

# NEWSLETTER

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**Just Released**



## Mauritian Civic Action Team wins Juran Award at 10<sup>th</sup> ICSQCC in India



courage, and positive temperament, that the desired change can take place. It is only when they acquire the right attitudes, habits and shape balanced personalities that they become total quality people and total quality citizens that would strive towards a better to-morrow. NPCC

The SMC Designers Civic Action Team from St Mary's College won the Juran Award for their project on a better utilization of the facilities available in the audiovisual room of their school presented at the 10<sup>th</sup> International Convention on Students' Quality Control Circles (ICSQCC) held at City Montessori School & Degree College in Lucknow, India from 28<sup>th</sup> November to 1<sup>st</sup> December 2007. NPCC, which has been promoting since 2001, the concept of quality circles in the education sector through Civic Action Teams, sponsored also the participation of two other colleges, namely Ebène State Secondary School Boys and Ebène State Secondary School Girls, at the event.

This year's convention in Lucknow generated tremendous response with as many as 2600 delegates from 200 educational institutions from around the world participating in informative presentations, thought provoking deliberations and healthy competitions in various streams. The convention provides an excellent opportunity

for the exchange of experiences and ideas and for establishing networks for mutual benefit and in bringing about quality improvement.

With the new world economic order governed by cut-throat competition, delivery of quality services and products is regarded as the arbiter that will provide nations with the competitive edge to succeed. For countries to emerge as leaders in quality, its people starting from the youth should be shaped with the right attitudes, commitment and personality development to ensure that quality consciousness become their second nature. The quality empowerment process as a mass movement involves creating a quality culture from the grass root levels to the highest echelons of the society wherein every one does his job, the best he can, and takes pride in it.

It is through such education which allows children to develop fundamental traits of character, spirit of teamwork, unity, honesty, compassion,

### JOSEPH M. JURAN



**Born in 1904, Joseph M. Juran, known worldwide as one of the most important 20<sup>th</sup> century thinkers in quality management, is considered as a quality "guru".**

Known as the man who taught quality to the Japanese, as after World War II when Japan was experiencing a crisis in product quality with their products breaking easily and in general of extremely poor quality, Juran went to Japan in 1954 at the invitation of the Japanese Union of Scientists and Engineers to start teaching quality management to Japanese top and middle management – an idea that has found resistance in the United States. It took some 20 years for the training to pay off since it is not before the 1970s that Japanese products began to be recognized as possessing competitive quality.

Juran also developed the "Juran's trilogy," an approach to cross-functional management that is composed of three managerial processes: planning, control, and improvement. But perhaps most important, Juran is recognized as the person who added the human dimension to quality; broadening it from its statistical origins to what it is now known as Total Quality Management. For Juran, human relations problems were the ones to isolate. Resistance to change, or cultural resistance as he calls it, was the root cause of poor quality.

## Translating social problems into social entrepreneurship

Since 2002, the National Productivity and Competitiveness Council has been collaborating with the Ministry of Social Security, National Solidarity and Senior Citizens Welfare & Reform Institutions through the Social Welfare Division to set up Civic Action Teams at the community level to identify problems affecting local communities. These Civic Action Teams, which operated on a voluntarily basis, were empowered to implement innovative solutions to the problems identified which ranged from drug abuse, lack of community care for the elderly, poor parenting to domestic violence.


The positive experiences and effectiveness of the CATs in empowering social workers to solve social problems have provided the Social Welfare Division of the Ministry and the NPCC ample reasons to continue with this joint project. However, to ensure its sustainability and impact, a new dimension has to be given to the project.

The voluntary sector has, therefore, to be innovative in tackling the challenges and changes. Like businesses, the voluntary sector must develop new and innovative ways to deliver services that meet the needs of their target groups. It will also have to be resourceful in thinking of ways to be more self-reliant and sustainable.

The application of social innovation integrated with a business and entrepreneurial acumen is opening up a new path to short-term stability and long-term sustainability for voluntary organizations, as they search for new means of becoming more financially independent. This new concept is being termed social entrepreneurship. Just as entrepreneurs change the face of business, social entrepreneurs act as the change agents for society, creating opportunities for mutual benefit, improving systems, inventing new approaches, supporting communities to build their own wealth and creating sustainable solutions to change society for the better. Unlike business entrepreneurs who are motivated by profits, social entrepreneurs are motivated to improve society by searching for new and better ways to solve the problems that society faces daily.



**"SOCIAL ENTREPRENEURS ARE NOT CONTENT JUST TO GIVE A FISH OR TEACH HOW TO FISH. THEY WILL NOT REST UNTIL THEY HAVE REVOLUTIONIZED THE FISHING INDUSTRY!"**  
— Bill Drayton, CEO, chair and founder of Ashoka, a global nonprofit organization devoted to developing the profession of social entrepreneurship

The NPCC and the Ministry of Social Security, National Solidarity and Senior Citizens Welfare & Reform Institutions organized a series of sensitization programmes to create awareness on how to translate social problems into social entrepreneurship opportunities. The launching ceremony was held on Wednesday 7<sup>th</sup> November 2007 at the Rivière Sèche Social Welfare Centre in the presence of Honourable Mrs. Sheilabai Bappoo, Minister of Social Security, National Solidarity and Senior Citizens Welfare & Reform Institutions and Honourable Etienne Sinatambou, Minister of Information Technology & Telecommunications. Other sensitization programmes took place at Goodlands, Quartier Militaire and Plaine Magnien. 




## Citizen Empowerment through ICT

With the emergence of the knowledge-based economy where the creation of wealth is based on the production, distribution and use of knowledge and information, nations are realising that knowledge constitute an undeniable source of sustainable competitive advantage. Countries like Mauritius, which do not have natural resources that constitute their national wealth, have therefore to capitalise on their human capital to sustain their engine of growth. Women and youth, which constitute an important segment of the productive workforce, have to be embedded with the necessary knowledge so that they can contribute through innovation and development of small businesses to increase the GDP of the economy.

The NPCC whose guiding principle is based on the 4Es, i.e. Empowerment through Education for Employability and Entrepreneurship, has launched the English Literacy using IT (ELIT) programme, a training programme to empower women by raising their level of functional English so that they improve their independence and ability for decision-making by developing their knowledge potential and communication abilities through the use of ICT as a tool.

Further to the positive response received during the pilot phase of the programme whereby 184 women, from 14 women centres throughout the island, successfully followed the course, the NPCC has sought the collaboration of various institutions to deliver the ELIT course to scale up the project. The collaboration consisted of optimizing existing computer facilities to be used for the training of the women. The Municipal Council of Vacoas / Phoenix and the Municipal Council of Quatre Bornes have responded positively by making available their computer facilities through their Cyber Café and participating in the project.

To catch the young citizens and get them on the ICT highway as early as possible, ELIT is being adapted for the youth. In this context, a training of trainers workshop for 22 youth leaders was organised between 22<sup>nd</sup> and 31<sup>st</sup> October 2007 in collaboration with the Ministry of Youth and Sports. 

# Empowerment Programme Offers a New Start to Unemployed Women and Retrenched Workers

Following the designation of NPCC as the implementing agency of the Special Programme for Unemployed Women, the Project Monitoring Unit has been assisting in the implementation of a number of viable projects driven mainly by unemployed women or retrenched workers. Several projects covering a diversity of activities have recently been approved.



**Duck Farming Project:** a project aimed at initiating groups of unemployed women to duck rearing and operating of duck farms for production of duck meat for the high-end tourism / hospitality sector. Each of the two farms set up will have a capacity of 556 ducks, and will create employment for 22 unemployed altogether.



**Patchwork products by Magic Fingers Association:** a project whereby 4 unemployed women are being assisted in the setting up of a unit dedicated to patchwork and other high end textile-related products.



**Snack production unit at Dagotière:** a food production unit to supply hotels and restaurants of Grand Bay.



**Multiplier Goat Farm Project:** a two-phase project aiming at initiating the process of multiplier goat farming and animal breeding. The first phase involves 9 beneficiaries, then subsequently leading to 54 additional unemployed women beneficiaries within 2 years of project implementation.




**Strawberry cultivation:** a project that involves assistance to a group of 4 persons to increase the size of their strawberry cultivation by 3000 kgs. and to enhance the livelihood of the group.

**Pig Rearing Project for Rodrigues:** a project whereby 4 unemployed women are planning to set up a pig farm, for the rearing of pigs, sows and piglets.

**Strawberry Village Project:** this project aims at assisting unemployed women of the Nouvelle France region to undertake strawberry cultivation to supplement family income. 9274 strawberry plants have been made available to 37 beneficiaries.

**Soies du Sud:** in this project the skills of a group of 70 retrenched, unemployed and un-married mothers are being enhanced to build competencies in product design and marketing for the setting up of a garment sub-contracting unit in Mahebourg for the production of a wide range of products including school uniforms, company uniforms, and products for tourists and hotel shops.

**Horizon Sud:** in this project unemployed women of the region of Chemin Grenier are being initiated to duck rearing, for the production of duck meat for the high-end tourism / hospitality sector. 




## Snapshots of Activities

### NPCC Executive Director honoured by World Academy of Productivity Science (WAPS)



On 8<sup>th</sup> October 2007, at a special function held in New Delhi, India in the presence of Honourable Ashwani Kumar, Minister of State for Department of Industry and President, National Productivity Council of India, the World Academy of Productivity Science (WAPS) conferred the title of Honorable Fellow of the Academy to Dr Krishnalall Coonjan, Executive Director of NPCC.

The World Academy of Productivity Science is comprised of individuals rather than organizations whereby the Fellows of the Academy are selected among eminent, internationally-recognized contributors to the field of productivity science. Productivity science aims to tackle the issue of raising productivity as a systematic, hierarchical, methodical process. Productivity science recognizes that productivity is multi-dimensional and that a specific approach has to be used to identify the appropriate philosophy, culture, systems, processes, technology and methods that will maximize output for the resources used.

The World Academy of Productivity Science aims at contributing to the development of productivity science through trans-national studies, surveys, appraisals and through the establishment of working groups; at acting as a trans-national forum for discussions on policy and infrastructure development to support high productivity organizations; and at disseminating information and views on productivity science via lectures, meetings, symposia, conferences, position papers and publications. 



# Snapshots of Activities continued

## New direction for the Pan African Productivity Association (PAPA)



Delegates from PAPA member countries met in Mauritius last August for the General Assembly. In his welcoming speech, Dr. Vasant Bunwaree, Minister of Labour, Industrial Relations and Employment, underlined the crucial role of PAPA in building the continent's capabilities to optimally, efficiently and effectively harness its resources to achieve key goals such as the raising of the quality of life of its people in the wake of globalization and regional integration.

Discussions focused on PAPA's 2007-2010 business plan and on the organisation's strategic objectives that have to be achieved in the next four years to ensure economic growth and social development in the African region. The General Assembly culminated with the election of the Executive Committee members.

- Mr. Thembo Lebang, Executive Director, Botswana National Productivity Centre (BNPC) was elected President of the PAPA
- Dr. Krishnalall Coonjan, Executive Director, National Productivity & Competitiveness Council (NPCC) Vice President
- Dr. Yvonne Dladla, Executive Director, National Productivity Institute (NPI), South Africa Secretary General.

Other Executive Committee members are Kenya, South Africa, Nigeria and Zambia.

## Agri-Business Networks

During the past months, the NPCC has been very active with the different networks set up in the agri-business sector. A series of meetings were conducted and the main outcome was the acceptance of Touessrok Hotel to purchase vegetables from the planters of the vicinity provided their products meet the set criteria. The network of planters of the Belle Mare region regrouped into the Agro Farm de l'Est Multipurpose Co-operative Society.

## Green Productivity

In line with its Green Productivity programme for business enterprises and communities, the NPCC has initiated a series of consultations with different stakeholders during the period September-November 2007. The business sector, through site visits in enterprises and through the Association of Mauritian Manufacturers, has been apprised of the Green Productivity Clinic project which aims at providing local enterprises with guidance and advice on issues such as green procurement, ecolabels, resource conservation measures, use of renewable energy sources, energy efficiency and waste minimization and recycling. Visits have also been effected in schools to identify those which could be considered for the Green Schools Project aiming at converting schools and institute structures to "green" buildings through green procurement practices, energy and resource efficiency, and minimization and recycling of waste.

## Training of DCP Facilitators



NPCC conducted a training session on facilitation techniques for facilitators of the Decentralised Cooperation Programme (DCP) on 22<sup>nd</sup>-26<sup>th</sup> October & 5<sup>th</sup>-8<sup>th</sup> November 2007. Seven facilitators successfully followed the course.

## Science and Technology Network

NPCC made a presentation to the Science and Technology Network on 4<sup>th</sup> October 2007 on the different actions it has initiated to promote innovation nationwide.

## Training at SOS Village Bambous

At the request of SOS Village, Bambous, NPCC conducted two training sessions on 11<sup>th</sup> & 18<sup>th</sup> October 2007 on problem solving techniques for the staff and 'mothers' of the institution.

## Launching of the Project "Towards a Better Quality of Life for Women" through Participatory Advisory Committees (PAC) in Women Centres



NPCC, in collaboration with the Ministry of Women's Rights, Child Development, Family Welfare and Consumer Protection, is initiating a new project "Towards a Better Quality of Life for Women" by setting up Participatory Advisory Committees (PAC) in Women Centres. The NPCC will hold facilitation sessions with the PAC which ultimately will identify, conceptualize and formulate an action plan which will be implemented, monitored and evaluated. This will culminate in a national convention which will recognize the contribution and provide a learning platform from the experiences gathered. The PAC would develop projects that will address women's emerging needs and provide them with an opportunity to become self-sufficient for the betterment of their families and communities. Projects will be submitted to the Special Programme for Unemployed Women of the Empowerment Programme for funding. Hon. Indra Seebun, Minister of Women's Rights, Child Development, Family Welfare and Consumer Protection proceeded with the launching of the project on 29<sup>th</sup> November 2007.



Best Wishes for a Merry X-Mas and Happy New Year 2008



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