

NOTHING BEATS ACTUAL RAYA CARDS

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Festive cards express sender's sincerity better than e-cards or SMSes, say collectors

KUALA LUMPUR

A PART from fasting, Ramadan is also the time where Muslims wait for the arrival of the postman to deliver Hari Raya cards sent by families, friends and loved ones.

In fact, the excitement and hope of receiving a greeting card, which has been a tradition for many years, turns out to be a race among the neighbours to see who receives the most cards for the year.

However, in this modern day, the tradition of posting greeting cards has been on the decline as most people send e-cards or video greetings via WhatsApp and Facebook.

Only a handful of people hold on to the tradition and try to revive the nostalgia of sending heartwarming greeting cards to

their loved ones.

For Ana Asiah Karim, 51, everything started three years ago when she became unemployed and found a mutual-hobby group on Facebook known as Card Collection and Festive Envelopes.

"Everyone in the group shares the same interest, which is to collect festive cards and Raya packets, and this has encouraged me to continue collecting Raya cards, which I left 20 years ago."

Ana Asiah said she would begin buying greeting cards as early as the first day of Ramadan to sent to friends, who share a similar passion, and also to government departments.

"This is the first year that I tried to send Hari Raya greeting cards to government departments, including the prime minister and deputy prime minister's offices, and also to royal palaces globally, including the Brunei palace.

"I have received reply cards from the sultan of Johor and the sultan of Perlis, and this is something very exciting to know that royal families are also sending out Hari Raya cards to the people.

"The card is unique as it has the sultan's

signature and family portrait," she said excitedly.

Recently, Sultan of Johor Sultan Ibrahim Sultan Iskandar said he would reply to each Hari Raya card that he received from well-wishers, adding that the traditional practice of sending out greeting cards was a good way of fostering unity and friendship.

Ana Asiah called on people not to forget the tradition, which could strengthen the relationship among themselves, even though e-cards have taken over.

"Trust me, Hari Raya greetings through telephone, short messages or e-cards can't express the sincerity and closeness among people compared with how it can be experienced when sending and receiving the actual card."

Azizan Ismail, 45, said his hobby of collecting festive cards was not just during Hari Raya, but also during Deepavali and

Chinese New Year.

"The culture of sending festive cards should not end, especially among the younger generation, because with technology, people have no interest to mingle with others.

"To get people talking to each other, I think all parties, including the media, should revive the tradition of sending greeting cards among the younger generation."

Azizan's festive card collection has reached almost 500 pieces, varying in types, shapes, and sizes, including musical Hari Raya cards, which are now sold at RM3.50 to RM5 per card.

"I also sent a card to the Perdana Leadership Foundation (in Putrajaya) and received a reply card with the signature of the foundation's president, Tun Dr Mahathir Mohamad, and that is among the satisfaction I get through this hobby."

Bernama

The culture of sending festive cards should not end.

AZIZAN ISMAIL
Collector

SINGLE STOREY LOW COST SHOP

20' x 60' | Built-up Area: 1,200 sq ft



MUTIARA RINI