

3 rules for 1Malaysia products

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ENSURING BRAND QUALITY: It won't be attached to just anything, says PM

KAJANG: THE 1Malaysia concept is not mere political rhetoric or slogan, said Prime Minister Datuk Seri Najib Razak.

And in future more 1Malaysia services and products will be introduced to help those in the lower-income group to deal with the rising cost of living.

"When 1Malaysia services and products are introduced, the list will have no 'full stop', only 'commas'; there's no end. But we cannot allow the 1Malaysia brand to be attached to just about anything.

"There are many who apply to use the brand; I agree to some and reject some.

"The important thing is that the 1Malaysia services and products must help the people," he said when launching the Kedai Kain Rakyat 1Malaysia (KKR1M), or the 1Malaysia People's Fabric Shop, in Taman Lagenda Suria near here.

Najib said the initiative was aimed at reducing the burden of the urban poor and also offer the lowest prices possible for textiles and fabrics to consumers.

"The objective of this shop is to help those in the lower-income group to buy fabrics to make clothes, school uniforms and also curtains.

"Those in the lower-income group cannot afford to shop in the exclusive fabric stores in the city which sell fabrics and textiles at such high prices. This is our way of helping them."

Najib said the government only allowed the 1Malaysia brand to be used if three important criteria were met. "First, the services and products must be for the people; second, they must be of good quality. Third, the services and products must be cheaper than market rates. If all three criteria are fulfilled, then we'll allow the 1Malaysia name to be used."

Najib also said that 30 more KKR1M stores were expected to open within two years.

A total of 300 single mothers were also given free fabrics and RM100 at the function.

Earlier, in Klang, Najib said the nation's leadership and struggles were based on the five principles of the maqasid syariah, or the goals to be achieved by Islamic laws for the interest of humanity.

He said these principles included empowering Islam, respecting basic human rights, preserving the people's minds, dignities and ancestries, and preserving the people's wealth.

He was speaking at a ceremony to appreciate the contributions of the late Ustaz Nik Mohamad Mohyideen Wan Musa, founder of Sekolah Menengah Kebangsaan Agama, at the Kolej Islam Sultan Alam Shah here.

Meanwhile, Bernama quoted Najib yesterday as expressing his confidence that Malaysia would be protected from the effects of the European Union's debt crisis.

Najib, who is finance minister, attributed his confidence to the fundamentally stable economy which could support its growth.

On Friday, Bank Negara governor Tan Sri Zeti Akhtar Aziz said Malaysia's financial institutions were strong enough to face the impact of Europe's debt crisis following revelations that the European banks' exposure was estimated at less than five per cent of the zone's gross domestic product.

The statement also denied a Nomura International Ltd report last Wednesday which stated Malaysia was among the most exposed Asian country to European banks , making it vulnerable to any economic collapse there.

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