



Asian Productivity Organization “The APO in the News”

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Amu for expansion of social marketing, networking initiative

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BSS, Dhaka :Industries minister Amir Hossain Amu Tuesday underscored the need for expansion of social marketing and networking initiative for increasing productivity and development of management skills in industrial sector."Developed countries in Europe and America have already been able to bolster social welfare through popularizing the social marketing and networking initiative because social marketing plays an important role in protecting the interest of consumers side by side with increasing the profits of businesses," Amu said while addressing the opening session of a 4-day workshop here.Japan-based Asian Productivity Organization (APO) and National Productivity Organization (NPO) of the industries ministry jointly organized the workshop.A total of 20 representatives from APO's member countries-Cambodia, China, Fiji, Indonesia, Iran, Laos, Mongolia, Pakistan, Singapore, Sri Lanka, Thailand, Vietnam and host country Bangladesh are participating in the workshop.Secretary of industries ministry Md Mosharraf Hossain Bhuiyan presided over the opening session while NPO director Dr Md Nazrul Islam, APO representative Huong Thu Ngo, NPO's joint director Abdul Baki Chowdhury, among others, addressed it.Amir Hossain Amu said the government has specific responsibility for protecting the interest of consumers and social development. In this respect, development of productivity is an important initiative, he added.He hoped that the productivity movement would play a positive role for social welfare through ensuring production of standard products and services for general people.Mosharraf Hossain Bhuiyan said production costs will come down when the productivity will increase in industrial and service sectors. As a result, the products and services will achieve competitiveness to survive in the market, he said, adding that it will not only help entrepreneurs make more profits but ensure reasonable price of products and services for consumers.