

STATEMENT FROM THE VISION 2016 COUNCIL AT A MEDIA BREIFING HELD ON 30TH AUGUST 2005 AT THE BOTSWANA NATIONAL PRODUCTIVITY CENTRE, ON THE VISION 2016 AWARENESS MONTH AND PRODUCTIVITY WEEK PREPARATIONS

The Vision 2016 Council, in collaboration with the Productivity Week Technical Committee wishes to announce that preparations for the commemoration of the Vision 2016 Awareness Month and Productivity Week for this year are at an advanced stage.

Following consultations and regular briefings with the various stakeholders, the stage is now set for the activities to begin, and this will be kick-started by the official launching of both the Awareness Month and Productivity Week through a message to be broadcast over the radio in the morning of the 1st September 2005.

There will also be a commemoration march in Gaborone on Saturday 3rd September 2005. This will start from four points, which are; Unibuild/Village Spar, Fairgrounds Mall, Gaborone West Police Station, and BBS Mall. Various stakeholders including Government Ministries and Departments, Parastatals, Private sector, Non Governmental Organisations and the general public have been allocated their starting points. We urge all to take part in this important event.

The march will end at the National Stadium where a programme of activities has been lined up. These will include an address by the guest speaker, Mr Boerjn Foerde, the United Nations Representative in Botswana, a Productivity message by the Permanent Secretary to the President, music, traditional dance and sporting activities.

Stakeholders have also organised their own activities to commemorate both the Awareness Month and the Productivity Week, and the media is urged to liaise with them directly to cover their events where possible. Districts and Town/City Council have also lined up their activities for the whole month, under the coordination of the District Commissioners and District Officers.

Activities will centre on the theme of the Awareness Month which is, “Vision 2016 with Productivity; The Key to Poverty Eradication.” The theme was chosen to encourage the nation to see Vision 2016 as the gateway to eradicating poverty within our mist, and that this can only happen if we are a productive society. It is a clarion call to the revival of the self reliance spirit that has propelled our nation to where it is today.

The Productivity Week theme, which is, “Visionary Leadership for High Workforce Performance,” presupposes that a high performing workforce is a factor of visionary leadership, and there can be no doubt about this fact. It challenges both the management and the workforce to display quality leadership and strive for excellence.

It is our hope that during the month of September all stakeholders would focus on informing their clients and employees about what Vision 2016 is all about, how it links to their various mandates, and how Vision 2016 with productivity can be a panacea to poverty eradication.

The Vision 2016 Council and the Productivity Week technical Committee have lined up various interactive programmes to engage the nation on issues of Vision 2016 and Productivity, and specifically on how various interventions relating to the two can help in the eradication of poverty. This will be through various radio and television programmes, seminars, workshops, panel discussions, sports and cultural activities.

Once more we call upon the different media houses to play their role of educating the nation and being the watchdog that inform on whether indeed all stakeholders play their role in moving

toward realizing the ideals of Vision 2016, which strives for prosperity for all by the year 2016.

I thank you for your attention.

PULA

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VISION 2016 PUBLICITY MANAGER