

Marching for Productivity

Sri Lanka commemorated the APO 40th Anniversary with a productivity campaign in its Northwestern and Sabaragamuwa Provinces. Campaign theme was “A Full Productive Day,” and the activities in each province included a productivity march, a seminar, merchandising of products on productivity like videos and audio cassettes, and radio publicity broadcasts. The campaign was sponsored by the National Productivity Secretariat (NPS) of the Sri Lankan Ministry of Industrial Development, and organized by the National Institute of Business Management (NIBM), the national productivity organization of the country. In both provinces, more than 600 people took part.

It was a bright and sunny 2 November 2001. They came from all over the North-Western Province — students in their school uniforms, and private and public sector employees in their best work attire. They represented all walks of life. There was an air of festivity and excitement as they gathered to begin the first ever Productivity March in the country. Placards and banners extolling the importance of productivity in various aspects of daily life were handed out; there were almost a hundred of them. The queue was formed, 600 strong. As the line took shape, a colorful order burst forth. Then, led by a float that gave a continuous exhortation on the theme of “A Full Productive Day,” the march began. It wound its way through the city of Kurunegala to the Town Hall. Along the route, as onlookers stopped to watch, they also received an education on productivity. At the Town Hall, the marchers attended a productivity seminar. This scene repeated itself about a week later when the second Productivity Match was held in the city of Ratnapura in the Sabaragamuwa Province on 8 November.

At each of the 2-hour seminars, the participants were addressed by the Chief Secretary of the province, the Director-General of NIBM, Mr. N.G. Kularatne, who is also the APO Alternate Director

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The Processing March in Kurunegala



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Sri Lanka Productivity Oath

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We, the citizens of Sri Lanka titled “The Pearl in the Indian Ocean,” are not second to any other nation. We, Sri Lankans, are proud to be the most hospitable, creative and friendly people in the universe.

We, individually and collectively, solemnly declare and promise before the sun and the moon that we would perform our functions for the benefit of ourselves and the society using the total physical, mental and spiritual strength gained through human life to make Sri Lanka brilliant in the world.

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for Sri Lanka, representatives from business involved in implementing productivity enhancing activities, and NIBM consultant, Mr. D.M.A. Kulasooriya, on the productivity concept. Other dignitaries present included representatives from provincial government, chambers of commerce, Industrial Board regional offices, schools, the Ministry of Industrial Development and the Ministry of Education. At the end of the seminar a Productivity Oath was adopted.

Mr. Kularatne, in his address to the two seminars, said that that event and others were organized to show appreciation to the invaluable 40 years of service of the APO. The decision to hold the commemorative activities in the provinces was in recognition of their important contribution to the development of the country, he added. He exhorted them to use the tools and techniques of productivity to improve their profitability and living standards.

In adopting the theme of “A Full Productive Day,” the organizers of the campaign wanted to drive home to the people the simple message of living each day productively. As this habit is cultivated, the people’s lifestyle will change. When this happens, the country’s productivity performance will soar to new heights.

In his report on the productivity campaign prepared specially for the APO News, Mr. Kulasooriya said that it has increased the productivity awareness of students in the 16 participating schools, the general public and the working population in both provinces. A key result was the development of an institutional network at the provincial level for the promotion and implementation of productivity improvement programs. As for the future direction of the productivity movement in Sri Lanka, the success of the campaign points to the need to involve the other provinces in the country as well, and to design specific productivity programs for them, especially for their small and medium enterprises which collectively contribute to 60% of Sri Lanka’s GDP.

As part of the commemoration of the APO’s 40th Anniversary, a Round-Table Conference on Productivity was held in Colombo on 13-15 December 2001. The APO deputed three experts to facilitate and guide the meeting. They were Mr. Nelson Delailomaloma, former Minister of Education of Fiji and former Director-General of the Fiji National Training Council, Mr. S.S. Sharma, Secretary, Ministry of Youth Affairs and Sports, India and former Director-General of the National Productivity Council of India, and Dr. Eduardo Gonzalez, President, Development Academy of the Philippines.

Other activities at the national level included a school poster competition organized by the Sri Lanka Association for the Advancement of Quality and Productivity, the National Productivity Secretariat’s school quality circle competition, the publication of “Introduction to Quality Circles” by APO National Award recipient Sunil Wijesingha,, and the launching of the Productivity Cyber Center at NIBM. 