



**National Productivity Council**

**Training Programme  
on  
“Improving Organizational Productivity through Business  
Analytics”**

**PROGRAMME CODE: (NPC/TP/22- 23/132)**

**06<sup>th</sup> – 10<sup>th</sup>, February 2023  
(@AIP, NPC Chennai)**



## **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**

In today's competitive World, it is extremely essential for any business to stay ahead of its competitors. The constantly changing business environment not only provides opportunities but throws challenges as well. Hence, making sound decisions is imperative to stay in the business.

Business analytics is the combination of skills, technologies, and practices used to examine an organization's data and performance to gain insights and make data-driven decisions in the future using statistical analysis.

The goal of business analytics is to leverage business data to solve problems thereby increasing the productivity, market share, and profitability of an organization and provide better returns to the shareholders. It is also used extensively to analyse competitors, gain market insights, improve products and services, optimise workflow, and effectively manage the operations of an organization. In short, Business Analytics helps organizations to make sound business decisions.

This programme has been designed to enlighten the nuances of business analytics concepts and how it can be applied as a driving force to improve an organization's productivity and would be taught by knowledgeable & experienced experts.

## **3. LEARNING OBJECTIVES**

The course is designed to provide knowledge of Business Analytics and tools and techniques for fact-based decision making and problem solving. This training program prepares participants to:

- Understand the applications and implications of Data Science in business decision making.
- Learn about the most widely used analytics tools and technologies.
- Learn how to extract strategic business insights from data to improve the productivity of an organization.

## **4. BROAD PROGRAMME COVERAGE**

The following topics shall be covered during the training

- Introduction to Business Analytics
- Business Statistics
- Diagnostic Analytics

- Predictive Analytics
- Prescriptive Analytics
- Data Visualisation
- Creating Value from Business Analytics
- Case Studies.

## 5. METHODOLOGY

The training program would be participative in nature. The sessions would be based on lectures, conceptual deliberations, exercises & discussions and case studies.

## 6. PARTICIPANTS' PROFILE

This program is designed personnel from a wide variety of industries, varied skill levels and job titles. This program will be beneficial to the employees and executives in the areas of Marketing, HR, Operations and Finance. Basic knowledge about mathematics and working on computers is required.

## 7. FACULTY

The faculty for the training programme will comprise of senior NPC Experts & other renowned and experienced trainers from the industry and professional institutions.

## 8. PROGRAMME FEE & VENUE

<b>Programme Code</b>	<b>NPC/ TP/ 22- 23/132</b>	
<b>Program Venue</b>	National Productivity Council, Dr. Ambedkar Institute of Productivity, 6, Aavin Dairy Road, Ambattur Industrial Estate (North), Ambattur, Chennai – 600 050.	
<b>Programme Fee</b>	Residential Participants ₹ 43500 + 18% GST	Non-Residential Participants ₹ 30500 + 18% GST
<b>For Residential Participants</b>	Check – in at the Institute’s Guest House: From 5 p.m. onwards, on 05 <sup>th</sup> February 2023. Check – out from the Institute’s Guest House: 8.30 p.m. on 10 <sup>th</sup> February 2023.	

## 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"> <li>• <b>ECS Payment Details:</b> Indian Overseas Bank, 70, Golf Link, New Delhi Branch; A/c No. 026501000009207, IFSC Code. IOBA0000265</li> <li>• DD/Cheque 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.*

- **NPC shall offer 10% discount on the programme fee to organizations sponsoring 3-5 participants and 15% discount on the programme fee to organizations sponsoring more than 5 participants.**

## **10. HOW TO APPLY**

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

**The Training Coordinator  
National Productivity Council  
5-6 Institutional Area  
Lodhi Road  
New Delhi – 110003  
Email Id: [npctraining@npcindia.gov.in](mailto:npctraining@npcindia.gov.in)  
Tel: 011-24607319**

- **Last date for Receiving of nominations: 25<sup>th</sup> 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**  
**5-6 Institutional Area, Lodhi Road, New Delhi – 110003**  
**[npctraining@npcindia.gov.in](mailto:npctraining@npcindia.gov.in)**

**APPLICATION FORM FOR NOMINATIONS**

Title of Programme: “**Improving Organizational Productivity through Business Analytics**”

Programme Code: **NPC/TP/22- 23/132**

Programme Duration: Five (5) days

Location: NPC, Chennai.

**Details of Nominated Participants:**

S. No	Name of the Delegate	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 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

## Programme on “Improving Organizational Productivity through Business Analytics”



**National Productivity Council**  
(Under Department for Promotion of Industry and Internal Trade)  
Ministry of Commerce and Industry  
Government of India  
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