

Plan Implementation at VEB Schlepperwerk Nordhausen (March 5, 1960)

Abstract

One important focus of East German news reporting was the planned economy and its successes. This clip from the state-controlled TV news program *Aktuelle Kamera* from April 1960 reports on the nationalized tractor factory in Nordhausen, which had surpassed its quarterly work quota. Employees in nationalized firms (VEB) were divided into brigades (the smallest organizational units of an enterprise), each of which was led by a brigadier. The brigades competed against each other in “socialist competition,” which was organized by the SED and the trade union to increase worker productivity and guarantee the fulfillment of the national economic plan. This brigade at the tractor factory also includes a female mechanic, which illustrates the greater integration of women into the workforce in the GDR.

Source

Source: Aktuelle Kamera, April 5, 1960. Accessed through ARD Mediathek (Retro Spezial DDR), Deutsches Rundfunkarchiv, <https://www.ardmediathek.de/video/aktuelle-kamera/plandurchfuehrung-im-veb-schlepperwerk-nordhausen/ard/Y3JpZDovL2hyLW9ubGluZS8xMTQ1NjM>

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