



F.No.9-ITPO(11)/E-I/99

**India Trade Promotion Organisation**  
(Administration Division, E-I Section)

Pragati Maidan, New Delhi  
26 June, 2013

**Circular No. Admn/43 /2013**

A copy of Department of Commerce O.M. F.No.9/30/2013-FT(Coord) dated 10<sup>th</sup> June 2013 alongwith a copy of Innovation Award Scheme received from Shri N Ramakrishnan, Deputy Secretary, Department of Commerce, New Delhi is enclosed herewith.

The interested officers/officials are requested to fill up the enclosed format and forward the same to Shri Surinder Kumar, Manager (Admn) latest by **26<sup>th</sup> July, 2013** and soft copy may also be provided at **ksurinder@itpo-online.com**

(Suresh Kishore)

Dy. General Manager (Admn)

To:

All Officers & Staff

Copy to:

1. All HoDs
2. All Regional Offices
3. Notice Board

Copy for information to:

1. PS to CMD
2. PA to ED

**MOST IMMEDIATE**

F. No. 9/30/2013-FT(Coord)  
Government of India  
Ministry of Commerce & Industry  
Department of Commerce

Udyog Bhawan, New Delhi  
Dated: the 10<sup>th</sup> June, 2013.


**Office Memorandum**

Subject: **Innovation Award Scheme**

An Innovation Action Plan (IAP) has been framed to create a culture of innovation in the Department to promote administrative and managerial innovation. For implementing the action plan, an Innovation Award Scheme has been formulated in the Department under which three awards of Rs.20,000/-, Rs.15,000/- and Rs.10,000/- will be awarded to the best innovative ideas.

2. A copy of the Innovation Award Scheme is enclosed. Innovative ideas are invited from employees of all the Attached/ Subordinate/PSEs/other Organizations under administrative control of the Department. While forwarding the innovative ideas to this Department, it may be ensured that these conform to the provisions in the Scheme.

3. All the concerned officers/officials in your organization may be encouraged to send their responses individually to you, which may be punched & forwarded to this Department latest by **August 14, 2013**. Soft copy of the same may also be provided at [moc\\_ftcoord@nic.in](mailto:moc_ftcoord@nic.in).

  
(N. Ramakrishnan)  
Deputy Secretary to the Govt of India  
Tele No.2306 2525

**Encl: As above.**

**All Subordinate Offices/PSEs/Other Organization attached to  
Deptt of Commerce**

## Department of Commerce

### Innovation Award Scheme

Government of India has been implementing RFD policy since 2009-2010. An RFD provides a summary of the most important results that a Department / Ministry expects to achieve during the financial year. Each RFD contains department's key objectives, actions, and success indicators to measure progress in implementation and targets for the year.

2. To make use of RFD as an instrument for promoting out-of-the box thinking in the Government, it has been decided to make an Action Plan for Innovation during 2013-14. The Government is aiming to achieve innovation in Govt Departments by design rather than by chance. Innovation is defined as the implementation of a significant change in the way the Government operates or in the product/ service it provides.

3. The focus of Innovation Action Plan is on managerial and administrative innovations in Government Departments/Offices. Innovation in Government is defined as significant and sustainable improvement in the following:-

(a) Delivery of same goods and services

i. at less cost ii. in less time iii. with more transparency iv. with least disruption	Process Innovation
v. with organizational restructuring/ chance	Organizational Innovation (New method)

(b) Delivery of more goods/services

- (i) More quantity
- (ii) Better quality

A product innovation is the introduction of a product that is new or significantly improved compared to existing products in respective entity. This includes significant improvements in the products' characteristics, in user access or in how it is used.

(c) Identification of new needs (hence new goods and services)  
(both articulated and non-articulated)

Sometimes this involves what is referred to as 'Communication Innovation'. It involves implementation of a new method of promoting the entity or its products, or new methods to influence the behaviors of individuals or others. These must differ significantly from existing communication methods in respective entity.

4. To qualify as innovation, the improvement in categories (a) and (b) mentioned above should be 20% or more. Further, it should not be a one-time improvement but a permanent change.

Departmental Innovation Action Plan (IAP)

All Departments are required to prepare an innovation Action Plan and these IAPs must have a minimum of the following elements:

- i. What will be done to produce innovations in the department?
- ii. Why is it expected to produce a sustainable culture of innovation?
- iii. How will it all be done?
- iv. Who will do it?
- v. When will it all be done?

5. The Innovation Action Plan in respect of Department of Commerce mandate to have managerial and administrative innovations in the Department. For this purpose all the stake holders must have a clear idea of how they can contribute to the Department's innovation process. An Innovation Cell in the Department of Commerce has been constituted. The Innovation Cell will obtain, collate, encourage and facilitate innovative ideas/suggestions/opinions from the stakeholders and will prepare implementation schedule.

6. For 2013-14, it is proposed to obtain innovative ideas from within the Department and its attached / subordinate / CPSEs / Autonomous Bodies etc. on the subject related to the Department. The best three selected innovative ideas will be given award of Rs.20,000, Rs.15,000 and Rs.10,000. For this purpose, a format has been devised by the Innovation Cell as part of the Scheme, which is at Annexe. The responses to be submitted in this format shall be limited to the broad objectives outlined in this scheme and any suggestion/idea found outside the scope of this scheme would be outrightly rejected. The Innovation Cell of DoC will receive, collate, encourage and facilitate innovative ideas from all stake holders and select the best three innovative ideas their implementation of which is expected to boost the work culture of the Department/Organization.

7. The proposals received shall be considered by the Innovation Cell or a group/committee constituted for the purpose; and the Cell shall be the deciding authority for short listing/finalizing recommendations/award of prize etc. in this regard. No representations in this regard shall be entertained unless the Cell decides otherwise. It shall be the sole discretion of the Cell to consider the suggestions/ideas received and the process for selecting/rejecting such suggestions/ideas.

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Department of Commerce

Format for inviting Innovation proposals as per Innovation Award Scheme

Present System  (1)	Innovative idea to modify/improve the system*  (2)	Expected outcomes	
		Short Term	Long Term

(Name and designation of the employee with contact details, suggesting the innovation, be mentioned)

See para 7 of the scheme.

Note:

- 1. The suggestions in column should not exceed 100 words.
- 2. The outcome as in column 3 should spell clearly the benefits that would accrue in short term/long term (examples, if any, can be cited).
- 3. Any employee of the organization can make the suggestions, but shall be punched/routed through the Head of the Division/Organization.

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