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'CREATIVE INDUSTRY CAN SHAPE SOCIETY'

They are role models for younger generation, says PM

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THOSE in the creative arts and entertainment industry play an important role in instilling values in the young generation as they are role models.

Prime Minister Datuk Seri Najib Razak said artistes, writers, laureates, cartoonists and broadcasters should collaborate with the government to shape society following recent social problems, such as gangsterism and bullying.

"It is important to strengthen self-worth for nation-building. We are worried because of social problems that are happening, such as gangsterism and bullying.

"We hope everyone, especially those in the creative arts and entertainment industry, will play a role in inculcating good values.

"We not only want to build highways, trains and skyscrapers, but we also want to produce a highly-civilised society," he said at an *iftar* session with artistes, writers,



Prime Minister Datuk Seri Najib Razak at a breaking-of-fast event with creative art and entertainment industry players at Seri Perdana in Putrajaya yesterday. PIC BY FARIZ ISWADI ISMAIL

national laureates, cartoonists and broadcasters at Seri Perdana here yesterday, where more than 2,000 guests from 60 associations turned up.

Among the associations were the Federation of National Writers Associations of Malaysia, Na-

tional Writers Association, National Association of Broadcasters, Cartoonist Association of Malaysia, Malaysia Entertainment Journalists and Writers Association; and, Malaysian Artistes Association.

Najib said it was the first time a

prime minister hosted a breaking-of-fast event for creative arts and entertainment industry players.

He said the *iftar* session was a continuation of a National Transformation 2050 (TN50) dialogue session with entertainment play-

ers on May 17.

"The dialogue helped me understand the needs of the industry, such as talent, copyright and welfare issues.

"You are not only entertainers, but are also a complement to society. You are an important group as you contribute ideas through your work, which can shape our minds.

"I hope the collaboration between the government and the creative arts and entertainment industry can produce a better society under TN50."

He also announced that the government would sponsor an umrah package for 25 artistes, laureates, writers and other industry players. Priority would be given to first-time pilgrims.

He said the government would consider allocating 1Malaysia People's Housing (PR1MA) homes for artistes, with veteran artistes as priority.

He said the government agreed to allocate low-cost houses in Simpang Dua, Perak, and Kepong, Kuala Lumpur, for artistes, as announced by the Urban Well-being, Housing and Local Government Ministry.

Guests were entertained by Datuk DJ Dave, Datuk M. Daud Kilau, Zaiton Sameon, Mawi and Shamsul Yusof.