

PM Calls For Focus On Social Innovation For People's Benefit

Bernama

Sept 5, 2014

PUTRAJAYA, Sept 5 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak on Friday called for focus to be given to the social innovation approach for the benefit of the people.

He said innovation was often seen as being linked to research and development, products and the commercial sector, but added that social innovation was a branch that could have an impact on the people.

Several important features of social innovation could be translated, firstly through the experimental approach, he said at the Prime Minister's Innovative Awards 2014 at the Putrajaya International Convention Centre (PICC) here.

This approach was implemented through the creation of new ideas that were debated, experimented with, prototypes of which were created and pilot projects implemented in repeat attempts without the fear of failure, he said.

As such, the prime minister said, the public sector should establish an Innovation Laboratory that could be regarded as a safe space at every agency to conduct the experimental approach before an initiative was fully implemented.

Najib said the second feature of social innovation was expanding the channels and access for the people, as service users, to state their needs and expectations with regard to public service delivery.

"This is very important and in accordance with the concept of going down to the ground. The social media can be used to find out the needs and expectations of the people with regard to government service," he said.

He said this should help ensure a government service delivery that was not only more efficient but also provided the people with the highest satisfaction.

Chief Secretary to the Government Tan Sri Dr Ali Hamsa, Treasury director-general Datuk Seri Dr Mohd Irwan Serigar Abdullah and Public Service Department director-general Tan Sri Mohamad Zabidi Zainal were also present at the function.

The Finance Ministry was announced the winner of the Prime Minister's Innovation Award 2014 of RM1 million, a trophy and a certificate of appreciation.

-- BERNAMA

Copyright © 2014 BERNAMA

Source :<http://www.bernama.com/bernama/v7/newsindex.php?id=1066209>