

# Publications program of the NPC, India

**T**he National Productivity Council (NPC), India, has developed a substantial body of publications on productivity and quality during its nearly five decades of existence. In today's highly competitive environment, information is indispensable for decision making at both government and enterprise level. Basic information on productivity and competitiveness is an important tool to formulate strategic policies and plans. The NPC has thus published numerous monographs and handbooks to help India cope with global competition.

In addition to answering parliamentary questions directed to it as the national body spearheading the productivity movement, the National Labor Commission also approaches the NPC for national and international data on productivity. Since 1997, the NPC has provided partner institute services to the International Institute for Management Development, Switzerland, in the preparation of its *World Competitiveness Yearbook*. The results of its own research on selected economic sectors have appeared in the quarterly NPC journal *Productivity*, published since 1959, and the bimonthly *Productivity News*, in circulation since 1962. The Hindi-language *Utpadakata* has been published since 1964.


The NPC undertook a self-sponsored study on competitiveness and the outcome was published as the *Report on Competitiveness of Indian States*. The *State Gender Development Report on Indian States* was another recent publication. That report pointed out that India would benefit significantly if more women were employed in advanced and technology-intensive activities in the growing service sector.

A series of monographs and management guides was released in the NPC's areas of core competence, including: *HRD Management Services*, *Productivity Improvement and Quality of Work-Life*, *Work Culture and Productivity*, and *Towards Productivity Agreement: A Dialogue with Management & Trade Unions*. In the Technological Services series of booklets, a representative title is *Energy Management and Plant Engineering*. Management-oriented publications include *Productivity, Organization, and Management*; *Personnel Management*; *Industrial Engineering and Productivity Techniques*; *Production Management*; and *Cost & Financial Management*. Envi-



ronmental publications, like *Waste to Profits* (Waste Minimization series) have been brought out from the resource conservation viewpoint.

The NPC's Publication Division is also involved in the dissemination of productivity information through a series of posters, calendars, and other useful items like "Things-to-Do" lists, quotable quotes, cartoons, etc. containing productivity tips and reminders.

In the future, the NPC plans to publish information on front-end productivity topics including knowledge management, human relations and productivity, cleaner production techniques, strategic productivity management, productivity paradigms in the age of globalization, best practices in agribusiness, etc. Many of these concepts are critical to the growth and sustenance of the economy in general and enterprises in particular, as well as for the development of world-class managers. The NPC's experience has shown that there is great demand for references on productivity in a handy format, not only in English but also in major regional languages. 

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