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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

(Established by JNTUH Act No. 30 of 2008)

Kukatpally, Hyderabad – 500 085, Telangana State (India)

**Dr. N. YADAI AH**

*B.E (OUCE), M. Tech (IIT KGP), Ph. D (JNTU)*

SMIEEE, FIE, FIETE, MSSI, MISTE

Professor of Electrical & Electronics Engg., &

**REGISTRAR**

Lr No D3/Endt/6617/2016

Date: 17.01.2017.

To,

The Principals of Constituent Colleges,  
Autonomous and Affiliated Colleges of JNTUH.  
The Directors of various units of JNTUH.

Sir,

Sub: JNTUH, Hyderabad –Academic and Planning- Residential Programme on Productivity & Competitiveness Measurement for Organizational Excellence" from 27th to 31st, March 2017.at Darjeeling, West Bengal.



Ref: Letter No HQ/ES/Trg/09/122/2016-17 dated 07.12.2016 National Productivity Council, New Delhi.

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Copy of the Letter No HQ/ES/Trg/09/122/2016-17 dated 07.12.2016, along with brochure, received from the Group Head (IT), Lodi Road, New Delhi regarding the Residential training Programme on Productivity & Competitiveness Measurement for Organizational Excellence" from 27<sup>th</sup> to 31<sup>st</sup>, March 2017.at Darjeeling, West Bengal, is communicated for information and further necessary action.

Encl: As above

Yours sincerely,

  
REGISTRAR  


# राष्ट्रीय उत्पादकता परिषद

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)  
उत्पादकता भवन, 5-6 इस्टीट्यूशनल एरिया,  
लोदी रोड, नई दिल्ली-110 003



## NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce and Industry, Govt. of India)  
Utpadakta Bhavan, 5-6 Institutional Area,  
Lodi Road, New Delhi - 110 003

HQ/ES/Trg/09/122/2016-17  
07<sup>th</sup> Dec, 2016

Dr. N Yadaiah,  
Registrar  
Jawaharlal Nehru Technological University Hyderabad  
Mahaveer Marg  
Kukatpally  
Hyderabad-500085  
Andhra Pradesh

Sub : NPC Residential Training Programme on "Productivity & Competitiveness Measurement for Organizational Excellence" March 27th-31st 2017, Darjeeling, West Bengal- Request for Nominations

Sir/Madam,

*Productivity and Competitiveness are the two critical factors that determine success or failure in the present world. NPC is pleased to announce a Residential Training Programme focusing of an organization on "Productivity & Competitiveness Measurement for Organizational Excellence" during March 27<sup>th</sup>-31<sup>st</sup> 2017, Darjeeling, West Bengal.*

*Indian economy is poised for rapid economic growth in the coming years. The forthcoming training programme on Productivity & Competitiveness Measurement for Organizational Excellence by National Productivity Council (NPC) aims at imparting the skill and knowledge on theory and measurement of Productivity and Competitiveness at Organizational, Sectoral and National levels for adopting requisite measures to overcome the threats posed by the global competition.*

*In order to improve the quality of Technical Institutions, Government of India has been implementing "Technical Education Quality Improvement Programme (TEQIP)", with a focus to enhance the Institutional and System Management Effectiveness. The programme has been designed with a view to update knowledge and skills on Productivity and Competitiveness measurement to officials working at middle and senior levels of Central & State Governments, Public Sector Undertakings, Private Sector Enterprises, Co-operative Sector Organisations, Banks, Financial Institutions, Academia etc.*

*A brochure of the Training programme comprising of Objectives, Course Content, Methodology and other relevant information is enclosed for your kind perusal.*

*We are sure that your organization would take advantage of this opportunity and nominate officials to participate in the forthcoming Training Programme. Please confirm the participations latest by March 7, 2017.*

*Please feel free to contact us in case of any further clarifications or queries.*

*Thanking you and looking forward to receive nominations,*

Yours faithfully,

*K.P.*

(Dr. K.P. Sunny)

Director & Group Head (ES)

Direct Phone : 91-11-24607350

Mobile : +91-9811045547, Fax : 91-11-24615002

Email : kp.sunny@npcindia.gov.in

Encl: Programme Brochure

National Productivity Council (NPC) is a national level organisation promoting productivity culture in India. Established as a registered society by Government of India, NPC is functioning under Ministry of Commerce & Industry. It is an autonomous, tripartite, non-profit organisation having equal representation from government, employer and worker organisations and from technical and professional institutions on its Governing Council. NPC provides consultancy and training, and undertakes research in the areas of productivity besides implementing productivity promotion programmes of the Tokyo based Asian Productivity Organisation (APO), an inter-governmental body of which Government of India is a founder member.

NPC is engaged in providing training in the areas of Productivity, Quality and Organisational Effectiveness for more than five decades in India. Consultancy assignments are taken up on the basis of the requirements identified. The services offered include:

- Total Quality Management (TQM) & Six Sigma
- World Class / Lean Manufacturing
- Implementing Productivity Techniques like quality Circles, Kaizen, 5-S
- Productivity Study and Productivity Norms
- Impact Assessment & Evaluation Studies
- Productivity and Competitiveness Studies
- Organisational / Business Process Re-engineering
- System & Procedure Analysis and Manpower Assessment & Planning
- Management Development Training
- Training Needs Assessment
- Designing Performance Appraisal System
- Competency Mapping, HR Audit
- Customer Satisfaction Measurement

**TRAINING:** Training is provided to Senior/Middle/Junior level executives, Supervisors Workers Trade Union Leaders from Private, Public, Government, Cooperative Sectors, Banks, etc., according to the needs of the organisations with the focus on providing inputs for improved resource management and enhancing managerial adaptability to meet the requirements of fast changing work environment.

PROGRAMME COORDINATOR: Mr. R. S. Prasad, Director, NPC

| PROGRAMME  | DATES            | VENUE           |
|--|------------------|-----------------|
| Modern Office Management & Strategic Financial Planning                  | May 01-05, 2017  | Gangtok, Sikkim |
| Effective Office Administration & Financial Management                   | June 24-28, 2017 | Leh, Ladakh     |
| Productivity & Competitiveness Measurement for Organizational Excellence | July 24-28, 2017 | Puri, Odisha    |

# RESIDENTIAL TRAINING PROGRAMME ON Productivity & Competitiveness Measurement for Organizational Excellence Darjeeling, West Bengal March 27-31, 2017

Organised by:



Economic Services Group

(Under Ministry of Commerce & Industry, Govt. of India)  
Lodi Road, New Delhi -110003 Website: npcindia.gov.in

## INTRODUCTION

Productivity means producing the "right products and services" efficiently along with better utilization of capacity. Productivity may be enhanced through more competent management or better allocation of existing resources resulting in higher efficiency or better utilization of scarce resources or higher productivity. Maintaining higher levels of productivity growth is the panacea for maintaining competitive edge.

Competitiveness can be defined and measured at different levels- national, sectoral, regional or at firm level. Globalization has further enlarged the dimensions of analysis and contributed to the proliferation of definitions and indicators of competitiveness. Competitiveness is a dynamic concept as factors affecting competitiveness change over time and context.

NPC training programme has been designed to provide an understanding of Productivity & Competitiveness Measurement and also for imparting the skill and knowledge on theory and measurement of Productivity and Competitiveness at Organizational, Sectoral and National levels for achieving organizational excellence.

## OBJECTIVES

- To inculcate Concepts of Productivity and Competitiveness for continuous improvements at the workplace;
- To train participants to understand and estimate Productivity and competitiveness indicators at macro as well as micro level;
- To teach methods of measuring Productivity at organizational level;
- To provide insights on the role of Productivity growth on the overall Competitiveness of the organizational firm, sector and economy at large;
- To provide a platform for sharing experiences on issues related to Productivity and Competitiveness at organizational and at macro economy/sector level

## CONTENTS

- Concept of Productivity and its Measurement
- Concept of Competitiveness and its Measurement
- Basic Statistical Tools used for measuring Productivity and Competitiveness
- Organizational Productivity and Competitiveness
- Dynamics of Productivity, Competitiveness and Organizational Excellence
- Estimation of Productivity and Competitiveness indicators at aggregate level

## PARTICIPANTS PROFILE

- Senior/middle level executives/officers from Government Departments, Public sector Undertakings, Educational Institutions, Private Enterprises, Cooperatives, Corporations, Boards, Banks, Financial Institutions, Service & Autonomous Organizations etc.
- The training programme is also useful for junior level executives/officers, section officers/supervisors, who are discharging or likely to discharge the managerial role.

## FACULTY & PEDAGOGY

Senior NPC consultants and experts would conduct the training programme.

## METHODOLOGY

Methodology of the training programme would be participative in nature. The sessions would be based on conceptual deliberations, case studies, success stories and group exercises/discussions.

## PROGRAMME SCHEDULE

**Darjeeling, West Bengal (Mar 27-31, 2017)**

Programme starts on 27-03-2017 at 15.30 hrs.  
Programme closes on 30-03-2017 at 1800 hrs.  
Check in for Residential Participants 27-03-2017 (AN)  
Check out for Residential Participants 31-03-2017 (FN)

NPC will not provide accommodation before or after the above dates. Participants planning to stay longer than the scheduled duration should arrange the same at their own cost.  
The accommodation will be booked for a total of about 20 participants on first-come-first-served basis subject to realisation of participation fee before the start of the programme.

## PARTICIPATION FEE

Rs. 47,000 (Rupees Forty seven Thousand only) plus Service Tax @ 15% per participant for Residential Participants. The fee includes boarding/lodging charges and the cost of programme material. Rs 35,000 (Rupees Thirty five thousand only) plus Service Tax @ 15% per participant for Non Residential participants.

Fee may be submitted either through Demand Draft or NEFT.

- The Demand Draft should be drawn in favour of National Productivity Council payable at New Delhi.

➤ National Productivity Council Bank Details  
Indian Overseas Bank, Golf Links, New Delhi -110003  
SB A/C No. 026501000009207 IFS Code: IOBA0000265  
MICR Code of Bank: 110020007

For accompanying spouse and/or children (in the age group of 3 to 12 years), the tentative charges would be Rs 8,000 and Rs 6,000 respectively for the entire duration, payable directly to the hotel by the participant.

Participation fee is non-refundable. However, substitution can be made or can be adjusted against future nominations.

## CERTIFICATE OF PARTICIPATION

NPC will give certificate of participation along with a copy of group photograph to each participant on the conclusion of the programme.

## CONTACT INFORMATION

Further enquires regarding participation in the Training Programme may be addressed to:

**Shri Rajesh Sund,**  
Faculty; Deputy Director (ES)  
& Programme Coordinator  
Ph. 91-11-24607303/09868844272  
Fax: 91-11-24615002; rajesh.sund@npcindia.gov.in

## REGISTRATION

Nominations stating Participant's Name, Designation, Contact Address, Telephone, Fax, Mobile Number, and Email ID, along with DD/Cheque towards Participation fees including Service Tax @15% should reach latest by March 7th, 2017 to the following address:

Dr. K P Sunny  
Programme Director & Group Head (ES)  
NATIONAL PRODUCTIVITY COUNCIL  
5-6 Institutional Area, Lodhi Road, New Delhi 110 003  
Phone: 91-11-24607350/09811045547  
Fax: 91-11-24615002; Email: kp.sunny@npcindia.gov.in