

PM - CLEANLINESS

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KUALA LUMPUR, OCT. 15 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMED SAID TODAY THE CURRENT CLEANLINESS CAMPAIGN SHOULD NOT BECOME A PUBLIC RELATIONS EXERCISE WHERE AFTER THE CAMPAIGN THE PEOPLE FORGET THEIR RESPONSIBILITY TOWARDS CLEANLINESS AS A WAY OF LIFE.

THE PRIME MINISTER STRESSED THAT WHAT WAS IMPORTANT IN THE MONTH-LONG CAMPAIGN WAS THE EFFECT ON THE PEOPLE'S ATTITUDE AND BEHAVIOUR.

+DON'T TREAT THE CLEANLINESS CAMPAIGN LIKE THE ROAD SAFETY OR THE ANTI-SMOKING CAMPAIGN -- WHERE THE MORE CAMPAIGNS ARE HELD THE MORE PEOPLE DIE AS A RESULT OF ROAD ACCIDENTS AND THE SALE OF CIGARETTES GO UP,+ HE SAID WHEN OPENING MENARA PROMET HERE TODAY.

HE REITERATED THAT THE AIM OF THE CLEANLINESS CAMPAIGN WAS TO GET EVERYONE TO REALISE THE IMPORTANCE OF MAINTAINING THE CLEANLINESS OF EVERY INCH OF THE COUNTRY.

HE SAID IT SHOULD NOT BE REGARDED AS A FESTIVAL WHERE EMPHASIS WAS ON PUBLIC RELATIONS AND AFTER WHICH THE PEOPLE FORGET THEIR DAILY RESPONSIBILITY TO MAINTAIN CLEANLINESS. --MORE 1900/MD

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DATUK SERI DR MAHATHIR SAID THE PEOPLE SHOULD BE PROUD OF THEIR CAPITAL CITY AND OTHER TOWNS AND HELP MAINTAIN THEIR CLEANLINESS.

HE SAID KUALA LUMPUR MUST BE MADE A GARDEN CITY AND NOT A CONCRETE JUNGLE.

DEVELOPERS, OFFICERS AND THE GENERAL PUBLIC MUST SHOW THEIR PRIDE BY REALISING THE NEED TO MAINTAIN THE CLEANLINESS AND BEAUTY OF THE CITY, HE ADDED.

THE PRIME MINISTER SAID THE GOVERNMENT HAD TAKEN STEPS TO BEAUTIFY THE ENVIRONMENT AND KUALA LUMPUR NOW LOOKED GREEN WITH THE CULTIVATION OF TREES AND SHRUBS.

HOWEVER, HE SAID, THE EFFORTS OF CITY HALL ALONE WERE NOT ADEQUATE AND DEVELOPERS SHOULD BEAUTIFY THEIR PROJECTS WITH THE PLANTING OF TREES AND LANDSCAPING. --MORE 1915/MD

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HE HOOPED THAT THEY WOULD HELP CITY HALL IN KEEPING CLEAN AND BEAUTIFUL PUBLIC PLACES NEAR THEIR BUILDINGS SUCH AS ROAD DIVIDERS, TRAFFIC ISLANDS AND SMALL PARKS.

+IF THE BUILDINGS WHICH COST MILLIONS OF RINGGIT TO BUILD ARE SURROUNDED BY TRASH, THE MONEY SPENT ON THEM ARE WASTED,+ HE SAID.

HE BELIEVED THAT BY MAINTAINING THE CLEANLINESS OF THE SURROUNDINGS, THE VALUE OF THE BUILDINGS WOULD GO UP AND THE OWNERS WOULD BENEFIT MORE AS A RESULT OF BETTER RENTALS. --BERNAMA 1917/MD