

# Asian Productivity Organization

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## Project Notification Addendum

2 June 2011

1. **Project Code** 11-IN-21-GE-TRC-B
2. **Title** **Training of Trainers in Total Quality Management for the Service Sector**
3. **Addendum No.** 1
4. **Reference** 11-IN-21-GE-TRC-B: Project Notification dated 19 May 2011
5. **Details**

Item (c) Present Position of 12. Requirements of Candidates of the Project Notification dated 19 May 2011 will be changed to the following.

- (c) Present Position: TQM practitioners and specialists in the service sector who have successfully completed the e-learning course on TQM for the Service Industry (10-IN-97-GE-TRC-B) and wish to become a competent TQM trainer.

Other terms and conditions remain the same.

A handwritten signature in black ink, which appears to read 'Ryuichiro Yamazaki'.

Ryuichiro Yamazaki  
Secretary-General

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## PROJECT NOTIFICATION

19 May 2011

1. **Project Code:** 11-IN-21-GE-TRC-B
2. **Project Title:** **Training of Trainers in Total Quality Management for the Service Sector**
3. **Duration:** 18–22 July 2011
4. **Venue:** Jakarta, Indonesia
5. **Implementing Organization:** **Productivity Improvement Centre, Directorate General of Training and Productivity Development, Ministry of Manpower and Transmigration, Republic of Indonesia**

Address: Jl. Guntur Raya No. 1 Komplek Cevest, Bekasi Selatan, West Java Province  
Telephone: (62) 21-88856124  
Facsimile: (62) 21-88856126  
e-Mail: bbp\_produkktivitas@yahoo.com

and

**Directorate of Productivity and Entrepreneurship (NPO Indonesia), Directorate General of Organization Training and Productivity Development, Ministry of Manpower and Transmigration, Republic of Indonesia**

Address: Jl. Jenderal Gatot Subroto Kav.51 Floor VI-B Jakarta 12950 Indonesia  
Telephone: (62) 21-5255733  
Facsimile: (62) 21-52963356  
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6. **Number of Overseas Participants:** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam. However, other member countries with special interest in the subject are also encouraged to apply.

7. **Number of Local Participants:** Up to six qualified participants

8. **Closing Date for Nominations:** 10 June 2011

All nominations along with the **completed biodata** form and medical certificate of the nominees should reach the APO Secretariat by the above date. Selection of participants will be completed immediately after this date. Member countries are requested to inform the APO Secretariat as soon as possible if they decide not to nominate anyone for the project.

9. **Objective:** To enable participants to understand the concept and implementation of total quality management (TQM) and to become competent TQM trainers and practitioners in the service sector (international level).

## 10. **Background**

In today's world, organizations are facing growing challenges from global competition and the needs of increasingly sophisticated customers. Sensing the need to improve the product or service quality, most organizations are applying various improvement methods in the hope of achieving the required growth and higher profits.

One of the methods to improve product or service quality in organizations is through the implementation of TQM. TQM encompasses many aspects of operations beginning at the lowest level of the organization focusing on customers' requirements and delivering them (products and services) satisfactorily to the system of production and ensuring quality in all steps in the process.

TQM has shown great success in manufacturing companies and is now being rapidly adapted to the service sector with its customer orientation. TQM looks at an organization as a "system" and incorporates improvement efforts to enhance the structure so that customer (both internal and external) needs are met and streamlined for cost-effective and service-oriented approaches.

The APO is organizing this training of trainers course to enable participants from service enterprises to understand TQM, its tools, and techniques in detail, so that they can disseminate that knowledge gained to help their organizations. The participants will develop their knowledge, skills, and experience to become competent trainers in TQM, especially for service enterprises. After attending the course, the participants are expected to conduct TQM training not only for a general audience but also for service-sector enterprises within their countries and beyond for greater multiplier effects.

## 11. **Tentative Scope and Methodology**

### Scope

- Introduction to TQM
- Important concepts in TQM

- Quality in the service sector
- Quality assurance in the service sector
- How to implement TQM in thhe service sector
- Useful tools for TQM
- Lecture, workshops, and individual assignments with an examination.

**Methodology**

Lectures, discussions, presentations, observational site visits, group presentations, group exercises, and examination.

**12. Requirements of Candidates**

- (a) Age: Preferably between 30 and 45 years.
- (b) Education: Preferably university degree or equivalent qualification.
- (c) Present Position: Productivity practitioners and specialists in the service sector involved in promoting productivity and quality in their organizations.
- (d) Experience: At least eight years of experience in a related field.
- (e) Language: Proficiency in written and spoken English is essential.  
Proficiency
- (f) Health: Physically and mentally fit to attend an intensive program entailing strenuous travel and several plant/field visits.

**13. Financial Arrangements**

**(a) To be borne by the APO**

- (i) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Jakarta, Indonesia, for participants for all participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from nonprofit organizations and SMEs from other member countries. As far as practicable, all participants are strongly encouraged to purchase and use discounted tickets (following IATA PEX or other applicable discount fares). Please note that arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Project Participants" dated 7 July 2006, which will be sent to the selected participants and is available from APO Liaison Officers in member countries.
- (ii) All deputation costs of overseas resource persons.

**(b) To be borne by the host country—Indonesia**

- i) Expenses for hotel accommodations for 18 overseas participants for six days;

- ii) Per diem allowances for all overseas participants for up to six days; and
- ii) Other local implementation costs.

**(c) To be borne by participants or participating countries**

For participants from profit-making organizations, except for SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal.

- (1) Round-trip international airfare between the member country and Jakarta; and
- (2) Participating Country Expenses at US\$50.00 per participant, payable to the APO in convertible currency.

For all participants:

- (i) Participants must be fully insured against accident and illness (including hospitalization) for a principal sum of US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO a copy of the comprehensive travel insurance certificate before participation. Such insurance must be valid in the countries to be visited. If a participant is unable to arrange for insurance coverage in the host country at the start of the project, he/she must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.
- (ii) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.
- (iii) Any expenses related to visa fees and airport taxes.

**14. Actions by Participating Countries**

- (a) Each member country is requested to nominate two or more candidates for selection. Please ensure that candidates nominated meet the qualifications specified above.
- (b) We will not accept any form of self-nomination. All nominations must be endorsed and submitted by an APO Director, Alternate Director, Liaison Officer, or their designated officer.
- (c) Please note that nomination does not necessarily guarantee that a candidate will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent. Sometimes candidates are not selected because they are overqualified.

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
- (i) Two copies of the candidate's biodata on the APO biodata form together with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from [www.apo-tokyo.org](http://www.apo-tokyo.org). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer.
  - (ii) APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that for this particular project self-declaration is sufficient for candidates without any of the health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) Member countries are encouraged to submit the necessary documents electronically as mentioned in (d)-(i). In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.
- (f) Member countries are requested to abide by the nomination deadline specified in Section 7 on the first page. The APO may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) Under normal circumstances, candidates who are selected after the initial screening will be informed of their acceptance at least four weeks prior to commencement of the project.
- (h) Member countries are requested to inform candidates that, once selected, they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they should become unable to take part, the NPOs concerned are requested to inform the APO and the host country promptly of their reason for withdrawal.
- (i) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO training course.

## **15. Preparation of Country Papers**

Each selected candidate is requested to prepare a country paper following the guidelines to be provided later.

## 16. Guide for Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage ([http://www.apo-tokyo.org/05part\\_guide.htm](http://www.apo-tokyo.org/05part_guide.htm)).



Ryuichiro Yamazaki  
Secretary-General