

**INVESTITURE CEREMONY FOR THE
2008 NATIONAL DAY AWARDS
AND
PRESENTATION OF THE
GOING THE EXTRA MILE SERVICE (GEMS) AWARDS**

Minister for Trade and Industry, Mr Lim Hng Kiang, presented officers in the Ministry of Trade and Industry (MTI) with the 2008 National Day Awards today. This year, the MTI family has a total of 57 recipients for the Commendation Medal (3), the Efficiency Medal (8) and the Long Service Medal (46).

2. The Commendation Medal is awarded to selected officers who have shown special performance under difficult circumstances, competence and devotion to duty. The Efficiency Medal is given to officers who have shown superior performance, consistent diligence and dedication in their work. The Long Service Medal is presented to public officers with at least 25 years of service in recognition of their service and contributions to Singapore.

3. Minister Lim also presented the Going the Extra Mile Service (GEMS) Awards to 39 recipients at the ceremony. The GEMS Awards are given to recognise officers who have consistently delivered service that is of excellent quality. It also aims to inspire the rest of their colleagues to do likewise and reinforce the importance of providing good service.

4. Please see the Annex attached for write-ups on some of the recipients.

5. Minister of State for Trade and Industry, Mr Lee Yi Shyan was also present at the ceremony.

6. The Ministry of Trade and Industry congratulates all recipients and thanks them for their contributions.

**Ministry of Trade and Industry
5 December 2008**

ANNEX

57 MTI Officers accorded the National Day Awards for their contribution to the Public Service

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Information on one of our Medal recipients is as follows :

Darshan Singh, SPRING Singapore
(Commendation and Long Service Medals)

Mr Darshan Singh joined SPRING as a Senior Officer in 1982. He rose from the ranks and was appointed Deputy Director, Business & Service Excellence in 2006. As part of the Senior Management Team, Mr Singh has been actively involved in various key areas of work, such as business and service excellence, quality assurance, and benchmarking.



To help develop a growing pool of globally competitive Singapore organisations, Mr Singh has devoted 8 years to helping Singapore organizations strengthen their management systems and processes through the Business Excellence (BE) programme.

He had spearheaded programme enhancements such as the integration of the various BE standards into a common framework which led to an estimated savings of \$3 million a year in costs and resources. Organisations now find it more cost-effective to be assessed.

Today, SPRING's BE programme is recognised internationally as one of the premier programmes and SPRING is a member of the Global Excellence Models (GEM) Network which comprises administrators from 8 premier BE programmes in the world.

In the international arena, Mr Singh has served as a resource expert for the Asian Productivity Organisation (APO) to develop the national productivity organisations in Mongolia, Nepal and Iran. He also helped in the formation of an APO Best Practice Network among the member countries.

Mr Singh has also been involved in new projects, such as developing quality assurance schemes to address the challenge of raising quality in the private education sector to support Singapore's global education hub vision; and introducing a new certification scheme for management consultants to help SMEs and other stakeholders identify consultants who are qualified, competent and credible.

Ministry of Trade and Industry Honours its Officers for Outstanding Customer Service

In promoting international trade and facilitating the development of our industries, MTI officers are in constant contact with customers from all walks of life. To ensure that all our customers have a positive experience, many of our officers go the extra mile when acceding to their requests and needs.

Thirty-nine officers were recognised for their exemplary service delivery and received the Going the Extra Mile (GEMS) Award from the Minister for Trade and Industry, Mr Lim Hng Kiang, at an award ceremony on 5 December 2008.

The stories of some of two award recipients are highlighted below:

Ms Sarala Devi Kalasilvan, Singapore Tourism Board

As part of the Singapore Food Festival, STB's Regional Offices would usually organise trade events or roadshows. STB Taiwan had a promotional roadshow to showcase a variety of food from the respective racial groups in Singapore. When approached for assistance, Devi, who was from another department, displayed enthusiasm. She took the initiative to source for a suitable stall. As a result of her proactiveness, the team managed to secure a roti prata stall for the event in Taiwan. Kudos to Devi for her dedication and good teamwork.



Ms Cheng Ai Jong, SPRING Singapore

Ai Jong is the helpdesk manager of EnterpriseOne, an initiative managed by SPRING, which aims to help local enterprises find the answers they need to start, sustain and grow their businesses.



This is a demanding job because it requires both good interpersonal skills in handling customers and knowledge of government assistance schemes and programmes. In her job, Ai Jong often encounters customers with financial difficulties who approach us when their businesses are in dire straits. In some of these situations, she has to balance being empathetic and assertive to let these customers know that there is no government assistance available for them.

Ai Jong has done a remarkable job in balancing this and also in consistently delivering good service to customers. Her achievement is evident from the numerous compliments she received in 2007 and 2008.