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ALOR SETAR, MAY 7 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMAD HAS STRESSED THE NEED TO MAKE GREATER USE OF LOCAL RESOURCES SUCH AS BAMBOO, RATTAN AND OTHER MATERIALS WHICH ARE FOUND IN ABUNDANCE IN THE COUNTRY BUT WHICH HAVE BEEN LEFT UNTAPPED.

THE PRIME MINISTER SAID THESE MATERIALS COULD BE MADE INTO ITEMS THAT COULD BRING IN REVENUE THROUGH THE USE OF MODERN TECHNOLOGY.

HE SAID THIS IN HIS MESSAGE IN THE SOUVENIR PROGRAMME OF THE PRODUCTIVITY CAMPAIGN SPONSORED BY THE LAND AND REGIONAL DEVELOPMENT MINISTRY, WHICH WILL BE LAUNCHED IN KAMPUNG BERJAYA, JENIANG, 80 KM FROM HERE, ON THURSDAY.

DATUK SERI DR MAHATHIR SAID THE NEED TO UPGRADE PRODUCTIVITY MUST BE APPRECIATED BY ALL GROUPS, WHETHER THEY WERE FARMERS, SETTLERS, SMALLHOLDERS OR THOSE ENTRUSTED WITH THE TASK OF PLANNING AND IMPLEMENTATION.

+WHILE WE HAVE ACHIEVED A LOT OF SUCCESS IN EFFORTS TO UPGRADE THE LIVING STANDARD OF THE PEOPLE, MUCH STILL NEEDS TO BE DONE AND GIVEN ATTENTION TO FURTHER BOOST THE ECONOMIC GROWTH OF THE NATION,+ HE SAID. -- MORE

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HE SAID THAT EFFORTS SHOULD ALSO BE MADE TO ENSURE MORE EFFECTIVE USE OF THE HUMAN RESOURCES.

LAND AND REGIONAL DEVELOPMENT MINISTER DATUK SERI ADIB ADAM IN HIS MESSAGE SAID THE CAMPAIGN WAS IN RESPONSE TO THE CALLS OF THE NATION'S LEADERS ON THE NEED TO UPGRADE NATIONAL PRODUCTIVITY.

WITH AN UPGRADING IN PRODUCTIVITY, HE SAID, ALL SECTORS WOULD ENJOY THE BENEFITS ACCRUED THROUGH BETTER REVENUE AND INCOMES AND THIS WOULD ALSO BRING MORE PROSPERITY TO THE NATION.

IT WAS HOPED THAT THE CAMPAIGN WOULD CREATE AN AWARENESS AMONG ALL INVOLVED IN LAND AND REGIONAL DEVELOPMENT EFFORTS TO UPGRADE THEIR PRODUCTIVITY TO HELP ACHIEVE THE OBJECTIVES OF THE NEW ECONOMIC POLICY AND THE NATIONAL AGRICULTURE POLICY. -- BERNAMA

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