

**Najib Urges Public, Private Sectors To Move Forward Together And Make Transformation**  
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KUALA LUMPUR, Nov 15 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak has called on the public and private sectors to move forward together and transform from a mindset born of the Cold War era to one that is fully aware of the present local and global environment.

He said the Cold War period (1940s to the early 1990s) had largely influenced governments everywhere to be more cautious and rigid in their policies and views.

"The Cold War is over, and the world is a different place now. It is time for us to move on," Najib said in his latest entry in his blog, [www.1malaysia.com.my](http://www.1malaysia.com.my).

He said while the government was carrying out transformation programmes and building a strong foundation for the 21st century, the people, however, should not dismiss the foundations previously laid down by their forefathers in building the country into what it is today.

"Yet, as we can see, that times are changing. For the sake of our future, we must adapt to these changes accordingly while preserving our national identity and integrity," he said.

Najib cited the government delivery service where in a number of policies, forms were part of the law, and unless they were correctly filed, the public might find their appeals and requests slowed down by mere administrative paperwork.

"In reality, the actual process, with the right approach could take a matter of hours or days to resolve rather than weeks or months because of say, an incorrectly filed form.

"I have wondered, and this is a consideration, would it not be much easier for the public and more effective for the civil service to make these forms supplementary to the law, rather than part of the law?" he said.

Najib said although the government had done good work in recent years with regard to this, the civil service must not just consider striving for efficient processes but must make the processes effective.

"The bottom line is, while the government must ensure the balance of a proper administration and speedy processes, we must also not forget that there is an element of effective 'demand-oriented service' that we must strongly consider in moving our administration forward.

"Generally speaking, contemporary customer service philosophy is built around the belief that ensuring customer satisfaction will greatly benefit a business or organisation.

"If the consumer or customer wants variety, expediency or value-added support, an organisation would be wise to provide them, thus ensuring satisfaction and loyalty."

Najib said the same philosophy applied in the civil service, where in order to foster public confidence, the government must be able to satisfy their needs and expectations.

He said rules and policies were meant to facilitate this, rather than act as a barrier to good service and public confidence.

"If a rule or policy appears to function at the expense of public interest, then it should be reviewed or overhauled; it should not be sacrosanct to public interest," he added.

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