

3 DEC 1982

Information Division, Ministry of Culture, City Hall, Singapore 0617 - TEL 3378191 ext 352 353 354 / 3362207 / 3362271

10-3/04-3/82/11/28

SPEECH BY MR WAN HUSSIN ZOOHRI, PARLIAMENTARY SECRETARY
(HEALTH AND CULTURE), AT THE 'KEEP CLEAN CAMPAIGN' AT
KAMPUNG UBI COMMUNITY CENTRE ON SUNDAY, 28 NOV 1982 at 8.30 AM

It is more than a decade since the launching of the nation-wide Keep Singapore Clean campaign. Today, Singaporeans take pride in their city as one of the cleanest in the world. Many Singaporeans who travel abroad bear witness to the vast difference between our city and many other cities in so far as cleanliness is concerned. Tourists coming to Singapore are also much impressed by the high standard of our city's cleanliness.

Unfortunately, there are reports of isolated instances of littering in certain areas. Recently, certain parts in the East Coast Park have been cited as examples of places much littered by Singaporeans. Some of us have also seen motorists throwing cigarette butts on the road while driving. These are manifestations of the re-emergence of littering. Granted that these are isolated cases but if they are not nipped in the bud, these anti-social habits will certainly spread.

This morning's Keep Clean campaign is an important reminder to us all. It reminds us that unless we consciously sustain this habit and practice of cleanliness we will unconsciously drift into complacency and ultimately revert to our anti-social habits. The result will be a rapid deterioration of our physical environment from one which is clean and beautiful to one which is dirty, smelly and unhygienic.

With particular reference to cleanliness in housing estates it must be seen from the complementing roles of both the residents and the workers. It is true that the workers are expected to perform their cleaning job regularly and properly. But the residents also have a contribution to make.

Littering is2/-

Littering is a man-created phenomenon. The more the residents litter, the longer the workers take to clean them. This leaves little time for the workers to divert their attention to more beneficial work like enhancing the quality of cleanliness in the estate. Thus, if this man-created phenomenon of littering is reduced to the minimum, more time could be spent in upgrading the standard of cleanliness in the housing estates. Perhaps it is useful for each area office to monitor the situation closely. The area office could inform the Residents' Committee (RC) concerned that in areas where there are little or no littering problems, the workers have been deployed to upgrade the cleanliness of these areas.

The RCs certainly have a positive role to play. They provide feedback to the authority regarding their respective blocks in the housing estates. By organising activities and campaigns, such as this, they also help spread the sense of social awareness and responsibilities among the residents.

The RC Zone C which serves the residents in these three blocks should be commended for organising this morning's campaign. The residents should lend their full assistance and cooperation to the RC in instilling and sustaining the habit of keeping the estate clean. Parents should constantly remind their children of the unhealthy consequence of their anti-social habits. Perhaps it is worth reminding residents that just as they would not like others to litter their estates, they too should not litter when visiting other housing estates. As for the errant and recalcitrant residents they should be won over through persuasion and examples. Ultimately, they will realise the inevitable need for mutual cooperation when living in high-rise buildings in housing estates.

Gracious living requires certain prerequisites. One is obviously a clean environment. It is incomplete for our homes to be clean, beautifully decorated and furnished if, on the other hand, our corridors, staircases, lifts, void decks and the surroundings are constantly strewn with litter. It is again incompatible to think of residents having double standards in cleanliness - one for their homes and the other for their surroundings. Campaigns like this would help eradicate these double standards amongst the residents.

I now have the pleasure to declare open the RC Zone C Keep Clean campaign.
