

**Blue Ocean Strategy Gives New Ideas To Government - Najib
Bernama
September 22, 2012**

KUALA LUMPUR, Sept 22 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak said the 'Blue Ocean' approach has helped the government to look for new and creative ideas in providing comfort and prosperity to the people.

He said the approach involved two main branches namely an increase in per capita income and prosperity for the people.

In addition, the approach involved the building of a nation that called for a highly developed civilisation with strong intellectual and cultural values as well as the capability to be innovative.

"During the post-independence period, more than 70 per cent of the population lived in the rural areas, now more than 70 per cent live in urban areas.

"The urbanisation process was very rapid. We must rebalance the government's capacity so that besides emphasising on the rural agenda, we must endeavour to improve the wellbeing of the urban community so that we also struggle for urban prosperity.

"While we are proud of the story of Malaysia's success, the challenges in managing this success call on us to have a relook, re-orientate our thinking so that what the government is doing suits the country's landscape," he said when launching the Urban Transformation Centre (UTC) at the UTC building, here today.

At the same time, Najib said the Blue Ocean approach had several elements that ensured the achievement of its objective as well as increased productivity in a rapid manner and with minimal expenditure.

The existence of the UTC in the heart of Kuala Lumpur city had fulfilled two major branches in raising the per capita income and providing comfort and prosperity, he said.

The Prime Minister said Malaysia was the only country in the world that provided services at a one-stop centre under one roof and it also achieved a record when it was built within six weeks, like the UTC in Melaka.

The four-story building houses 39 government departments and private agencies as well as a development centre and youth activity centre, business area for local products and a non-governmental organisation (NGO) activity centre that is open every day, including Sunday from 8.30am to 10pm.

Meanwhile, Federal Territories and Urban Wellbeing Minister Datuk Raja Nong Chik Raja Zainal Abidin said the UTC provided comfort and convenience for city folk to carry out any transaction.

He said urban residents frequently faced traffic and parking problems, and the existence of the UTC could save time besides proving that all the promises made by the government to the people had been fulfilled.

A visitor, Mohd Arif Sulaiman, 45, said the location of the UTC, in the centre of Kuala Lumpur city and that is open every day made it convenient for the people to carry out transactions quickly.

He said that with the increase in the population of the city, such a centre was certainly necessary.

"We know that in Kuala Lumpur the traffic situation is always bad. It takes one whole day, for instance, just to renew our passport," he said.

San Tin Sant, 54, was also glad that he did not have to go to Pusat Bandar Damansara to deal with the Registration or Immigration Department.

"In the past, I had to go there...it was quite far just to make the passport and identity card for my children," he said.

-- BERNAMA

Copyright © 2012 BERNAMA

Source: <http://www.bernama.com/bernama/v6/newsindex.php?id=696507>