

# *Kneepad naais NAI*

## **WILL AFRICA BE KNEECAPPED BY NEPAD?**

The promotion of Africa's new recovery plan – Nepad – amongst normal citizens does not appear to be a priority for its drafter. Perhaps the constant name changes and rather poor choice of acronyms has played a role. The plan was first known as MAP and then the New Africa Initiative (NAI) appeared on the scene. This caused a few raised eyebrows as NAI in Afrikaans (naai) is slang for a sexual act which led to comments such as: 'who wants to naai who?' and 'who does SA want to naai?' Just when people started getting used to 'naai-ing', the plan became known as Nepad' – the New Partnership for Africa's Development. Redeye was told that luckily Nepad (kneepad) is below the belt but is 'not what you put on your knee when you are begging'.

Nepad could face another name change if journalists are required to replace 'Africa' with 'this continent'. This suggestion emerged following discussions in the newsroom of one of South Africa's leading business newspapers, about the negative connotations of the word 'Africa'. If this is implemented, Nepad could be renamed the New Partnership for this Continent's Development (Nepfcd!)

For those of you who are still unclear what Nepad means or is about can either go to their website – [www.nepad.org](http://www.nepad.org) or see p 88.

## **ARE ORGANISATIONS DUMBING DOWN?**

Like the body obsession amongst Hollywood stars (and former comrades who hang out at the health and racquet) to be lean and mean, so too do SA's corporates want to change their body types to become lean and mean. However, this does not translate into 'lean, mean, fighting machine' if we are to believe some recent labour law publications that focus on how companies are 'dumbing down'. This is a new term – rather hard to justify to

shareholders and other stakeholders – which refers to cases where companies are kicking out those who can think. This of course raises the question if you have not been retrenched, whether you are dumb – the decision is yours (if you can make one, if not, call a consultant).

## **DTI – THE CORPORATE?**

Redeye was very pleased to find out that telephone 'connectability' is one of the benchmarks that the Department of Trade and Industry uses to judge its effectiveness in providing service to customers. Performance and benchmarking have become part and parcel of the department's new identity and rebranding as 'DTI – the corporate'. This has emerged following years of restructuring and intervention from various types of consultants (hopefully they do not specialise in dumbing down exercises!). Despite this, one hopes that corporate South Africa does not follow in DTI's footsteps, otherwise they would lose potential business as we strive to attract investment and increase exports. With all this re-engineering and adopting of a telephone etiquette protocol (which can be found on DTI's website) it seems as if the department is still unable to answer its telephones. Perhaps this task is too basic and low down the value-chain.

## **SPORT'S BRAS A HIT ON MINES**

Redeye previously reported that women miners working underground in the Free State were provided with sports bras to help them 'cover up'. Redeye has subsequently learned that one of these women has fallen pregnant. Now the company wants to give her 18 months maternity leave as they are not sure whether she will be up to the job.