Najib: Translate 1Malaysia concept to benefit people
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HULU LANGAT: Datuk Seri Najib Tun Razak has listed three criteria needed for those who want to use the 1Malaysia brand.

"First, the services and products must be for the people. Second, they must be of good quality, as we'll not compromise on services or products which are inferior.

"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)," he said at the launching of the 1Malaysia People's Textile Shop, here.

Najib said the Barisan Nasional government had introduced various 1Malaysia services and products to assist the people, such as 1Malaysia People's Aid (BR1M), which was warmly received.

He said said the 1Malaysia concept should be translated into something tangible and benefit the people and not just remain political rhetoric.

He emphasised that more 1Malaysia services and products were needed to help ease the rise in the cost of living.

"When 1Malaysia services and products are introduced, the list has no 'full stop' only 'comas', there's no end.

"But we cannot allow the 1Malaysia brand to be used indiscriminately.

"There're 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.

Najib, who is also Finance Minister, remarked that the Kedai Rakyat 1Malaysia (KR1M) shops received encouraging response and managed to chart good sales. He described the 1Malaysia People's Clinic as a big help in easing the burden of the citizens, especially in the lower income group, as it offered cheap but quality service.

"Private clinics would cost at least RM30, not including bus or taxi fare. But medical care at the 1Malaysia Clinic only costs RM1.

"We also have the 1Malaysia People's Menu with delicious and nutritious breakfast and lunch for only RM2 and RM4," he said.

Other programmes by the government include the 1Malaysia People's Housing (PR1MA), to help the middle income group to have better access to house ownership and 1Malaysia People's Taxi (TR1MA) aimed at improving the country's public transport services.

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