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ADDRESS BY DR WONG KWEI CHEONG, MINISTER OF STATE (LABOUR) AND
CHAIRMAN, NATIONAL PRODUCTIVITY BOARD, AT THE NPB ANNUAL
CERTIFICATE PRESENTATION DINNER AT THE NEPTUNE THEATRE RESTAURANT
ON FRIDAY, 18 DECEMBER 1981 AT 8.00 PM

It is my pleasure to welcome all of you to this dinner.
Your presence is an encouraging gesture reflective of your support
of the Board's efforts in the promotion of productivity.

Need for Productivity

In order that higher productivity could be achieved, we
need to bring across the message of the necessity for productivity
to our people. Our people have to understand that to have a higher
standard of living, we need to improve our income and at the same
time minimise increases in our cost of living. This could be
attained through higher productivity - i.e. through producing
higher level of output with the same workforce.

NPB's Roles

The National Productivity Board will give more emphasis to
its traditional role of training as a means to higher productivity.

As productivity consciousness constitutes an important
aspect of productivity, the National Productivity Board will also
develop its capacity to promote productivity concepts.

Productivity Consciousness

Unless the message of productivity is thoroughly under-
stood by our people, concepts to raise productivity will never be
able to be successfully implemented. Ideas like loyalty, teamwork
and diligence will only remain as concepts. The public could co-
operate by participating in discussions on productivity issues.
NPB will be organising more seminars in conjunction with its
promotion plans. These will be ideal times for workers and
management to make their contribution of ideas.

The productivity movement has to be sustained. Early this year, with the formation of the Committee on Productivity, discussions on the recommendations of the COP Report have been generated among employers' groups. Our aim is to encourage this kind of participation to filter to the grassroots level. This is where the role of management comes in. Management has to constantly teach and reinforce the importance of productivity to their workforce and come out with suggestions on how higher productivity could be accomplished. Qualities such as diligence and cooperation should be made styles of working here. The National Productivity Board organised an RC seminar on "Progress through Productivity" with the objective of reaching out to various sectors of society to increase this awareness of productivity. However, the effect of such functions will be lost if due response from the public is not forthcoming.

Productivity awareness does not stop here. We have to take a step further by educating our people on what is happening in the more developed countries. This is how we can learn and progress. The National Productivity Board will be inviting Japanese experts to run a seminar on company welfarism in February next year.

In addition, the National Productivity Board has cooperated with SBC to produce a series of filmlets on productivity. I would also like to commend the Media Consultative Committee and the various press for doing a good job on their part in the promotion of productivity consciousness.

Safety

Safety consciousness is part of productivity consciousness. This again has to be impressed upon our workers. With less industrial accidents, more man hours will be saved and more work could be done per day. On this topic I would like to thank and commend the General Insurance Association for donating \$250,000 to the Workers' Fund and for coming out with the proposal of offering lower premiums for the Workmen's Compensation Insurance. For our productivity movement to succeed, this kind of civic consciousness as exemplified by the General Insurance Association is needed.

In conclusion, I would like to thank the Honourable Minister for Labour and Communications to officiate at this dinner and all those who have helped to make this occasion possible, and congratulations to all the certificate recipients. #####