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Subject: (Embargoed) Speech by Mr Yatiman Yusof, 14 Jan 2000, 3pm

Singapore Government

PRESS RELEASE

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Speech by Mr Yatiman Yusof, Senior Parliamentary Secretary, Ministry of Information and The Arts at the Official Launch of the *Born in Singapore* National Education DVD on 14 Jan 2000 at 3:00 pm in Library at Orchard, Level 5, Ngee Ann City's Podium Block

Mr Lee Tuck Seng
Deputy Principal (Academic), NgeeAnn Polytechnic

Ladies and gentlemen

Good Afternoon

Singapore has developed rapidly into a modern, economically successful nation, known for its many remarkable achievements in a short span of thirty-five years. We owe our success to the generation of Singaporeans who survived and endured the political uncertainties, economic hardships, communist threats and sporadic communal clashes that characterised our formative years as a nation. Those difficult times helped to forge a fraternal bond amongst the races and rallied them to a common cause.

National Archives of Singapore

Singaporeans----- in their thirties and below are the product of a modernised, affluent, and somewhat cosmopolitan environment. They have no memory of the tough times. The two economic crises that they went through in the mid-eighties and late nineties were mild, compared to what the pioneer generation of Singaporeans had undergone. Our future challenge is not just about how to achieve success but also how to manage it once it has been achieved. Can our younger generation stand up to the test and challenges that lie ahead?

At the launch of the Millennium Time Capsule in November 1999, Mr. Lee Yock Suan, Minister for Information and The Arts and Minister for the Environment stressed that "...knowing our history is part and parcel of being a Singaporean. Our history is our national memory through which we make sense of our present." He also stressed the "...need to find interesting ways of getting Singaporeans to be aware of our past." The DVD I am launching today, *Born in Singapore* is a step in the right direction.

Born in Singapore is an interactive multimedia presentation on the life and times of Singapore during the sixties and seventies. This DVD provides users and viewers a glimpse of Singapore during the period, spotlighting the lifestyles and the social, cultural, economic and political developments of a bygone era. Through this colourful and exciting peek into our past, - users will be encouraged to learn more about our culture, heritage, homeland and society. This journey into the past will help provide a common platform for users to exchange views with their friends and family. It will go some way towards reinforcing our nation building efforts and bringing us closer as a people.

The Enhanced DVD platform was adopted as it offers greater interactive and innovative opportunities to explore our history in an engaging manner. Users can navigate through each and every year at their own pace, and can even create their own digital diary or newsletter using a simplified desktop publishing tool in the DVD. The DVD has also a larger storage capacity for high quality video and a faster rate of retrieval.

Born in Singapore is a collector's item and an important addition to our collection of works on Singapore history and culture. The DVD includes more than 120 film clips edited from hours of footages from the National Archives of Singapore and Television Corporation of Singapore. Nearly 400 slides provide a year-by-year account of landmark events in politics, economics, sports, media etc. over 20 years. Time Capsule showcases interesting and rare memorabilia ranging from books, magazines, toys, traditional games to advertisements. A host of bonus

applications await the PC user, such as Search DVD, Director's Cut and an Internet Browser to access the *Born in Singapore* web site. There is even a customized and easy-to-use desktop publishing software with images from the DVD to create attractive and personalised newsletters and pages for the web.

I am happy to launch *Born In Singapore*, a title that encapsulates our lifestyles, nation building efforts, sports, recreation and heritage through the years of self-governance, independence and nation building. I am also pleased with the collaboration between MITA and NgeeAnn Polytechnic, in producing this first-ever locally-made Enhanced DVD. *Born in Singapore* is for all Singaporeans, but in particular schools should use it as part of their national education resource.

I would like to commend the NgeeAnn Polytechnic team of 16 educators, students and graduates for their innovation and diligence in making this national education effort a fun, lively and interactive experience. I look forward to subsequent releases of *Born in Singapore* covering the eighties and nineties, as well as other topics of national significance.

With the release of *Born in Singapore* and the implementation of other national education programmes, I am confident that future generations will be able to better appreciate our heritage and make greater sense of our being as a nation.

Thank You!

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