

# Pakistan's First National Productivity Conference

The National Productivity Organization (NPO) of Pakistan organized the first National Productivity Conference of the country in Islamabad on 22 May 2002. The months of May and June were packed solid with productivity promotional activities held throughout the country, with the national conference as the highlight. "The aim was to reach out to a maximum number of businessmen, academics, students, farmers, agriculturalists, and decision-makers in the country," said Mr. Saquib Mohyuddin, Head of the NPO and the APO Liaison Officer for Pakistan. This series of programs was organized at about the time of the first anniversary of the NPO establishment in April 2001.

**"N** PO Pakistan's main objective is to create awareness about the concept of productivity, which is very new for most of the people in this country. Considering this, we have launched the productivity movement," said Mr. Mohyuddin. "Creating productivity awareness is not an easy task; it means changing the mindset of 140 million people." Despite this, Mr. Mohyuddin is confident that this target is achievable with the commitment and motivation of his team in the NPO and the support of all the stakeholders in the country, who are their "Partners in Productivity." This was also the theme of the National Productivity Conference. The occasion was graced by the Minister for Commerce, Industries & Production, Mr. Abdul Razak Dawood, and the Secretary for Industries and Production, Dr. Muhammad Akram Shiekh, who is also the APO Director for Pakistan.

The Minister, in his address to the conference, stressed the need to inculcate productivity consciousness in the masses and to introduce productivity tools and techniques in all economic sectors of Pakistan. He added that the country can achieve a long-term competitive edge in the globalized environment only through enhancing productivity. The Minister later presented awards to winners of an essay contest on "The Importance of Productivity in our Daily Lives" organized by NPO Pakistan for participation by college students in Islamabad and Rawalpindi.

The conference featured technical sessions on the six thrust areas of the NPO: Strengthening of small and medium enterprises; Integrated community development; Green Productivity; Tripartite partnership; Information technology; and 5S.

At the conference, two memoranda of understanding (MOU) and a strategic alliance accord



Minister Abdul Razak Dawood addressing the conference

were signed. In the first MOU, the following signatories pledged to cooperate to provide market access and financial facilities to the women entrepreneurs of Dera Ismail Khan (D.I. Khan) City: NPO Pakistan, Utility Stores Corporation, SME Bank, and D.I. Khan Women Entrepreneurs Association. Signatories to the second MOU—UNIDO, NPO Pakistan, and SME Bank—undertake to make collective efforts to strengthen the SMEs in Pakistan.

The establishment of a productivity village at Kuri was also announced. Four parties signed a strategic alliance accord to convert Kuri into a model village by providing the basic amenities of civic life. This model will then be replicated in 400 other villages. The parties in this undertaking are Kuri Village, Pakistan Telecoms, SME Bank, and NPO Pakistan.

The conference ended with Secretary Dr. Akram Shiekh leading the conference in proclaiming a productivity declaration, which states:

"1. That we are all Partners in Productivity, and are therefore responsible to contribute to the economic uplift of Pakistan and to improving our efficiencies;

2. That the people's potential and capabilities need to be identified and developed to enhance productivity and quality; and

3. That institutional networking would be strengthened for free sharing of knowledge to improve our organizations." 

