

Cheaper books, fabrics latest 1Malaysia initiatives

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EASING THE BURDEN: Kedai Buku 1Malaysia, Kedai Kain 1Malaysia outlets to open soon

BANGI: A MERE mention of the rhyming acronyms -- KR1M, PR1MA, MR1M, BR1M, KIR1M and TR1Ma -- will be instantly recognised as Prime Minister Datuk Seri Najib Razak's effort to help the people especially the needy.

The latest to join the 1Malaysia brand will be bookstores aptly named Kedai Buku 1Malaysia and fabric stores coined Kedai Kain 1Malaysia.

In a Jelajah Janji Ditepati programme here yesterday, Najib announced the two new initiatives aimed at reducing the burden of the urban poor and also offering the lowest prices to consumers.

"We are planning to open the bookstores soon in Kuala Lumpur and I can assure you that the prices will be lower and affordable.

"As for the ladies, we are also planning to open a 1Malaysia fabric store. I am sure that you all will be excited as you will be able to purchase quality fabrics at cheap prices," he said in his welcoming speech at the programme yesterday.

Last year, to address rising costs among the urban poor, the government introduced KR1M or the Kedai Rakyat 1Malaysia. These retail outlets offer daily necessities at affordable prices.

The shops offer necessities such as rice, egg, milk, flour, chili sauce, frozen items, diapers and detergents at almost 60 per cent below prices of other outlets selling similar necessities.

KR1M was further complemented by Kedai Ikan Rakyat 1Malaysia (KIR1M) offering fresh seafood at prices 30 to 40 per cent lower than market price.

The government then introduced Menu Rakyat 1Malaysia (MR1M) to ensure that people could buy meals at affordable prices. Anyone could enjoy a complete meal at RM2 for breakfast and RM4 for lunch.

The MR1M outlets would be available at all institutions of higher learning, starting with Universiti Malaya.

In July last year, the 1Malaysia Public Housing Project (PR1MA) was launched as a strategic initiative to fulfil the housing needs of the people, especially the urban middle-class.

In Putrajaya, under the programme, 560 affordable homes, priced between RM120,000 and RM150,000 in Presint 11, were allocated for those with a household income of below RM6,000.

This project is expected to be extended to other cities like Johor Baru and Penang.

In this year's budget, 1Malaysia book vouchers were allocated to students and undergraduates at RM100 and RM200 each.

The government also continued to fulfil promises to the people by providing a RM500 monetary assistance under the Bantuan Rakyat 1Malaysia (BR1M) scheme for households earning less than RM3,000.

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