

BRANDING EXERCISE

RM62.1M SPENT ON KELUARGA MALAYSIA

RM181,752 allocated for Kerajaan Prihatin, Dewan Rakyat told

KUALA LUMPUR

THE branding exercise for Keluarga Malaysia costs the government RM62.1 million, the Dewan Rakyat was told.

Minister in the Prime Minister's Department (Sabah, Sarawak Affairs and Special Functions) Datuk Armizan Mohd Ali in a written reply said RM62,093,139.05 was spent on

the branding exercise of Keluarga Malaysia, RM489,216 on Malaysia Madani and RM181,752.20 on Kerajaan Prihatin.

"A total of RM62,764,107 was spent on the branding exercises of the current and previous two governments as of Jan 30.

"The expenses are based on roadshows that have been implemented from the eighth prime minister's administration to the current one.

"Only one Kerajaan Prihatin programme was implemented under the eighth prime minister, as the country was under the Movement Control Orders (MCOs)," he said.

Armizan was responding to a question posed by Aminolhuda Hassan (Pakatan Harapan-Sri Gading) yesterday on the amount of allocations that have been spent on branding exercises.

Kerajaan Prihatin was the



Datuk Armizan Mohd Ali

tagline during the administration of Tan Sri Muhyiddin Yassin, and Keluarga Malaysia was the tagline during Datuk Seri Ismail Sabri Yaakob's administration.

Under the administration of the current prime minister, Datuk Seri Anwar Ibrahim, it is Malaysia Madani.