



NPO Bangladesh

The hard-working staff of the National Productivity Organization (NPO) of Bangladesh were even busier than usual at the end of 2013, overseeing two national events to spread the productivity message among the country's more than 157 million citizens.

Bangladesh National Productivity Day

The NPO of Bangladesh was responsible for organizing the second National Productivity Day, themed Productivity Leads to Prosperity, on 2 October 2013. The day was celebrated with a rally, seminar, and many more activities. Industries Minister Dilip Barua led the colorful rally from Osmani Memorial Auditorium in Dhaka which was joined by Industries Secretary M. Moinuddin Abdullah, representatives from the business community and labor unions, and officials of the ministry and NPO. Similar rallies and seminars were organized in other districts across the country with enthusiastic attendance.

President Abdul Hamid commented in his message for this event that, "Productivity could be boosted through the highest utilization of resources combining technology and skilled human resources." He said the government had taken various steps to boost productivity in mills and factories. "The government is committed to turning Bangladesh into a middle-income country by 2021. In this perspective, National Productivity Day is very important."

Prime Minister Sheikh Hasina's message pointed out that, "Apart from setting up new mills and factories as public and private initiatives, steps have also been taken to augment productivity through building skilled manpower and infusing new technology." She hoped that through observing National Productivity Day, the productivity concept would gain impetus among the people and help Bangladesh to become a prosperous nation within a short time. Prime Minister Hasina also noted that the government had been undertaking various programs to help the country's industrial sector flourish. "We've reopened a number of mills and factories shut down during the previous government," in reference to the well-known competitiveness of Bangladesh in world textile markets.

A seminar titled Productivity Leads to Prosperity took place at the Bangladesh Institute of Administration and Management, attended by Minister of Industries Barua, Industries Secretary Moinuddin Abdullah, and President Kazi Akram Uddin Ahmed of the Bangladesh Federation of Chambers of Commerce and Industry (FCCI). Bangladesh TV news channels aired programs on National Productivity Day, and national dailies joined in by publishing special supplements highlighting its significance. The NPO used an innovative way of engaging the public by employing mobile phone operators to send short messages to create a nationwide awareness among the general public of Bangladesh's second National Productivity Day.



Productivity awareness rally during National Productivity Day. Minister Barua, Secretary in Charge of the Ministry of Industries Moinuddin Abdullah, and representatives of trade bodies and labor unions lead the way.

Adapted, with permission, from "Productivity Day to be Celebrated Wednesday" by A.K. Mohammed Moinuddin, staff writer at UNB Connect.

National Productivity Award bestowed on 10 enterprises

On 11 November 2013, the NPO of Bangladesh, under the Ministry of Industries, honored 10 state-owned and private enterprises with the National Productivity and Quality Excellence Award 2013 for outstanding performance in increasing productivity. To reflect the diversity of the growing national economy, the award program has six categories: 1) large industry; 2) medium-sized industry; 3) small industry; 4) micro industry; 5) cottage industry; and 6) nationalized companies. Attending as the chief guest, Industry Minister Dilip Barua conferred the awards at a ceremony at the CIRDAP auditorium in the capital city of Dhaka. The ceremony was presided over by Industry Secretary and APO Director for Bangladesh Mohammad Moinuddin Abdullah, while President Kazi Akram Uddin Ahmed of the FBCCI was the special guest. Among other dignitaries, the event was addressed by NPO Director Dr. Md. Nazrul Islam and NPO Joint Director and APO Liaison Officer Abdul Baqui Chowdhury. The award recipients were BRB Cable Industry Limited, Bengal Windsor, Thermoplastics Ltd., Prince Chemical Co. Ltd., Hifs Agro Food Industries, M/S Roni Agro Engineering, Rong Handicrafts, Spadix Ltd., Carew and Co. (Bangladesh) Ltd., Ashuganj Fertilizer Ltd., and Bangladesh Blade Factory Ltd. The jury panel for the award comprised officials from the Industries Ministry, Commerce Ministry, NPO, and the country's apex trade body the FBCCI. Winners in all categories received a commemorative trophy and certificate to mark this milestone on their productivity journey.

Speaking as the Chief Guest, Industries Minister Dilip Barua stated that increasing production cannot be the only goal of an entrepreneur. "One must focus on quality, price, and competitiveness," he added. He explained that the National Productivity and Quality Excellence Award had been established to encourage entrepreneurs in all sectors, boost productivity in industrial units throughout the country, and give prominence to the NPO as the award program administrator. FBCCI President Uddin Ahmed noted that Bangladesh had marked its position in global markets by delivering quality products at competitive rates. Despite various obstacles across the country during the past couple of years, Bangladesh had recorded 15% growth in exports during the period of July to September in fiscal year 2013–2014. This could be achieved due mainly to increased productivity levels in industrial units. Industry Secretary Moinuddin Abdullah congratulated the prize winners, while encouraging all those who participated in the award scheme to start preparations for the 2014 round. 🏆



Proprietor of Rong Handicrafts Tanuja Rahman Maya receiving a certificate and trophy (First Prize, Micro Industries) from Industry Minister Barua.

Contributed by NPO Joint Director and APO Liaison Officer for Bangladesh Abdul Baqui Chowdhury.