

D590

U E439 AAE

MAHATHIR - QUALITY (REPLACING EARLIER STORY)

BM

KUALA LUMPUR, NOV 27 (BERNAMA) -- MALAYSIANS CAN SUCCEED LIKE THE OTHER SUCCESSFUL RACES IF THEY ACCEPT AND PRACTISE AN EXEMPLARY WORK CULTURE, SAID PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD TODAY.

HE SAID THE SUCCESS OF A RACE DEPENDED VERY MUCH ON THEIR WORK CULTURE WHICH WOULD ONLY BENEFIT THEM.

+THE GOVERNMENT'S AIM IN HAVING THIS CAMPAIGN IS TO MAKE THE MALAYSIAN RACE A SUCCESSFUL RACE, A RACE WHICH HAS A HIGH QUALITY OF LIFE, A RACE THAT ACCEPTS AN EXEMPLARY WORK CULTURE BECAUSE WE KNOW THE BENEFITS THAT WE CAN DERIVE FROM IT,+ HE SAID WHEN OPENING THE EXEMPLARY WORK CULTURE MOVEMENT GATHERING AT STADIUM NEGARA HERE.

HE SAID THE CAMPAIGN WAS NECESSARY TO IMPROVE THE QUALITY OF LIFE OF MALAYSIANS THROUGH QUALITY WORK CULTURE AND HE WAS CONFIDENT IT WOULD YIELD EXCELLENT RESULTS THAT WOULD DIRECTLY ENHANCE THE QUALITY OF LIFE OF ALL THE PEOPLE IN THE COUNTRY.

+THE PEOPLE SHOULD REMEMBER THAT WHETHER THEY WORKED IN THE GOVERNMENT OR THE PRIVATE SECTOR, AN EXEMPLARY WORK CULTURE WILL BENEFIT THEMSELVES,+ HE SAID. -- MORE
1405MST 27 11 89

MAHATHIR - QUALITY 2 KUALA LUMPUR

DATUK SERI DR MAHATHIR SAID EVEN THOUGH THE GOVERNMENT'S CONCENTRATION WAS LIMITED TO ONLY ON AN EXEMPLARY WORK CULTURE, IT HAD WIDE RANGING POTENTIAL AND EFFECTS.

+A GOOD QUALITY OF LIFE STARTS WITH AN EXEMPLARY WORK CULTURE AND WHAT WAS NEEDED TO BE DONE IS THAT ANY WORK DONE BY US IS NOT FLAWED ALTOGETHER IN OUR VIEWS AND EVALUATION AS A HUMAN BEING,+ HE SAID.

HE SUGGESTED THAT MALAYSIANS IMPROVED THEIR WORK CULTURE SO THAT THEY COULD BECOME EXCELLENT AND THEIR OUTPUT WOULD ALSO BE BETTER.

HE SAID THE EXEMPLARY WORK CULTURE SHOULD BE IN ALL MALAYSIANS WHETHER WHETHER IT WAS THE PRIME MINISTER, MINISTERS, OFFICERS OR WORKERS.

+THERE IS NO DIFFERENCE BETWEEN CLEANING THE DRAINS AND ADMINISTERING THE COUNTRY IN TERMS OF EXCELLENCE WHICH IS PRACTISED AND AIMED FOR,+ HE SAID. -- MORE
1515MST 27 11 89

MAHATHIR - QUALITY 3 KUALA LUMPUR

THE PRIME MINISTER SAID ANYONE HAD THE RIGHT TO EXCEL AND IT WAS NOT THE RIGHT OF ANY COMMUNITY, GROUP OR INDIVIDUALS.

+IF WE DO NOT HAVE EXCELLENCE, NO ONE CAN OBSTRUCT US FROM SEEKING IT AND MAKE THE QUALITY CULTURE AS OUR CULTURE,+ HE ADDED.

DATUK SERI DR MAHATHIR SAID THOSE WHO ALREADY HAVE THE CULTURE DO HAVE TO WORRY THAT THEY WOULD LOSE IT EVEN THOUGH THE GOOD PRACTICE WAS SOUGHT BY THE OTHER COMMUNITIES TO MAKE IT THEIR CULTURE.

+THE COMMUNITY ON THE WHOLE WILL BE OF BETTER QUALITY IF ALL THE MEMBERS OF THE COMMUNITY PRACTISED EXCELLENCE,+ HE ADDED.

HE SAID EMPHASIS WAS ONLY BEING PAID TO THE EXEMPLARY WORK CULTURE FOR QUALITY WORK BECAUSE IT WOULD YEILD EXCELLENT SERVICE AND HIGH QUALITY GOODS.

EXCELLENT WORK WOULD YEILD EXCELLENT PRODUCTS AND THIS WOULD MAKE THE QUALITY OF EVERYONE'S LIFE EXCELLENT, HE SAID.-- MORE
1517MST 27 11 89

D595

R E441 AAE
MAHATHIR - QUALITY 4 KUALA LUMPUR

CITING KUALA LUMPUR AS AN EXAMPLE, DATUK SERI DR MAHATHIR SAID THE CITY WAS NOW POPULAR BECAUSE IT WAS CLEAN AND BEAUTIFUL AFTER IT WAS DECIDED TO CLEAN AND BEAUTIFY IT.

HE SAID ONLY A FEW YEARS AGO KUALA LUMPUR HAD NOTHING SPECIAL BECAUSE IT HAD NOTHING EXTRA.

INITIALLY THE CHANGE WAS NOT NOTICEABLE EVEN THOUGH EFFORTS WERE BEING MADE TOWARDS IT -- PARKS WERE NOT BEAUTIFUL OR ATTRACTIVE AND THE LANDSCAPING DID NOT HAVE THE DESIRED AESTHETIC VALUES, HE SAID.

HOWEVER AS A RESULT OF THE PERSEVERANCE OF THOSE WITH GOOD WORK CULTURE, KUALA LUMPUR WAS MADE CLEAN AND BEAUTIFUL. CLEANLINESS AND ITS BEAUTY HAS BEEN CONTINUING TO RISE AND IT WOULD IMPROVE FURTHER IN THE FUTURE, HE ADDED.

DATUK SERI DR MAHATHIR SAID AS LONG AS THERE WAS A WORK CULTURE STRESSING EXCELLENCE, KUALA LUMPUR WOULD BECOME VERY MUCH MORE BEAUTIFUL AND CLEAN THAN ITS PRESENT STATE IN THE FUTURE. -- MORE
1424MST 27 11 89

D608

R E444 AAE
MAHATHIR - QUALITY 5 KUALA LUMPUR

MEANWHILE YOUTH AND SPORTS MINISTER DATUK SERI NAJIB TUN RAZAK SAID SIGNS OF QUALITY COULD BE NOTICED IN THE WAY THE NATION WAS BEING ADMINISTERED INCLUDING MALAYSIA'S SUCCESS IN EMERGING AS THE LARGEST EXPORTER OF SEMI-CONDUCTORS, INTEGRATED CIRCUITS AND THE LARGEST PRODUCER OF AIR CONDITIONERS.

+THE HEIGHT OF OUR INDUSTRIALISATION EFFORTS IS WHEN THE MALAYSIAN CAR, PROTON SAGA, NOT ONLY ENTERED THE WORLD MARKET BUT HAS OUT-PERFORMED CARS PRODUCED BY OTHER NATIONS, IN FACT EVEN IN THE EARLY STAGES IT CAN PENETRATE THE MARKETS OF DEVELOPED COUNTRIES LIKE GREAT BRITAIN BECAUSE OF GOOD QUALITY PRODUCTION,+ HE SAID.

DATUK SERI NAJIB, WHO IS THE EXEMPLARY WORK CULTURE MOVEMENT NATIONAL COMMITTEE CHAIRMAN, SAID QUALITY WAS NOT ONLY THE VALUE OR MEASURE FOR PRODUCTION AND RESOURCES OR ONLY FOR SERVICES PROVIDED BUT COVERED ALL ACTIVITIES, BEHAVIOUR AND WORK.

+THERE IS QUALITY IN THE WAY WE SMILE. WE KNOW THERE ARE MANY WAYS OF SMILING,+ HE ADDED.

+FOR A VALUABLE SMILE THE PRICE IS HIGH BECAUSE IT MAKES' CUSTOMERS AT EASE SUCH AS WHEN A POLITICIAN SMILES HE CAN FISH FOR VOTES. THAT IS WHY I SAY WE SHOULD USE A SMILE THAT HAS GOT VALUE OR QUALITY,+ HE SAID. -- MORE
1459MST 27 11 89

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R E446 AAE
MAHATHIR - QUALITY 6 KUALA LUMPUR

HE SAID TO MAKE MALAYSIA A SUCCESSFUL COUNTRY, EVERYONE SHOULD ACHIEVE QUALITY IN ALL FIELDS THAT THEY WERE INVOLVED IN.

THE DEFINITION OF QUALITY IS WIDE BECAUSE IT NOT ONLY COVERS PRODUCTIVITY, PROFITS AND MARKET SHARE BUT QUALITY ENSURES SURVIVAL AND THE EXCELLENCE OF THE MALAYSIAN RACE, HE SAID.

DATUK SERI NAJIB SAID IF MALAYSIA INTENDED TO EMERGE AS A SUCCESSFUL NATION IN THE 21ST CENTURY, EVERYONE CONCERNED SHOULD WORK HARDER IN TERMS OF GLOBAL COMPETITIVENESS.

HE SAID TO ENSURE THE SUCCESS OF DATUK SERI DR MAHATHIR'S VISION FOR MALAYSIA TO BECOME A RESPECTED NATION, EVERYONE SHOULD SEEK TO ACHIEVE A HIGH STANDARD OF QUALITY. -- BERNAMA
1512MST 27 11 89