

**Break Barriers To Achieve Success - Najib  
Bernama  
Aug 28, 2012**

KUALA LUMPUR, Aug 28 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak has urged the people, especially civil servants, to be bold in exploring new ideas in a creative and innovative manner in an effort to achieve the desired success.

"That is why I have emphasised that we must be brave enough to separate ourselves from traditional thinking and break barriers to achieve success based on creativity and innovation," he said when presenting the Prime Minister's Innovation Award 2011 (AIPM) at the National Heart Institute (IJN) here today.

IJN was adjudged the winner of the award which was organised for the third time by the Malaysian Administrative Modernisation and Management Planning Unit (Mampu).

Najib said in confronting stiff world economic competition, the Malaysian civil service needed to adopt a culture of excellence and good governance, and be creative and innovative.

"We need to be innovative, creative. I have also emphasised that culture such as integrity and speed in decision making are core values that must be mastered with enthusiasm by every civil servant," he said.

He said one of the successes that reflected innovative thinking was the setting up of Urban Transformation Centres (UTCs) that would enable the people to enjoy a more prosperous life.

"We also hope more successes can be created to achieve this prestigious benchmark," he said.

Najib said in order to achieve such successes, two challenges had to be met, namely how to create new wealth and how to determine the ability to compete.

"If we want to stay ahead in an increasingly competitive world, both these important aspects should be given due attention," he said.

He said hence, the government introduced the AIPM to replace the Prime Minister's Quality Award in recognition of an entity or a successful innovation initiative that produced high-impact outcomes which would contribute to the well-being of the people and the country.

The Inland Revenue Board (IRB) became the first winner as it was able to provide excellent services to the people, he said, adding that even in 2010 when economic conditions were tough, IRB garnered a tax collection increase of RM23 billion over the previous year.

"The runner-up in 2010 was the Royal Malaysia Police-Malaysian Armed Forces strategic alliance. This unique collaboration has resulted in great success in fighting crime and also providing facilities to the people," he said.

Present were the prime minister's wife, Datin Seri Rosmah Mansor, who is also Yayasan IJN patron, former prime minister Tun Dr Mahathir Mohamad and his wife, Tun Dr Siti Hasmah Mohd Ali, Health Minister Datuk Seri Liow Tiong Lai and Minister in the Prime Minister's Department Datuk G. Palanivel.

-- BERNAMA

Copyright © 2012 BERNAMA

Source: <http://www.bernama.com/bernama/v6/newsindex.php?id=690342>