

Productivity

Chapter 12

For sure, you have noticed that every year, clocks are set forward on the first day of Farvardin (Iranian first month of the year) and they are reset to the previous situation on the last night of Shahriyar month. This is known as “Summer Clock” in some countries.

Supporters of this idea express its reasons as to raise the productivity and believe that this would cause energy- saving in cities.

In fact, people would start their work earlier and benefit more from the daylight. On the other hand, it would cause using less electricity to provide light.

Have you ever seen the word “Productivity” in another situation?

Today, it is suggested that people use Productivity Thought in their personal and social life.

Socio-economic policy makers and planners also try to consider Productivity in all their programs and activities. Why?

Productivity Thought reminds people that there is always a better way to do jobs.

By studying this chapter and doing its activities, you will be able to answer the following questions:

- 1- What is Productivity and which factors improve it in jobs?
- 2- How can we increase Productivity in the personal and social life?
- 3- What is the purpose of productivity in the economy?
- 4- Why and How should we increase Productivity in the country?

What is Productivity?

Lesson 23

Has it ever happened to you to want to put your stuff in a luggage but realize that you would not be able to fit all those things in it, in the beginning?

In this case, you might eventually succeed to fit all your stuff in your luggage by trying different ways- like folding some cloths in a special way, moving some stuff or separating packed goods, etc., and put your most needed stuff on top.

Anywhere that we are, in home, school, office, firm, farm, etc., we can do jobs in a more effective and more useful way. On the other hand, we can choose the right goals, use our facilities wisely and avoid extravagance and waste of resources.

Pay attention to these few examples of daily life.

Mr. Asadi:



We use the air conditioner to cool our houses. In our city, the weather can get very hot, especially at a summer noon.

To increase the efficiency of the air conditioner, I have made a canopy over it on the roof to prevent the sunshine on the its body. I have covered some parts of the air conditioner's channel with insulation, which are attached to the window from the outside of the building, so that the cool air inside the channel is not heated.

Ms. Sedighi:



We live in a small 60-square meter apartment but I have chosen and arranged the furniture in a way that people would feel comfortable using the space. We should not use big furniture in small places. We have put a commode up to the ceiling, which holds many things. We have chosen a bright color for the curtains and used white ceramics on the floor, so that the house would look bigger and brighter.

Amir Masoud:



I am a university student and I have rented a room in the city where I study. When I want to make breakfast, I fill just one third of the kettle and put it on the stove. As a result, not only I use less water, but also it takes a shorter time to boil and the tea would be ready sooner. Also, I rarely use electronic appliances for cooking.

Mr. Hasani:



I am a farmer. Our farms are located on a slope. We used to have difficulties providing water to our products. We had to carry water up the hill with a water tank and save it in the reservoir. A lot of water was being wasted. So we consulted with one or two agriculture engineers and experts and started using drip irrigation with their help. They taught us what to plant to prevent the growth of pests, which destroy our trees.

Farzaneh:



Bread is God's blessing. Since we were children, we have been taught to pick up the bread pieces from the ground and put them somewhere that no one would step on them and disrespect God's blessing. Unfortunately, today there is much waste of bread in some families. However, we do not even waste a piece of bread in our family. After buying the bread, we cut it into pieces and keep them in some plastic bags in the freezer and take out as much as we need before use.

Mr. Ahmadi:



I prefer to use the public transportation I try not to use my personal vehicle unless I have to. Single-occupant vehicles carry only one person, which causes a lot of vehicle depreciation and fuel costs. Besides, this would cause more traffic and air pollution. I hope that some day all of us would have the possibility to use fuel-efficient vehicles, which would not cause any air pollution.

Activity

1-Negotiate and consult with each other.

A) Have you or your family members ever faced the examples in the previous page or similar items?

Name the items, so that your classmates can mention their opinions about them.

B) Think in groups and suggest a way to increase the efficiency in one of the school's jobs or activities and cause proper use of facilities. For example, how can we prevent wasting time in class, checking the attendance and homeworks?

Write your proposals with mentioning the reasons and give them to your school's officials through your teacher.

What is Productivity?

By looking into the examples and activities of the previous chapter, you have probably realized that productivity is related to frugality, doing jobs consciously and wisely, avoiding extravagance and waste of resources, proper use of facilities and God's blessings, reduction of costs, etc.

Productivity means choosing the right job among the possible ones and doing it in the right manner.
(Efficiency* and Effectiveness*)

Holly Prophet (peace be upon him):

God wants you to do jobs firmly and without blemish.

(9128 Kanz-ol-emal)

Imam Ali (peace be upon him):

The one who does something trivial, has destroyed more important things.

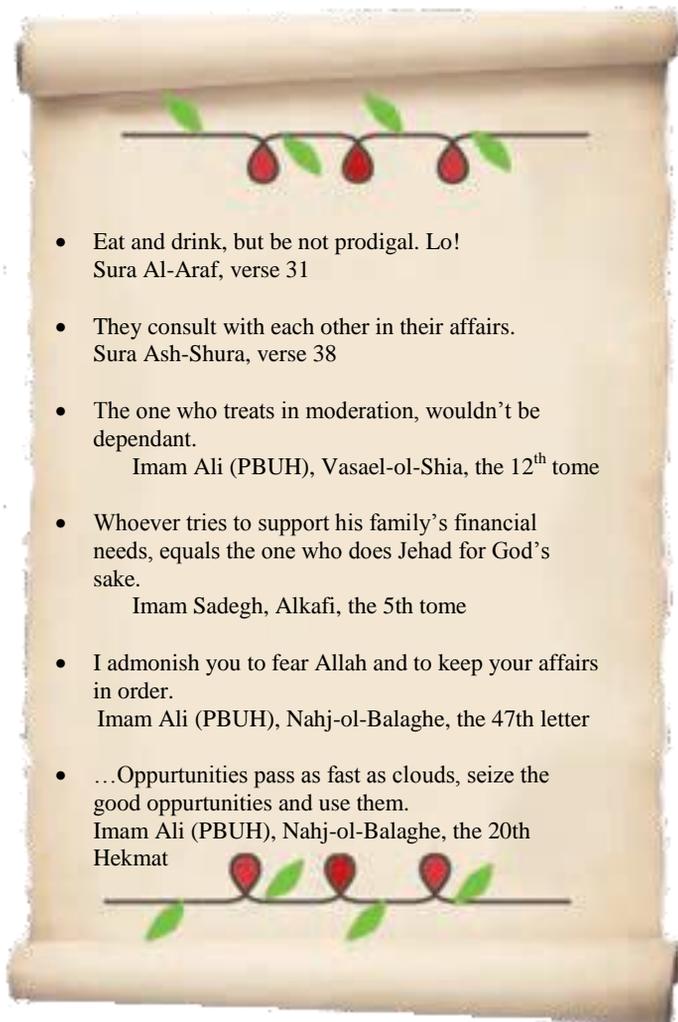
(10944 Ghorar-olhekam)

Activity

2- Think about these valuable sayings of the Holly Prophet and Imam Ali and explain each one's meaning by mentioning an example.

Productivity Culture

We have had the concept of Productivity in people's life for a long time and people have always been looking for solutions for promotion and better uses of facilities. Innovation and digging subterranean, storing water in reservoirs, drying and storage of agricultural products and cooperation and collaboration in agricultural affairs were some of the Productivity thoughts in people's lives in the past. As you realized in chapter 9, Culture includes norms, values and beliefs of a society and plays an important role in that society's affairs.



Culture also plays an important role in promoting productivity in a society. If all people knew the value of productivity in various activities, the society would improve in terms of material and spiritual aspects.

Note that important points are noted in Muslim beliefs, which emphasize on productivity in affairs and works. Read the opposite text. If we look into our personal and social life and our living environment, we will realize that some values and norms shaped in our lives, are incompatible with these ideals and teachings. In order to make the existing situation, favorable, we should make some changes in our lifestyles.

Productivity is an attitude towards life, in which one tries to act consciously, reach their material and spiritual aims by applying wise methods and achieve the best results.

Activity

3. Read the interpretation of the Holy Quran's verses and the words of sinless Imams. Export and list the effective factors in productivity, using them; for instance: A) caring about work and effort,...
4. Negotiate.
How do the below norms prevent productivity and act in contradiction to it? Explain.
 - Elaborate and costly Parties, banquets and celebrations.
 - Fashion orienting and rivalry in buying clothes instead of wearing clean and simple clothes.
 - Not having an appropriate plan for leisure and recreation.
 - Edacity and lack of exercise
5. A young couple want to throw a simple wedding ceremony with the minimum cost. If they consulted with you, what would you recommend them? Consult with each other and write down your recommendations.
6. Read the text in the next page about an entrepreneur. A) Which points in this text are interesting to you? B) What do you think about the ones who want to achieve wealth and big success without working hard for them?



I was born in 1956. I lost my father when I was 16. With all the hardships, my mother who was a very devoted woman took care of my brother, sister and me. My father was a hardworker and I remember him say: “one must have the virtue of work”. I used to work in summers and during vacations and help my mother in providing us financially since my father passed away. My mother wanted me to continue my education and I kept studying until I was accepted in university, but I chose evening classes so that I can work during the daytime. I used to leave for my classes after work at 5 pm. I also tried to save money in clothes, transportation... expenses.

After several years of selling and distributing food products, I decided to open a food production factory. I had little savings and tried to get the factory establishment license for two years. I was disappointed because of some required qualifications, which I did not have. I ran into an elderly and we started talking once, when I was returning from one of the offices. He told me to be persistent in reaching my aims, gave me some examples of diligent and persistent people. He suggested consulting with a couple of clear-headed and creative people and starting my partnership with them if they were interested. I was impressed.

So, I started my partnership with two of my diligent friends and we managed to get the factory establishment license. We had low sales at first, but we came to some initiatives to achieve a higher quality production and more supplying, then we flourished. After a few years, we managed to establish a big manufactory and hire many workers who were seeking jobs at the time. As I have endured the pain of poverty, I always used to respect the ones who work in our system to meet their own financial needs, and always tried to provide them with good opportunities, welcomed the new and creative designs and tried to deliver products with better quality. Last year, our industrial department was chosen as the country's prominent department and...

Productivity in the individual and family life



Now that we are familiar with the effective factors in productivity, we can point to some important solutions to enhance productivity in life:

- **Proper use of time:** one of the important factors in productivity is the value of time. Time is a wealth which could not be saved.
If we do not have a proper plan and priorities and do not seize time well, it will be wasted and will not come back.
- **Discipline and order in jobs:** the facilities which we use in different places should be organized and in order. To start work at a certain time and to deal with things in a defined schedule will enhance the productivity.



- **Reforming the bad habits of consumption:** We should look into the usage of products and resources to find out which consumption is causing waste of money and resources. Saving does not mean using less but using properly and according to the needs. For example, some families are indulgent in buying things and throwing parties and they often throw out some part of food. We should also consider the proper use of resources and energy and not wasting them. For instance, regarding the serious problem of water shortage in our country, we must practice the proper use of water.



- **Doing things on awareness:** We can increase our work's efficiency and make fewer mistakes by earning the necessary knowledge and skills for each task. For instance, if we manage to repair a device, without knowing its correct way, it might become worse or if we do not have enough knowledge about buying something, we might spend a lot of money in order to purchase it.

Some of the materials and equipment are destroyed because of the lack of awareness of the proper maintenance methods. For example, if we do not know how to wash some clothes or preserve some food, they may be destroyed sooner or become useless.

- **Setting an economic budget table:** Setting a table in which we can note the family's monthly income and expenses and cooperation among family members is also a way to help improve productivity.



○ Activity

7- Find a reason: Does the productivity level of a student with a messy bag or closet decrease? Why?

8- What is the purpose of setting a monthly budget for the family? What is the advantage of setting this budget? Explain.

9- Do the Work Paper No.17 (some suggestions for productivity).

10- Incorrect and excessive use of paper is one of the false habits of some students. Suggest some solutions to increase the productivity of paper use and try to implement them.

Productivity and Economy

Lesson 24

The need for economic activity

All societies rely on their natural resources to survive and meet their needs and produce their own means. This is called "economic activity".

You have studied the different types of economic activities in the seventh grade and learned that production might be the production of goods or services. The farmers in the farms and gardens and the workers in the firms and factories produce goods. Doctors, teachers, police officers, employees, etc., provide services.

Some people also distribute and exchange the produced goods and services and sell them to consumers. Thus, in all societies, some people are engaged in production and distribution activities.

On the other hand, all society members and even the producers and distributors are somehow consumers. In these activities, people interact with each other. Therefore, no society can survive without economic activities. In all societies, there are production, distribution and consumption cycles and there are always economic relations between people.



Productivity in Production, Distribution and Consumption

To improve productivity in economic activities, we must increase productivity in production and distribution and have rational consumption patterns as well. In the previous lesson, you saw some examples of optimum consumption or productivity in consumption.

Now look at the picture and explain how we can increase productivity in production or distribution of a product.

Input*

- Natural resources, mine, raw materials and energy...



- Labor (manager, experts, employees, workers and ...)



- Capital (money, land, factory, facilities and machinery, building...)



- Other expenses (taxes, researches and ...)



Process

Production
or
Distribution
methods

Output*

Goods
Services



In Economics, Productivity is defined as “the ratio of outputs to inputs”.

If we want to increase the production of goods and services (outputs) or enhance their quality, we must make appropriate changes to the inputs or processes.

For instance if we produce ten pairs of shoes perday in a factory and the firm’s owner increases the production to 13 pairs of shoes per day by renting a cheaper building and training and encouraging the labor or inventing a new method or a device, here we can say that we have increased productivity.

Of course, in addition to increasing the production of goods and services, their quality will also be considered.



... Passport issuing centers in cities are good examples of productivity in the distribution of services.

One or two decades ago, in a large city such as Tehran, all passport applicants had to go to the passport office, which was a building, located in a street. Issuing a passport was a very long process. There were long queues in front of this office in the street and it was difficult and Time-consuming to deliver and receive documents for both the people and the office staff.

...Later on the police stations were formed in different city areas. Now residents of each city area go to the closest police station +10 in their neighborhood and recieve their passport in the shortest time.



Activity

- 1- Divide into several groups. Consider a product like bread. Each group should choose one of the stages: The first stage – Production (planting wheat, harvesting wheat, flour production, baking bread). The second stage – production or selling bread. The third stage - bread consumption. Each group should name some ways to improve the productivity of the stage.
- 2- In your opinion, if we increase the production costs (inputs) as well as the production, can we still claim that we reached productivity?
- 3- Do you know any shopping centers in your neighborhood with better supply of goods or services and productivity in distribution? Explain about them.

Green Productivity

As you studied in the seventh grade, nature and natural resources are the signs of God's wisdom and blessings in Islam's point of view, indiscriminate use of water is not a human right and humans are not allowed to harm it. You have also realized that in Islam, the Economy and Production are means but not goals, by which humans satisfy their essential needs and deal with issues that are more important.

In today's world, production is done with the purpose of gaining more profit and the ones who profit continue producing more, regardless of the nature's destruction.

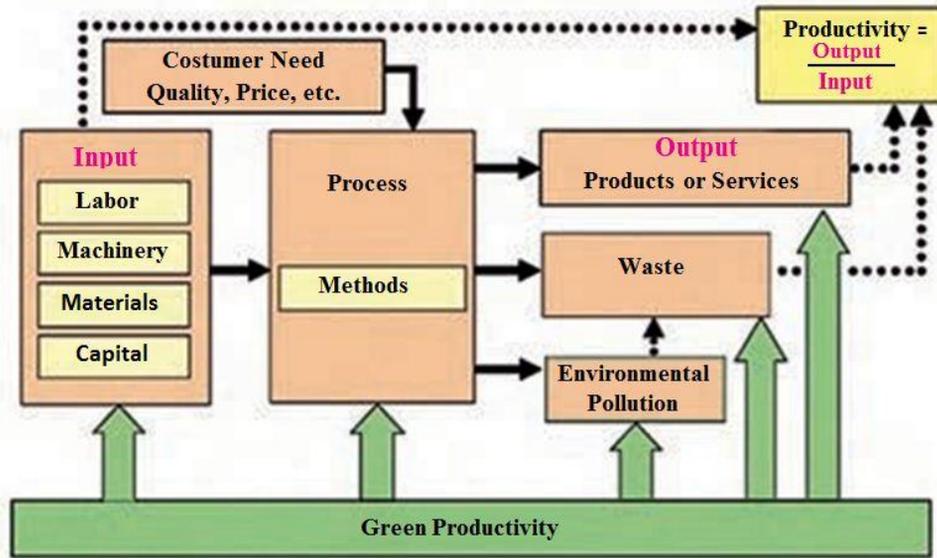
After the Industrial Revolution and especially in the last 150 years, the industrialized and powerful countries have indiscriminately exploited the nature and natural resources in order to produce more products.

Today's industrialized powerful countries try to protect their nature and natural resources, but they encourage consumerism which damages the environment by advertising and impressing people in other countries. However it is not allowed to increase production at any price. If increasing production and economic activities threaten the environment, they are not consistent with the principles of productivity; nature's destruction leads to further costs and irreparable problems for us. For instance, in the past two decades in our country's inland regions, some deep wells were drilled wastefully. These wells' water and aquifers were used to increase the production of products such as pistachio, but indiscriminate digging of wells causes many problems such as severe dehydration in the area, drying farms and evacuation of the villages or increasing the risk of earthquakes, which would be very hard to compensate. The indiscriminate use of chemical fertilizers and agricultural



pesticides is another example of this kind. Although using these materials increases the production of fruit and vegetables, due to the transfer of pesticides to the soil, water and the human body, it may cause dangerous diseases and then a lot of money should be spent to treat people.

So today, considering the importance of preserving the environment, the term “Green Productivity” is used instead of using the term ‘productivity’. Green Productivity is the tools, methods and technologies at all stages of production, distribution and consumption used in a way that harmful and negative effects on the environment are minimized.



The principles of green productivity must be considered at all stages.

Increase working hours in the country with solutions.

The most waste water is in the agricultural sector.

The waste of agricultural products in the country is high and must be managed.

The consumption of electricity and gasoline in Iran is several times the global average.

Productivity in our country:

Notice the news of the newspapers. Unfortunately, our country is not in a good situation in comparison with some other countries, in terms of productivity. Therefore, we should all work together to promote and apply the attitude of productivity in all activities in different economic sectors (agriculture, industry and services) with proper planning.



Economic Resilience

After the Islamic Revolution, the hegemonic countries and economic great powers, which saw their own interests at risk, put some problems in our way like the Imposed War, economic sanctions, etc., to prevent our country from developing. These oppositions continue to this day and they try to defeat Iran economically. This is why the Islamic Republic of Iran has designed and is implementing the economic resilience policy according to the recommendations of the Revolution's great leader, Ayatollah Khamenei.

Economic resilience means for us to be able to have the least waste of money, stand on our own feet, support the national production, avoid extravagance and make the most of our resources and facilities in a difficult situation.

In other words, we can say that '**Productivity**' is the focus of the economic resilience.



In our country, the National Iranian Productivity Organization is studying, policy-making and overseeing the state of productivity and how it can be increased in various sectors of the economy.

Activity

- 4- Masood and his cousin went on a trip together and stayed in a guesthouse. One day they left the guesthouse to go sightseeing. After a very short time, Masood said, 'I have forgotten to turn off the room's lamps and air conditioner. I should go back and turn them off.', but his cousin said, 'It's not necessary. We are paying the owner for the things we consume!'. Which one do you think is right? Why?
- 5- Do the worksheets (18) with each other in class.
- 6- Contribute and find the ways in which you can help the country to achieve the goals of the country's economic resilience as a student. Find at least three ways.



Standard and Productivity

One of the important ways to improve productivity is to improve the production quality and use the resources properly, which is possible through applying the standards. In order to increase productivity, the inputs, processes, and finally outputs (products and services) must be standardized.

For example, in the production of biscuits, water, flour and other additives are mixed together and biscuits are made from the obtained dough. Now if the water, flour and other additives (data or inputs) are in accordance with the standard and be cooked in the same way (in accordance with the standard), eventually the produced biscuit (output) will be based on standard and the consumer will have a healthy biscuit.

Consider a car whose parts are not manufactured in accordance with standards. This car can cause air pollution, accident and damage to its passengers because of its parts not working properly. In addition, the resources, energy and capital spent on producing these cars with non-standard parts will be wasted.

Chemical fertilizers and pesticides are other examples in this regard, which may cause pollution of water, soil and agricultural products, if they are not produced or used in farms in a standard way. Humans and animals would get sick, and a lot of money must be spent for the treatment of diseases and compensation.

The use of standards for increasing productivity is so important that we have a subject in this regard in Section 24 of the overall policy of the economic resilience: "Increasing the standard coverage for all domestic products and promoting it."



In our country, the 'Institute of Standards and Industrial Research' has the responsibility of providing the standards for products, services and production processes.



Glossary

Efficiency:	Doing the job correctly, maximizing the ratio of outputs to inputs.
Effectiveness:	Selecting and doing the right job, using creativity and innovation to improve.
Input:	The factors which are used in production.
Output:	The goods or services which are produced; Product.
Economic sanctions:	It is an action by one or more international powers who pursue to punish one or more other countries and deprive them of economic exchanges and business relations with other countries in the world, in order to accept the norms and demands of the dominant countries.
Supply:	The goods or services available to the consumer at a specific price.

Let's apply

Productivity Award The first day of Khordad (May 22nd) is the day of Productivity and Optimal Consumption

With the help of your teacher, set up a Productivity Award for the competition:

Pay attention to your daily life and your family or your surroundings for a week and write down the factors which reduce productivity or waste money, resources, time, etc. Then, each one of you should write an idea or proposal which will increase efficiency in a job or productivity in your living environment (home, school, neighborhood, etc.), and participate in the contest.

Showcase the students' plans and proposals before choosing the winners of the contest.