

1503/MD

MAHATHIR - HANDICRAFT

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KUALA LUMPUR, NOV. 26 (BERNAMA) -- (DATUK SERI DR. MAHATHIR MOHAMAD TODAY ANNOUNCED THE SETTING UP OF A CENTRAL MARKETING AGENCY FOR HANDICRAFTS.

THE PRIME MINISTER SAID THAT THE AGENCY WOULD BE INVOLVED IN HANDICRAFT DESIGNING, THE PURCHASING OF HANDICRAFTS WHICH MET SPECIFIC STANDARD REQUIREMENT AND LOCAL AND OVERSEAS DISPLAY AND MARKETING.

IT WOULD ALSO BE RESPONSIBLE IN CARRYING OUT STUDIES IN MARKETING AND DEMAND, CUSTOMERS' AND BUYERS' NEEDS AND IN PROMOTION.

THE PRIME MINISTER, WHO WAS SPEAKING AT THE +WICITRA'82+ HANDICRAFT EXHIBITION, ORGANISED BY THE MALAYSIAN HANDICRAFT DEVELOPMENT CORPORATION AT THE MUZIUM NEGARA SAID THAT THE AGENCY WOULD BE SET UP BY THE MINISTRY OF NATIONAL AND RURAL DEVELOPMENT.

HE, HOWEVER, HOPED THAT THE AGENCY WOULD BE ADMINISTERED BY THE GOVERNMENT FOR A WHILE BEFORE IT IS INTO A COMMERCIAL PROJECT. -- MORE 2000/PA
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DATUK SERI DR. MAHATHIR ALSO HOPED THAT THE GOVERNMENT'S SERIOUS EFFORTS WOULD ATTRACT RECEIVE APPROPRIATE RESPONSE FROM THE RURAL COMMUNITY FOR THEIR INTEREST AND ALSO THAT OF THE COUNTRY.

HE SAID THAT THE ESTABLISHMENT OF THE AGENCY WAS IN LINE WITH THE GOVERNMENT'S EFFORT OF ENCOURAGING A MORE SYSTEMATIC RURAL INDUSTRIES INCLUDING RURAL BASED INDUSTRIES.

IT IS PRIMARILY AIMED AT RAISING THE INCOME OF THE RURAL COMMUNITY THROUGH USING THEIR FREE TIME PRODUCTIVELY.

SUCH INDUSTRIES WOULD ALSO ENHANCE THE RURAL POPULATION UNDERSTANDING IN BUSINESS TRANSACTION AND MONETARY ROLE IN DEVELOPMENT.

HE SAID THAT RURAL INDUSTRIES WOULD ALSO PREVENT YOUTHS IN THE RURAL AREAS MOVING TO URBAN AREAS WHICH IF UNCHECKED WOULD RESULT IN A SHORTAGE OF A YOUNG LABOUR FORCE TO WORK IN PADI THE FIELDS.

THIS WOULD ALSO INCREASE THE POPULATION IN THE URBAN AREAS RESULTING IN CRAMPED AND DIRTY SQUATTER COLONIES, HE SAID.

-- MORE 2005/PA

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EARLIER, DATAK SERI DR. MAHATHIR SAID THAT HE WAS CONFIDENT THAT MALAYSIAN HANDICRAFTS HAVE THE POTENTIALS OF ENTERING THE WORLD MARKET IF THEIR PRODUCTION AND MARKETING SYSTEMS WERE ADAPTED TO CURRENT NEEDS.

HE SAID THAT THE MALAYSIAN SOCIETY, ESPECIALLY THE RURAL MALAYS, WERE WELL KNOWN FOR THEIR ARTS AND HANDICRAFTS.

+BUT UNFORTUNATELY, WE HAVE NOT VENTURED INTO TWO IMPORTANT ASPECTS OF UTILIZATION AND ECONOMY WHICH ARE CLOSELY CONNECTED WITH TRADE,+ HE SAID.

THE PRIME MINISTER LATER PRESENTED THE WICITRA 82 SHIELD TO ENCIK ALIAS YUSOF AND ENCIK ROSLI MOHAMADM AA BERNAMA 2010/PA