

'Jelajah Janji Ditepati' lives up to promise

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TAIPING: THE Jelajah Janji Ditepati Carnival in Kamunting received an overwhelming 70,000 visitors, who easily filled the Advanced Technology Training Centre field, where the carnival was held.

Roads leading to the one-day carnival that was opened by Deputy Prime Minister Tan Sri Muhyiddin Yassin were filled with bumper-to-bumper traffic.

Undeterred by the sweltering heat and pervasive haze, the crowd showed up to visit the 111 booths set up government agencies and private companies.

Kedai Rakyat 1Malaysia (KR1M) was an instant hit with the visitors.

Mohd Karim Ahmad, 47, from Lenggong said the booth offered quality goods at cheaper prices.

"Even though the prices are low, I the quality of its products had not been compromised," he said.

Booths set up by the New Straits Times Press (M) Bhd also received a favourable response from the crowd.

Berita Harian's Education Unit news editor Ridzuan Yop said the books and education materials published by the unit enjoyed a good take-up rate.

"We were taking the opportunity to promote our latest book Misteri Etnik. We managed to sell quite a few copies despite its RM100 price tag," he said.

NSTP marketing department brand executive Rohaida Yahya said the public response at Kamunting was the most encouraging of all the carnivals previously held in Batu Pahat (Johor), Kuching (Sarawak) and Kulim (Kedah).

She said people converged at the booths as early as 8am to get copies of the newspapers published by NSTP as well as to take part in the fun activities.

"We are also introducing our new e-paper to the visitors," she added.

The event, organised by the Media Prima conglomerate, was a showcase of 1Malaysia products and initiatives under the Government Transformation Programme (GTP) and Economic Transformation Programme (ETP).

Apart from static exhibitions, there were more than 20 types of activities such as games and performances.

Muhyiddin also launched the 1Malaysia Family First (1-MFF) movement in conjunction with Fathers Day.

In a short speech, Muhyiddin wished all the fathers in the country a "Happy Fathers Day".

1-MFF is developed by the Women, Family and Community Development Ministry via the Population and Family Development Board.

It is aimed at putting a family perspective on national socio-economic plans and developments.

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