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MAHATHIR LAUNCHES NATIONAL CAMPAIGN TO PROMOTE SAVINGS

KUALA LUMPUR, Dec 16 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad today launched a national campaign to promote the savings habit among the people.

The campaign, carrying the theme "Savings Ensure Well-Being", is aimed at increasing the national savings rate which currently stands at 38 per cent of gross domestic product, seven per cent below the investment rate of 45 per cent.

The campaign will be carried on continuously through the mass media such as television and radio, with the support of commercial banks, finance companies, merchant banks and insurance firms.

Present at the launching ceremony at Dewan Tun Hussein of the Putra World Trade Centre were Deputy Prime Minister and Finance Minister Datuk Seri Anwar Ibrahim, who heads the Cabinet committee on savings, and Bank Negara Governor Datuk Ahmad Mohamad Don. -- BERNAMA

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