

Improving quality of life through  
exemplary work culture movement

# PM: Strive for excellence

By Nor Hawa Yunus

**KUALA LUMPUR, Mon. — Datuk Seri Dr Mahathir Mohamad today called on Malaysians to strive for quality and excellence in all aspects of their lives.**

"Whether a nation succeeds or not depends very much on its work culture," he said when he launched the national-level Exemplary Work Culture Movement at Stadium Negara.

He said the Government aspired to make Malaysians a successful people; a people with a high quality of life and who accepted an exemplary work culture.

The Prime Minister said the campaign was necessary to improve the quality of life of Malaysians through a quality work culture.

With an exemplary work culture, Malaysian services and products would also improve and become more competitive in the world market, which, in turn, would contribute towards more national income.

"We must remember that whether we work in the Government or the private sector, an exemplary work culture will ultimately benefit us," he said.

Dr Mahathir said the exemplary work culture should be imbued in all, be it the Prime Minister, Ministers, officers or labourers.

"There is no difference between cleaning a drain and administering the country in terms of providing excellent work and striving for excellence."

Dr Mahathir said the pursuit of quality and ex-

cellence was not static, adding that the people must constantly strive to achieve these qualities.

Citing Kuala Lumpur as an example, Dr Mahathir said the city was now known for its cleanliness and beauty, noting that only a few years ago Kuala Lumpur had nothing special or extra to offer.

After a decision was made to clean up and beautify the city, efforts were made to achieve this objective.

"Initially the change was not noticeable — parks were not beautiful and attractive and the landscaping did not have the desired aesthetic value.

"However as a result of the perseverance of those with a good work culture, Kuala Lumpur became clean and beautiful and this will continue to be upgraded."

About 10,000 people, made up of 5,000 public ser-

## □ WHY MOVEMENT WAS LAUNCHED: P2

vants, 3,000 private sector employees and 2,000 voluntary association members, attended the launching.

The Exemplary Work Culture Movement, which stresses excellence in providing service has the theme — *Quality the basis of success*.

The assembly started off with singer Zur Eda singing the movement's theme song and a graphic display by some 200 members of the Buddhist Nichiren Shoshu Malaysia (BNSM).

After Dr Mahathir launched the movement, the Kumpulan Komplek Budaya and City Hall dancers entertained the crowd. It ended with a gymnastics display by 150 member of the BNSM.