

**SINGAPORE NATIONAL TRIPARTITE INITIATIVE (NTI)
ON CORPORATE SOCIAL RESPONSIBILITY (CSR)**

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Tripartite Push for Corporate Social Responsibility


We refer to the article, "'Trap' for SM Goh Turns Out to be a Tribute" (ST, 23 Nov 04) by Asad Latif. We fully support SM Goh's call for more structured and regular efforts to foster partnership between corporations and community-based organizations in building a truly caring and compassionate Singapore.

As an organization that seeks to support and promote corporate social responsibility, the National Tripartite Initiative on Corporate Social Responsibility strongly believes that the priorities of employers must extend beyond customers and shareholders. There should be the recognition of employees and the community as important stakeholders as well. Hence, we are heartened by the positive examples of corporate social responsibility recently highlighted in the media. In particular, we are very encouraged by Robinsons Department Store's care and concern of staff who suffer from chronic illnesses.

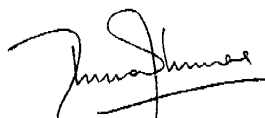
Since the launch of the National Tripartite Initiative on Corporate Social Responsibility in May 2004, we have met with businesses and organizations, both locally and internationally, to drive corporate social responsibility forward. Our next aim is to establish a society, the Singapore Compact, to broaden the base for collaboration between stakeholders in developing effective strategies to promote and strengthen existing corporate social responsibility efforts in Singapore.

The National Tripartite Initiative on Corporate Social Responsibility strongly believes in the positive role that employers can play in contributing and improving the quality of life of its employees and their families, as well as the local community. We urge companies to adopt good corporate social responsibility practices and hope that like-minded stakeholders will join the Singapore Compact as a national platform in promoting and strengthening existing corporate social responsibility efforts.

Yours sincerely



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