

"Drink up to the principles of Rukun Negara, says ministry

KUALA LUMPUR: Very soon, whenever you quench your thirst with a gulp of mineral water you will see the Rukun Negara printed on the bottle's label.

The Rukun Negara will now be printed not only on mineral water bottle labels, but also on tissue packets and boxes, rice and noodle packets and all product labels.

The Ministry of Information hopes this will create aware-

ness, of the principles of the Rukun Negara as part of the Rukun Negara Appreciation campaign.

The Ministry is now discussing with companies that mass-produce these items to incorporate the logo of the campaign as well as the five principles of the Rukun Negara.

Deputy Information Minister Datuk Seri Chia Kwang Chye said, "We are now in the midst

of a Smart Partnership to achieve the promotion of the principles of Rukun Negara."

"This Smart partnership with companies such as Spritzer, Premier and others will help us create exposure of the Rukun Negara."

He said the logo and the five principles will be printed on Spritzer bottles to be sold in Malaysia.

Currently, the Rukun Negara only features on school exercise

books and textbooks.

The labels will be printed in all major languages to get the message across as effectively as possible.

Chia said that this move is to first expose the public to the principles and then make the people think about their values.

"It is not about appreciation alone but more importantly about living the Rukun Negara," he said.

To help instil these principles through all levels of education from kindergarten to university there will be drawing, colouring and essay writing competitions as well as debates.

He said that through the drawing and colouring competitions about three million schoolchildren could be exposed to the Rukun Negara.

"The debates for university students will help them explore and find out for themselves the

meaning of the principles as well as help them express their thoughts and views on the principles," he said at the launch of Smart Kids 2007 at the National Museum yesterday.

The Smart Kids 2007 children's education fair to be held from April 6-8 at PWTC will host the grand finals of the nationwide Rukun Negara drawing, colouring and essay competitions.