

MAHATHIR-INDUSTRY
BM

83
P
BANGI, MAY 27 (BERNAMA)--DATUK SERI DR. MAHATHIR MOHAMAD SAID TODAY THAT VILLAGERS MUST MODERNIZE THEIR WAY OF LIFE BY GOING INTO COTTAGE INDUSTRY TO HELP RAISE THEIR INCOME BESIDES FARMING.

HE SAID THEY SHOULD NOT DEPEND ONLY ON THE TRADITIONAL WAY OF RAISING THEIR INCOME WHICH +WAS ONLY ENOUGH TO LIVE.+

HE SAID THE COTTAGE INDUSTRY WAS THE GOVERNMENT'S NEW WAY OF IMPROVING THE LOT OF THE VILLAGERS.

THE PRIME MINISTER SAID THIS WHEN LAUNCHING AN AWARENESS PROGRAMME ON THE DEVELOPMENT OF COTTAGE INDUSTRY AND HANDICRAFT AT UNIVERSITI KEBANGSAAN MALAYSIA (UKM) HERE.

HE ADDED THAT THE COTTAGE INDUSTRY PROGRAMME WHICH WAS BEING IMPLEMENTED BY THE GOVERNMENT HAD THE POTENTIAL OF RAISING THEIR INCOME AND THEY MUST GO INTO THIS FIELD FOR THEIR OWN BENEFIT.

--MORE 1625/MD

ZCZC NO65
MAHATHIR - INDUSTRY 2 BANGI

THE HANDICRAFT INDUSTRY HAD A POTENTIAL WORLD MARKET IF IT WAS PROPERLY MANAGED AND THE QUALITY OF ITS PRODUCTS ASSURED, HE SAID.

HE SAID THERE WERE THREE IMPORTANT FACTORS IN THE SUCCESS OF ANY COTTAGE INDUSTRY:

- . THE ASSURANCE OF PLENTIFUL SUPPLY DELIVERABLE ON TIME
- . CONSISTENCY OF STANDARDS, AND
- . STABLE PRICES.

HE SAID A STOP-AND-START SORT OF PRODUCTION WAS NOT SUITABLE UNDER TODAY'S MARKETING CONDITIONS AND, TO CURB THIS TENDENCY, A PROFESSIONAL MANAGEMENT APPROACH WAS NEEDED.

FOR THIS REASON, HE SAID, MIDDLEMEN WERE INDISPENSABLE IN THE MARKETING OF HANDICRAFTS.

HE SAID THE HANDICRAFT-MAKING CENTRES WOULD IDENALLY BE SITED AT THE SOURCE OF LABOUR AND MATERIAL SUPPLY, IN THE KAMPUNGS.

--MORE 1630/MD

ZCZC NO66
MAHATHIR-INDUSTRY 3 BANGI

THE CENTRES WOULD BE RUN BY THE VILLAGERS WHILE THE MINISTRY OF NATIONAL AND RURAL DEVELOPMENT WOULD HELP OUT SUCH AS BY SUPPLYING THEM WITH THE NECESSARY TOOLS AND MANCHINES.

THESE MACHINES WOULD ENABLE SOME LINES OF HANDICRAFTS, WHICH WRE TIME OR LABOUR CONSUMING IF MADE BY HAND ALONE, TO BE PROFITABLY DEVELOPED.

HE SAID HE WAS CONFIDENT THE VILLAGERS WOULD FIND NO DIFFICULTY IN GETTING LOANS FROM BANKS PROVIDED THEIR PROPOSALS TO EMBARK ON PARTICULAR LINES OF HANDICRAFTS WERE SOUND. --BERNAMA 1635/MD