



National Productivity Council

Training Programme
on
Service Excellence
through
Design Thinking
(TP/ 2023-24/109)

18 January- 23 January, 2023
GOA



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, 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 100 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

Service Excellence is of paramount importance in the present Business Competition Landscape. All organizations constantly make new strategies to address this complex phenomena called Excellence in Business. There are plenty of models and approaches available in the market to various issues of business but Design Thinking specifically encourages innovative and pragmatic approach to identify and resolve the problem solving and propel organisation on the route of Organizational Excellence. This is very effective approach for people engagement, cultural change, work life enrichment and mutual recognition leading to Organizational Excellence.

3. LEARNING OBJECTIVES

This training program prepares participants to:

- To provide inputs about various concepts of Design Thinking
- Understanding Service Excellence: Approach and Practices
- Developing a new culture of Human Capital Recognition
- Implementation of Design Thinking Approach for improving the Bottomline and Services

4. BROAD PROGRAMME COVERAGE

The following topics shall be covered during the training:

- Service Excellence : An Organisational Perspective
- Design Thinking Concept & Process
- Stages of Design Thinking
- Understanding Customers: Observational Research/ Empathy Mapping/Redefining Problems
- Prototype and Testing for Tangibles and Intangibles
- Innovation Management (Metamorphosis of Organisation for Service Excellence)

5. METHODOLOGY

Methodology of the training program would be participative in nature. The sessions would be based on conceptual deliberations, case studies, participant's organisational practices, success stories and group exercises/discussions. NPC Facilitating participants in identifying Potential Projects related to Technology, Service and New Customers etc.

6. PARTICIPANTS' PROFILE

Officials from Central & State Government Departments, Academic Institutions, Public Sector Undertakings, Private Sector Units, Co-operative Sector Organizations, Financial Institutions & Banking, NBFCs, Corporations, Labor Unions/Associations, Educational Institutions.

7. FACULTY

The faculty for the training programme will comprise of senior NPC Experts & other renowned and experienced Trainers from the respective field.

8. PROGRAMME FEE & VENUE

Programme Date & Code	18 January -23 January, 2023 (TP/23-24/109)	
Program Venue	Goa	
Programme Fee	Residential Participants ₹ 55,000/- (Rs. Fifty Five Thousand only) Plus GST @ 18% or ₹ 64,900 /- (Rs. Sixty Four Thousand Nine Hundred only) including GST@18%	Non-Residential Participants ₹ 39,500/- (Rs. Thirty Nine Thousand Five hundred only) Plus GST @18% Or ₹ 46,610 /- (Rs. Forty Six Thousand Six Hundred Ten only) including GST @18%
For Residential Participants	Check-in at hotel - 11:00 AM* on 30.01.2023 Check-out from hotel - 11:00 AM* on 03.02.2023 * Subject to change as per T & C of Hotel # Early Arrival and Late Departure of the participant is not covered in the participation fee and the charges will be borne by the participant.	

9. PAYMENT DETAILS

Programme fee inclusive of GST to be paid in advance and proof of payment to be attached along with application form.
<ul style="list-style-type: none">• ECS Payment Details: State Bank of India, Branch 117/469, Pandu Nagar, Kanpur - 208005, Uttar Pradesh• Bank A/C No- 40318394189• IFS Code- SBIN0001397• GST No- 09AAATN0402F1Z4• PAN No- AAATN0402F• DD/Cheque should be drawn in the name of NATIONAL PRODUCTIVITY COUNCIL payable at KANPUR

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.

- **NPC shall offer 5% discount on programme fee to organizations sponsoring 10 participants and 10 % discount of programme fee to organizations sponsoring 15 participants.**

10. HOW TO APPLY

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

Sunil Kumar Regional Director National Productivity Council 4 th Floor, Kabir Bhawan, U P State Handloom Corp Ltd Building, Directorate of Industries Campus, G T Road, Kanpur – 208005 (Uttar Pradesh) Email: sunil.kumar@npcindia.gov.in kanpur@npcindia.gov.in Mobile : 9818299682	Preeti Gangwar Deputy Director National Productivity Council 4 th Floor, Kabir Bhawan, U P State Handloom Corp Ltd Building, Directorate of Industries Campus, G T Road, Kanpur – 208005 (Uttar Pradesh) E mail: preeti.g@npcindia.gov.in Mobile : 8081238918
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- **Last date for Receiving of nominations: 8th January , 2023**

11. GENERAL INSTRUCTIONS

- ❖ Due to limited number of seats, it is recommended to send the nominations as per attached format at the earliest, for ensuring the availability. Acceptance of the nominations is subject to the seat availability and receipt of programme fee latest by the last date for nominations.
- ❖ 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.
- ❖ The Non Residential programme fee covers the professional fee towards training, lunch and refreshments during the training program. The fee once deposited is non-refundable, however, substitutions are allowed.
- ❖ 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
4th Floor, Kabir Bhawan, G.T. Road, Kanpur – 208 005 (Uttar Pradesh)
npctraining@npcindia.gov.in; kanpur@npcindia.gov.in

APPLICATION FORM FOR NOMINATIONS

Title of Programme: Service Excellence through Design Thinking

Programme Code: TP/23-24/109

Programme Duration: 18 January -23 January, 2023

Location: Goa

Details of Nominated Participants:

S. No	Name of Delegate/ Participant(s)	Designation	Mobile No.	Email ID	Official Address for correspondence
1					
2					
3					
4					
5					

Details of Nominating Authority:

Name:

Designation:

Organization:

Address

Contact Number:

Email ID:

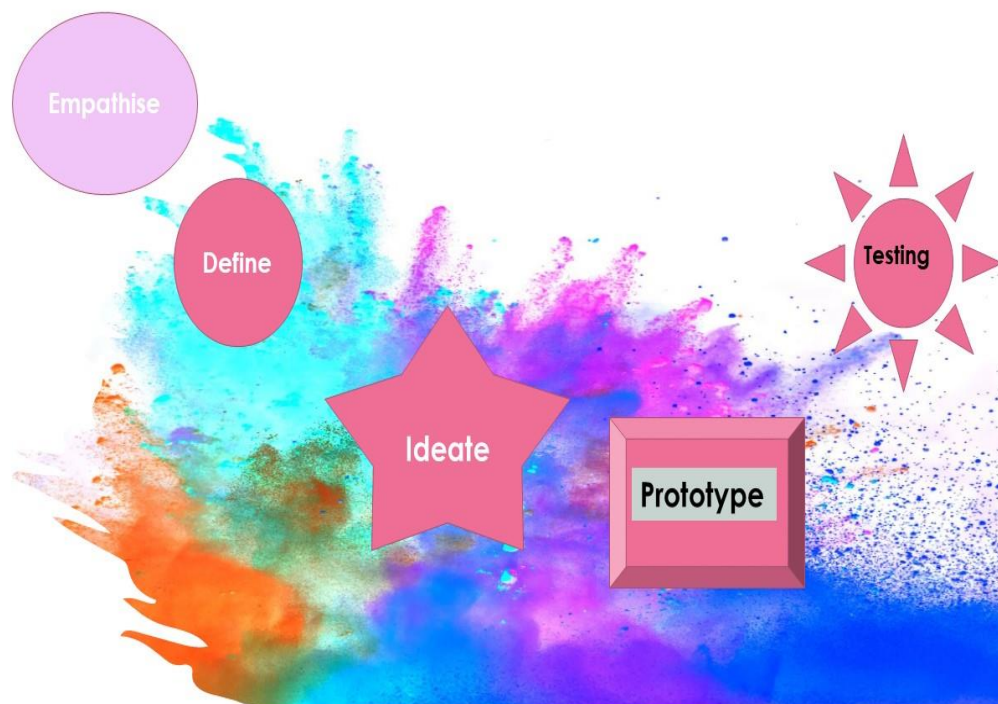
Signature

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

Payment Particular: ECS Payment Details: State Bank of India, Branch 117/469, Pandu Nagar, Kanpur - 208005, Uttar Pradesh

- Bank A/C No- 40318394189
- IFS Code- SBIN0001397
- GST No- 09AAATN0402F1Z4
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National Productivity Council

(Under Department for Promotion of Industry and Internal Trade)

**4th Floor, Kabir Bhawan,
U P State Handloom Corp Ltd Building,
Directorate of Industries Campus,
G T Road, Kanpur – 208005
(Uttar Pradesh)**

Email Id: kanpur@npcindia.gov.in; sunil.kumar@npcindia.gov.in;
preeti.g@npcindia.gov.in; npctraining@npcindia.gov.in;

Tel: 8081238918; 7011096046