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MAHATHIR-QUALITY
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KUALA LUMPUR, NOV 9 (BERNAMA) -- MORE WORKERS WILL BE GIVEN THE CHANCE TO UNDERGO TRAINING AT CHARACTER-BUILDING CENTRES TO INSTIL IN THEM A WORK CULTURE THAT STRESSES QUALITY, PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD SAID TODAY.

HE SAID THE FINANCE MINISTRY HAD BEEN ASKED TO PROVIDE A SPECIAL ALLOCATION FOR BUILDING MORE SUCH CENTRES.

THE EXISTING CENTRES COULD ONLY ACCOMMODATE 9,000 WORKERS A YEAR AND THIS WAS INSUFFICIENT, HE TOLD REPORTERS AFTER GIVING AWAY THE +PRIME MINISTER'S QUALITY AWARDS+ HERE.

HE SAID SUCH TRAINING WOULD ENLIGHTEN WORKERS ON THE IMPORTANCE OF IMPROVING QUALITY.

THE GOVERNMENT WOULD ENGAGE MORE PSYCHOLOGISTS AND OTHER PROFESSIONALS TO MAKE THE PROGRAMME MORE EFFECTIVE, HE ADDED.

IN HIS SPEECH, DATUK SERI DR MAHATHIR, SAID THE TRAINING PROVIDED AT CHARACTER-BUILDING CENTRES WAS PART OF GOVERNMENT EFFORTS TO INCULCATE POSITIVE VALUES AMONG WORKERS. -- MORE
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HE URGED ALL CONCERNED TO ADDRESS THEMSELVES TOWARDS CREATING AN EXCELLENT WORK CULTURE AS A LONG-TERM INVESTMENT.

THE EXCELLENT WORK CULTURE MOVEMENT WAS NOT A SHORT CAMPAIGN BUT A LONG-TERM PROCESS THAT TOUCHED ON THE DIGNITY OF INDIVIDUALS, FAMILIES, SOCIETY AND NATION IN STRIVING FOR A TOP QUALITY LIFE, HE SAID.

HE ADDED THAT THE NATIONAL COUNCIL OF EXCELLENT WORK CULTURE MOVEMENT, SET UP LAST JULY, SHOULD COME UP WITH DYNAMIC WAYS TO ENSURE THE SUCCESS OF EFFORTS TO BOOST QUALITY.

+WE SHOULD GIVE PRIORITY TO WHATEVER WORK WE DO, BE IT IN SERVICE, MANAGEMENT OR MANUFACTURING. WE NEED TOTAL, COMPANY-WIDE AND NATION-WIDE QUALITY CONTROL,+ HE SAID.

HE SAID ATTITUDE PLAYED AN INTEGRAL PART IN MOULDING AN EXCELLENT WORK CULTURE AND THIS DEPENDED ON THE VALUES THAT ONE HELD.

+IF WE APPRECIATE TRUST, RESPONSIBILITY, DILIGENCE AND OTHER NOBLE VALUES AND PRACTISE THEM, THEN WE HAVE WHAT IT TAKES TO BE SUCCESSFUL,+ HE ADDED. -- MORE

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DATUK SERI DR MAHATHIR SAID, HOWEVER, POSITIVE ATTITUDES DID NOT COME NATURALLY AND EFFORTS SHOULD BE MADE TO NURTURE THEM THROUGH THE PRACTICE OF GOOD VALUES AMONG ALL THE COMMUNITIES.

IN STRIVING TO UPGRADE QUALITY, A WORKER SHOULD CONSIDER ANOTHER WORKER WHO RECEIVED HIS PRODUCTS AS HIS +CUSTOMER+, HE ADDED.

+THIS MEANS THAT IF WE WORK IN THE ASSEMBLY LINE, OUR WORK SHOULD BE OF QUALITY SO THAT THE NEXT WORKER WOULD NOT RECEIVE ANY DEFECTIVE PRODUCT BECAUSE HE IS OUR CUSTOMER,+ HE SAID.

HE SAID THIS CONCEPT, IF ACCEPTED, WOULD ENSURE QUALITY ALL THE TIME AND, ULTIMATELY, LEAD TO THE ZERO-DEFECT SITUATION AT WORK.

DATUK SERI DR MAHATHIR ALSO REMINDED THE PEOPLE OF THE IMPORTANCE OF MAINTAINING THE QUALITY OF LOCALLY-MANUFACTURED GOODS.

+ONLY GOODS OF HIGH QUALITY AND COMPETITIVELY PRICED CAN COMPETE SUCCESSFULLY IN THE INTERNATIONAL MARKET,+ HE ADDED.

HE SAID LOCAL GOODS SHOULD ALSO BE MADE TO SUIT THE BUYERS' TASTES AS +THE CUSTOMER IS ALWAYS RIGHT+. -- MORE
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AS SUCH, IT WAS THE GOVERNMENT'S HOPE THAT ALL WORKERS IN THE PUBLIC AND PRIVATE SECTORS WOULD BE MORE COMMITTED TO THEIR WORK TO ENSURE QUALITY IN ALL THEIR UNDERTAKINGS, HE ADDED.

THE QUALITY AWARD FOR THE PUBLIC SECTOR WAS WON BY THE JOHOR STATE ECONOMIC DEVELOPMENT CORPORATION, THE PRIVATE SECTOR AWARD BY SYARIKAT INTEL TECHNOLOGY SDN BHD AND THE SOCIAL SECTOR AWARD BY THE SELANGOR AND FEDERAL TERRITORY SOCIETY FOR MENTALLY RETARDED CHILDREN. -- BERNAMA

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