

## Advertorial

### Productivity Benefits

Productivity is quite a broader concept hence, people define it differently. Technically, it is viewed as an efficiency concept, thus the amount of output in relation to inputs. In other words, productivity is the relationship between the output generated by production or service system and the input provided to create such output. It is further defined as the relationship between results and the amount of time taken to accomplish them. Hence, it the efficient and effective use of resources such as labour, capital, land, materials, energy, information as well as technology in the production of goods and services

Socially, the concept is defined as a state of mind, a mind-set that embraces the value of “doing what I do today better than I did yesterday, and even better tomorrow.” ***A productive person or organization seeks to continuously improve their performance.*** It is the strength of mind that improves on the present situation, no matter how good it may seem, no matter how good it may really be.

Productivity is about removing barriers to individual performance, freeing up resources from unproductive processes and reallocating those resources to higher yield activities that support corporate growth objectives. It is a positive method that leads to greater job satisfaction and positive employee engagement rather than job losses and downsizing (Tor Dahl).

The National Productivity Board of Singapore articulates the concept as an attitude of mind that strive for and achieves the habit for improvements, as well as the systems and the set of practices that translate the attitude into action

Heighten productivity levels leads to the economic growth of a country which eventually benefits the country and its citizenry. An increased productivity levels generates capital and opportunities to create more employment. It enables a conducive working environment for workers and management which leads to salary and wage increments. Ultimately, this improves the employees' living standards and ensures job security. Government benefits as resources arising from productivity growth, escalate its capacity to deliver services efficiently and effectively to the public. To the public at large, higher productivity means reduction of inflation, provision of more job opportunities as well as improved living standards. Productivity growth ensures enterprises competitiveness and lowers the prices of goods and services for the consumers. High productivity for a nation reduces poverty as more inhabitants become employed and self-reliant.

The government as the main role player in promoting productivity has the responsibility to avail necessary resources and infrastructure to smoothen the process. Among others the government should consider factors such as technological changes, manpower development and utilization, education and training policy. However, this should not be left to the government alone as productivity is everyone's business and it requires collaboration from all stakeholders.

***Issued by Productivity Unit within the Ministry of Labour, Industrial Relations and Employment Creation that was established in 2010 with an effort of attaining economic and social progress through productivity movement and active participations of all citizens.***

***Namibia, starting this year 12-16 November will start celebrating this week as a Productivity Week.***