



## Reports from NIPO

### *11th anniversary celebration*

The National Iranian Productivity Organization (NIPO) celebrated its 11th anniversary on 24 May 2004 with a national conference on productivity growth and sustainable development. It was inaugurated by Iranian Vice President Dr. Hamid Reza Baradaran Shoraka, who gave an address on “The 20-year panorama and the role productivity plays in economic development plans.” He underlined the importance of total factor productivity (TFP) to the national economy and suggested that it should be included in the development plans of the administrative organizations at both the national and provincial levels. He also called for the establishment of a national productivity award. NIPO Vice Chairman and APO Alternate Director for Iran Dr. Ghasem Ansari Ranani told the meeting that the Fourth Five-Year National Development Plan of Iran will have a TFP component as it has a considerable role in increasing national economic growth. In supporting the Vice President’s call for promoting TFP in administrative organizations and establishing a national productivity award, he added that Iran should endeavor to achieve a labor, capital, and TFP growth of 3.5%, 1%, and 2.5%, respectively.



*Vice President Dr. Hamid Reza Baradaran Shoraka speaking at the conference*

APO Secretary-General Takashi Tajima’s congratulatory message to NIPO was read out at the conference by APO Liaison Officer for Iran Dr. Mahmood Ghanizaedeh. He said that productivity is about putting national resources to optimal use and maximizing returns from them. “This is essential to realizing national economic objectives, creating national wealth, increasing business competitiveness, and improving the quality of life of the people. The pursuit of higher productivity should become a fundamental part of the national development agenda and work culture of the people if its gains are to be maximized for the benefit of all concerned.” This requires the concerted effort of everyone in the society, from the homes and schools to factories and offices, he added.

Other speakers and their presentation themes were: Mr. Seyed Mohammad Ebrahim Alavi, Head, Kerman Research and Planning Organization: provincial development and productivity; Dr. Morteza Imani Rad, Member of the Scientific Board, Industrial Management Organization: competitiveness and

productivity; Mr. Reza Ashraf Semnani, Vice Chairman, Planning, Development and Technology Department, Ministry of Industry and Mines: productivity in industry and mines and national productivity; and NIPO Supervision and Planning Director Faghihi: NIPO’s mission.

### *Program Exchange Network Initiative*

In November 2002, NIPO launched its Program Exchange Network Initiative (PENI). Patterned after the APO, which NIPO considers to be the most successful organization in developing productivity exchange networks, the objective of PENI is to share and disseminate information on productivity improvement tools that were successfully applied in at least three governmental administrative organizations. This is achieved by organizing seminars. Five have been held so far and attended by at least 400 experts and executives from more than 15 ministries.

PENI is overseen by a council of secretaries of productivity committees in administrative organizations of Iran. Six broad seminar thrust areas have been identified: Management of reconstruction projects; Management of technology and innovation; Privatization; Entrepreneurship; Lean production; and Promotion management. The latest seminar, held in January 2004, dealt with “Focus-PDCA.” It highlighted process improvements in Iran’s northwest railway services. Earlier seminars covered: 1) Lean thinking and its application in the service sector; 2) 5s; 3) Sports employment and job creation; and 4) GPDP findings on improvement in the pistachio industry. Some anticipated future seminar themes are: Productivity promotion techniques; Energy consumption standardization in the industry sector; Business process reengineering in higher education; and e-Bidding for transportation projects.

An administrative organization wishing to conduct a PENI seminar must show its proven capability in any of the six thrust areas. A committee comprising three members of the council of secretaries of productivity committees will conduct an audit of its performance record and advise on its suitability.



*Participants of 2004 PENI seminar*