



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

4 December 2012

1. **Project Code:** 13-IN-36-GE-TRC-B
2. **Project Title:** Training Course on Total Quality Management for SMEs in the Service Sector
3. **Duration:** 24–28 February 2013
4. **Venue:** Dhaka, Bangladesh
5. **Implementing Organization:**
National Productivity Organization of Bangladesh
Address: Ministry of Industries
91, Motijheel Commercial Area
Dhaka-1000, Bangladesh
Phone: (880-2) 9562883
Fax: (880-2) 9563553 (Attn. NPO)
e-Mail: liaisonbangla_01@yahoo.com
6. **Number of Overseas Participants:** Up to 18 qualified participants from Cambodia, Republic of China, Fiji, India, Indonesia, 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:** 23 January 2013

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 do not intend to participate so that the space allocation can be made available to other interested countries.
9. **Objective:** To enable participants to understand the concept, tools, and practices of total quality management (TQM) in the service sector. Participants are expected to implement TQM in their own

organizations and disseminate the knowledge to colleagues and other organizations in their countries.

10. Background

Organizations are facing growing challenges from global competition and the needs of increasingly sophisticated customers. Needing to improve product or service quality, most organizations are applying various improvement methods including TQM to achieve growth as well as sustainable profit.

TQM is viewed as a comprehensive, structured approach to organizational management which helps to improve the quality of products and services through ongoing refinements in response to continuous feedback. With the aim of radically transforming enterprises through progressive changes in attitudes, practices, structures, and systems, TQM encompasses many aspects of operations beginning at the lowest level focusing on customer requirements and delivering products and services satisfactorily to production systems and ensuring quality in all steps in the process. TQM is now being rapidly adapted by enterprises in all sectors due to specific benefits such as increased customer loyalty, cost savings, higher productivity, greater profitability, improved processes, better employee morale, and a positive work environment.

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 actively expanding its program on TQM. An e-learning course was organized in 2010 and training of trainers courses were organized in 2011–2012. In 2013, the training course will focus on SMEs in the service sector to enable participants from service enterprises to understand TQM, its tools, and techniques so that they can implement TQM in their own organizations for better performance and business results.

11. Tentative Scope and Methodology

Scope

- TQM philosophy and concept;
- Necessity for quality management in SMEs in the service sector;
- Useful tools for implementation of TQM; and
- Implementation process of TQM.

Methodology

Presentations, discussions, observational site visits, group exercise, and examination.

12. Requirements of Candidates

- (a) Age: Preferably between 28 and 45 years.
- (b) Education: Preferably university degree or equivalent qualification.

- (c) Present Position: SME owners and executives from the service sector, business and service consultants, and NPO staff dealing with SMEs in the service sector.
- (d) Experience: At least five years of experience in one of the above areas.
- (e) Language Proficiency: Proficiency in written and spoken English is essential. Classroom lectures and discussions are conducted in English, and it is therefore of the utmost importance for participants to have a good command of English to participate in discussions and present class assignments. Those who are not proficient in English should not apply.
- (f) Health: Physically and mentally fit to attend an intensive program entailing multiple site visits.
- (g) Post Project: All participants are obligated to prepare action plans and share the plans with their respective NPOs. APO will also request participants to submit progress reports six months after completion of this training course.

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 Dhaka, Bangladesh, for participants from 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 should purchase discount 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 assignment costs of overseas resource persons.

(b) To be borne by the host country—Bangladesh

- (i) Hotel accommodations and appropriate per diem allowances for overseas participants for up to six days; and
- (ii) Other local implementation costs.

(c) To be borne by participants or participating countries

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

- (1) Round-trip international airfare between the member country and Dhaka; and
 - (2) Participating Country Expenses at US\$50.00 per participant, payable to the APO in convertible currency.
- (ii) For all participants
- (1) 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.
 - (2) 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.
 - (3) Any expenses related to visa fees and airport taxes.


14. Actions by Participating Countries

- (a) Each member country is requested to nominate three or more candidates for selection. Please ensure that candidates nominated meet the qualifications specified.
- (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 a passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from <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 APO 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 8 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 program. Also, he/she is expected to return home upon completion of the official program because he/she is visiting the host country for the specific purpose of attending this APO program.

15. 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).


Ryuichiro Yamazaki
Secretary-General