

MAHATHIR  
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KUALA LUMPUR, OCT. 2 (BERNAMA) -- (P) DATUK SERI DR. MAHATHIR MOHAMAD TODAY LAUNCHED THE NATION-WIDE CLEANLINESS CAMPAIGN AND EXPRESSED THE HOPE THAT CLEANLINESS WOULD BE PART OF THE MALAYSIAN WAY OF LIFE AND THAT THE CAMPAIGN WOULD HELP CREATE A CLEAN ENVIRONMENT.

THE PRIME MINISTER ALSO HOPED THAT THE ONE-MONTH CAMPAIGN WOULD ACHIEVE THE GOVERNMENT'S OBJECTIVE OF INSTILLING AWARENESS ON THE IMPORTATANCE OF CLEANLINESS AND A SENSE OF RESPONSIBILITY AMONG ALL STRATAS OF THE SOCIETY.

HE SAID THAT ALTHOUGH THE CAMPAIGN WAS ONLY A BEGINNING IT WAS IMPORTANT THAT ALL CONCERNED MAKE IT THEIR RESPONSIBILITY IN ENSURING THAT PERSONAL CLEANLINESS AND THAT OF THE ENVIRONMENT WAS MAINTAINED AT ALL TIMES.

+THEREFORE, IT IS THE RESPONSIBILITY OF ALL TO MAINTAIN CLEANLINESS IN THE HOME AND ITS SURROUNDINGS, AT PLACE OF WORK GOVERNMENT AND PRIVATE SECTOR BUILDINGS AND PUBLIC PLACES, + HE SAID AT THE CEREMONY HELD IN JALAN MEDAN BUNUS HERE.

--MORE 1113/AN

MAHATHIR 2 KUALA LUMPUR

ALSO PRESENT AT THE CEREMONY WAS DEPUTY PRIME MINISTER DATUK MUSA HITAM.

DATUK SERI DR. MAHATHIR SAID THAT MAINTAINING CLEANLINESS WAS NOT CONFINED TO SWEEPING WORK BUT DEPENDED ON GOOD HABIT OF THE SOCIETY.

IT REQUIRED LITTE EFFORT FROM THE PEOPLE WHO MUST NOT THROW RUBBISH INDISCRIMINATELY BUT ONLY AT PLACES PROVIDED.

HE URGED THOSE WITH STAFF AND THE FACILITIES TO ENSURE THAT CLEANLINESS WAS MAINTAINED IN THEIR AREAS AT ALL TIMES.

HE HOPED THAT THE MATTER WOULD NOT BE TAKEN UP LIGHTLY.

DATUK SERI DR. MAHATHIR ALSO EXPRESSED REGRET THAT THE PEOPLE HAD THEMISCONCEPTION THAT MAINTAINING CLEANLINESS WAS THE RESPONSIBILY OF THE AUTHORITIES.

HE REMINDED THEM THAT NO GOVERNMENT IN THE WORLD WOULD BE ABLE TO MAINTAIN CLEANLINESS OF THE ENVIRONMENT ALL THE TIME WITHOUT PUBLIC COOPERATION.

--MORE 1147/AN

THE HABIT OF LITTERING AMONG THE PEOPLE WAS EVIDENT ESPECIALLY WHEN THEY ATTEND A SHOW AT THE TAMAN PERDANA AND THE PLACE WOULD BE TURNED INTO A GARBAGE AREA THE NEXT DAY.

HE ADDED THAT WORK TO CLEAN THE AREA COULD NOT BE DONE IMMEDIATELY BY THE WORKERS AND THE TAMAN PERDANA WOULD IN THE MEANTIME, BE IN A SORRY STATE.

THE PRIME MINISTER BELIEVED THAT IF EVERYONE WAS AWARE OF THE IMPORTANCE OF CLEANLINESS AND HAD A SENSE OF RESPONSIBILITY SUCH A SITUATION WOULD NOT ARISE.

+TODAY WE ALL GO OUT TO CLEAN THE AREA WHICH HAS ALL THIS WHILE BEEN LITTERED AND WHICH WAS NOT POSSIBLE FOR THE ORDINARY WORKERS TO CLEAN IT PROPERLY+, HE SAID.

+AFTER THE CAMPAIGN THEY CAN CARRY OUT THEIR WORK EASIER+, HE SAID.

HE SAID THAT THE EXTENT OF THE CAMPAIGN'S SUCCESS IN INSTILLING A SENSE OF AWARENESS AND RESPONSIBILITY AMONG THE PEOPLE IN MAINTAINING CLEANLINESS COULD ONLY BE GAUGED AFTER IT WAS OVER.

--MORE 1200/AN

THE CAMPAIGN INVOLVES THE PARTICIPATION OF ALL LEVELS OF THE GOVERNMENT ADMINISTRATION--FEDERAL, STATES, DISTRICTS, LOCAL AUTHORITIES, TOWNS AND KAMPUNGS - THE PRIVATE SECTOR, VOLUNTARY ORGANISATIONS AND ALL STRATAS OF THE SOCIETY.

THE PRIME MINISTER SAID THE PARTICIPATION OF VOLUNTARY ORGANISATIONS, THE PRIVATE SECTOR, WELFARE CLUBS AND INDIVIDUALS WAS +MOST MEANINGFUL+ AND REFLECTED THE WILLINGNESS OF ALL IN SHOULDERING A COMMON RESPONSIBILITY.

EARLIER, THE MINISTER IN THE PRIME MINISTER'S DEPARTMENT, DATUK DR. JAMES ONGKILI, SAID THAT THE IMPLEMENTATION OF THE CAMPAIGN AT ALL LEVELS WOULD BE MONITORED THROUGH A MONITORING SYSTEM INCLUDING THE USE OF OPERATIONS ROOMS.

INFORMATION FROM ALL LEVELS WOULD BE COMPILED AND ANALYSED TO GAUGE THE ACHIEVEMENT LEVEL OF THE CAMPAIGN AND TO IDENTIFY PROBLEMS ARISING AND FIND WAYS OF RESOLVING THEM.

DATUK DR. ONGKILI, WHO IS THE CHAIRMAN OF THE NATIONAL CAMPAIGN COMMITTEE, SAID THAT THE MONITORING WOULD ALSO BE CARRIED AFTER THE CAMPAIGN ENDED.

--BERNAMA 1217/AN