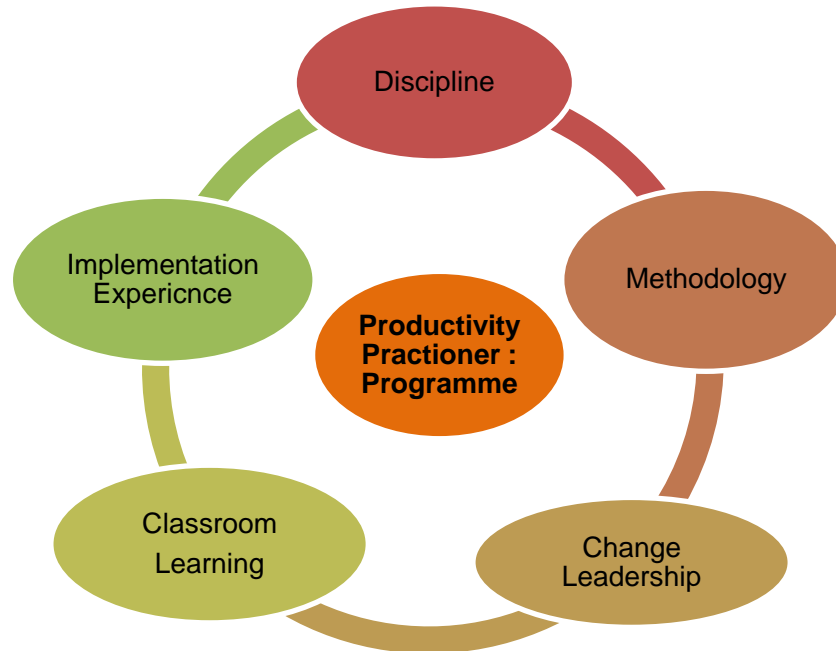
This course module is developed by NPC in collaboration with Asian Productivity Organization (APO) based at Tokyo and successful participants will be awarded the certificate bearing logo of NPC, APO Japan.

## 2. Programme Objective:

To equip participants with basic productivity management principles, tools, techniques, and approaches. Successful participants are expected to be able to provide direction and guidance for driving organizational excellence. At the end of the course, participants are expected to be able to:

- Familiarize themselves with the basic concepts of Productivity & its dimensions: Measurement, Impact.
- Identify problems plaguing organizational productivity
- Identify and use appropriate tools and techniques leading to improved organizational competitiveness;

- Strategize and develop action plans for improving productivity and competitiveness at the organizational level.
- A brief of enablers of course is given as figure no. 1.



**Figure 1 : Enablers of the Certificate Course on Development of Productivity Practitioners - Basic Programme (CPP-BP)**

### 3. Structure of the Programme

- Programme is of 5 days comprising 20 Sessions of 90 min each (4 sessions per day) spread across 3 Modules.
- On the last day, there will be an examination of 1-hour duration.
- Modules have been designed in a manner to enable participants to apply the concepts at their workplace using Training modes as Brainstorming, Case Studies, Illustrations, Hands on Practice and Lectures. They will be supported by training materials.
- At the end of every module, participant is expected to complete the module quiz of MCQ type/ Computer based Problems/Case Study/Presentations.
- After the completion of Classroom sessions, participants must undertake a quick productivity improvement project and complete it in 30 days.

- The Project undertaken will be evaluated by NPC Experts and successful candidates will be certified as “Productivity Practitioner” by NPC.

#### 4. Candidates evaluation criteria for Certification

Candidates found successful on various parameters with weightages as follows will be certified as Productivity Practitioners:

Particulars	Maximum Marks	Min Marks to be Eligible for Certification
Classroom Participation/Module Quiz	80	40
Final Classroom Examination	100	40
Project Score	100	60

#### 5. Conduct & Fee of the Programme

- Programme will be conducted by NPC faculty trained by APO
- Fee per participant is Rs. 5,000/- plus GST (18% at present).
- Fee includes charges for training sessions of 5-days, course material, and working lunch only.
- Fee can be paid through Cheque or DD or NEFT transaction

<p><b>Cheque/ DD should be in favor of “National Productivity Council” payable at New Delhi</b></p> <p><b>PAN No.: AAATN0402F GST No.: 36AAATN0402F1Z7</b></p>	<p><b><u>Account details for NEFT:</u></b>  <b>A/c No.: 02650100009207</b>  <b>A/c type: Savings</b>  <b>Indian Overseas Bank</b>  <b>Golflinks Branch, New Delhi</b>  <b>MICR Code - 110020007</b>  <b>IFSC Code - IOBA0000265</b></p>
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#### 6. Schedule & Venue

- Dates : 8<sup>th</sup> – 12<sup>th</sup> October 2018
- Timings : 10:00 hrs to 17:00 hrs
- Venue : Details will be informed later to registered participants

**7. How to register:**

- After paying the fee through any one of the modes mentioned above (at Sl. No. 5), visit the website <https://goo.gl/forms/QXQNSfCgoKH2ENbJ2> and register yourself online. (You will receive a copy of the registration form through email.)
- Send the registration form along with the Cheque/ Demand Draft/ NEFT transaction statement (whichever is applicable) to the below address on or before 24.09.2018, by post or by hand:

**The Regional Director  
National Productivity council  
10-E, Gaganvihar Complex,  
M.J.Road, Nampally,  
Hyderabad – 500001.  
Phone: 040 – 24733473**

**8. Other terms & conditions:**

- Participants must make travel arrangements on their own to reach the programme venue.

**9. Contact details:**

- Mr. V. Sanjanna, Dy. Director  
Mobile: 9494764294, email: sanjanna.v@npcindia.gov.in
- Mr. B. Ravi Chander, Asst. Director  
Mobile:9989825055, email: ravi.chanderb@npcindia.gov.in

**10. Modules of the Programme:**

<b>Certificate Course on Development of Productivity Practitioners - Basic Programme (CPP-BP)</b>				
<b>Sr. No.</b>	<b>Module</b>	<b>Objective of the Module</b>	<b>Coverage of Module</b>	<b>Duration</b>
1	Basic Productivity Concepts & implementation strategies  (4 Sessions) - 1 Day	<ul style="list-style-type: none"> <li>• Understanding of basic Productivity concepts</li> <li>• To impart understanding of various productivity measurements at organization and national level.</li> </ul>	<ul style="list-style-type: none"> <li>• Productivity</li> <li>• Competitiveness &amp; productivity</li> <li>• Framework for productivity improvement</li> <li>• Relationship among productivity, quality, the environment, and profitability</li> <li>• Roles of productivity practitioners</li> <li>• Group Exercises</li> <li>• Module Quiz</li> </ul>	1 Day  ( 6 Hours Sessions) (0.5 hours Quiz)
2	Productivity Tools & Techniques (8 Sessions) - 2 Days	<ul style="list-style-type: none"> <li>• To enable participants to understand the basic Productivity Tools &amp; Techniques</li> <li>• To enable Participants to use basic Productivity tools &amp; Techniques</li> <li>• Conducting productivity Audit</li> </ul>	<ul style="list-style-type: none"> <li>• Productivity measurement techniques               <ul style="list-style-type: none"> <li>✓ Objective matrix</li> <li>✓ Value-added productivity measurement</li> </ul> </li> <li>• Problem-solving and techniques</li> <li>• Basic industrial engineering tools</li> <li>• Green Productivity</li> <li>• Employee involvement programs               <ul style="list-style-type: none"> <li>✓ Kaizen and total quality management</li> <li>✓ 5S</li> <li>✓ Suggestion schemes</li> <li>✓ quality circle</li> <li>✓ Labor-management cooperation</li> <li>✓ Morale survey/productivity climate diagnosis</li> </ul> </li> </ul>	2 Days ( 12 Hours Sessions) (0.5 hours Quiz)

Certificate Course on Development of Productivity Practitioners - Basic Programme (CPP-BP)				
Sr. No.	Module	Objective of the Module	Coverage of Module	Duration
			<ul style="list-style-type: none"> <li>• Group Exercises</li> <li>• Module Quiz</li> </ul>	
3	Competencies as a Productivity Practitioner (4 Sessions) – 1 Day	<ul style="list-style-type: none"> <li>• To develop competencies Skills in participants as;               <ul style="list-style-type: none"> <li>○ productivity practitioner</li> <li>○ trainer</li> <li>○ propagator</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Developing competencies as a productivity practitioner               <ul style="list-style-type: none"> <li>✓ Skills in diagnosing organizational health</li> <li>✓ Conducting productivity and quality diagnoses</li> <li>✓ Analysis of data collected and recommendations</li> <li>✓ Report preparation and presentation to top management</li> <li>✓ Evaluating and sustaining improvements</li> </ul> </li> <li>• Developing competencies as a trainer               <ul style="list-style-type: none"> <li>✓ Development of facilitation and presentation skills</li> <li>✓ Presentation skills workshop</li> </ul> </li> <li>• Developing competencies in productivity promotion               <ul style="list-style-type: none"> <li>✓ Strategy, promotion, and implementation</li> <li>✓ Implementation of strategies for change, multistage decision processes, organizational implications, and adaptation of strategies for different levels of the</li> </ul> </li> </ul>	1 Day (6 Hours Session) (0.5 Hours Quiz)



Certificate Course on Development of Productivity Practitioners - Basic Programme (CPP-BP)				
Sr. No.	Module	Objective of the Module	Coverage of Module	Duration
			organizational hierarchy ✓ Understanding corporate culture/values and change management processes ✓ Handling change management in productivity and quality program promotion and implementation. ✓ Developing a networking and communication plan • Case studies • Group Exercise • Module Quiz	
4	Developing individual productivity and quality action plans (4 Sessions) – 1 Day	Provides opportunities for participants to develop plans for productivity interventions in their organizations.	• Structure of Action plans ✓ Existing situation ✓ Objectives ✓ Activities ✓ Target outputs for each activity including time frame ✓ Responsible parties ✓ Resources needed • Module Quiz	1 Day (6 Hours Session) (0.5 Hours Quiz)