_____WE ARE_____ IN**DIY**PENDENT

A NATIONAL PRODUCTIVITY COUNCIL INITIATIVE

CREATING A MORE PERVASIVE SELF-SERVICE CULTURE IN SINGAPORE IN A NUTSHELL

WHAT

A campaign that aims to encourage greater adoption of self-service or DIY options in all aspects of our lives

WHY

To get more people using selfservice options and ultimately evolve the labour force to one that is more highly skilled.

Encourage more companies to use self-service technologies by increasing demand for such options.



WHO Everyone, including you and me!



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WHEN From 8 November to December 2015

HIGHLIGHTS OF THE CAMPAIGN

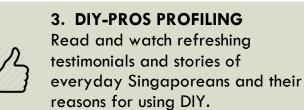
1. SELF-SERVICE CHALLENGE AT FAIRPRICE NEX (8 NOV)

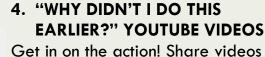


Featuring celebrities and ministers in an exciting face-off, to show the advantages of using self-service facilities.

2. MYSTERY SHOPPER-SPOTTING (15 NOV – 29 NOV)

Celebrities surprise and reward lucky individuals who use selfservice facilities while shopping and dining. Venue clues will be seeded on Facebook for those keen to get spotted!





to allay fears of using self-service facilities in a fun, humorous and engaging manner.

Find out more: www.mti.gov.sg/indiypendent See us in action:

www.facebook.com/MTISingapore