

**TEKS UCAPAN DATO SERI DR SITI HASMAH BINTI HAJI MOHD ALI
KIDZ STUDIO, SHAH ALAM
PERASMIAN PELANCARAN STUDIO DAN LAMAN WEB GOLDEN KIDS
CLUB
27 JANUARI 2001**

Terlebih dahulu saya mengucapkan terima kasih kepada pihak penganjur yang menjemput saya pada hari ini dan seterusnya merasmikan pelancaran studio dan laman web Golden Kids Club.

2. I am always very pleased to be invited to any occasion in which children and companies are involved because I am a strong advocate of child development and have always encouraged leaders, educational institutions, schools, corporate citizens and parents to play a major role in the development of children not only in this country but throughout the world.

3. Some ten years ago, the largest gathering of world leaders met at the United Nations to agree on one important basic principle: that a better tomorrow demands investment in children today.

4. This is one principle that we all hope that members of the United Nations will continue to observe and deliver.

5. The future of any nation is directly linked to the future of its children - and by investing in children and in the families that sustain them, a nation is ultimately investing in its own development. One hundred and ninety-one countries acknowledged this when they ratified the Convention on the Rights of the Child.

6. Today, we should all join the lifelong struggle for justice with UNICEF's mission to protect children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. I would urgently implore those who would be leaders - from Government, civil society organisations and the private sector - to do the same.

7. At present, over 100 million children in the world are without basic schooling, and two-thirds of them are girls. The provision of basic education and literacy are among the most important contributions that can be made to the development of the world's children. All children must be given the chance to find their identity and realise their worth in a safe and supportive environment, through families and other care-givers committed to their welfare. They must be prepared for responsible life in a free society. They should, from their early years, be encouraged to participate in the cultural life of their societies.

8. In Malaysia, we are indeed very fortunate because we live in a caring society with a diverse and interesting cultural mix. The majority of Malaysian

citizens are very caring and dedicated to the future of the country, but I believe that many fail to remember that the children of today will be the future of tomorrow - and that this is not just a cliché.

9. Initiatives such as the Golden Kid's Club (GKC) are prime examples of programmes that encourage parents and children's groups to exercise a healthy and mutually beneficial relationship during a child's growing years into adulthood.

10. I urge more companies in the private sector to venture into children's projects like this. The Government's objective of creating an intelligent community will be realised sooner than expected if more corporate citizens focus on the development of children.

11. I firmly believe that children should obtain a broad education that is not just confined to academic prowess but also extra curricular activities. Children must be encouraged to join clubs, societies at national level and others. They must be actively involved in sports and also participate in other co-curricular activities outside of the school curriculum.

12. GKC is one of the many activities or clubs in Malaysia in which children can enroll. I have followed the progress of GKC very closely and I wish to commend the Club on the various training programmes and development activities that it provides for children. Television Airtime Services, the producer, and as a caring corporate citizen has not only considered the present but also the future development of children, exemplified by their emphasis on I.T. as part of the training curriculum. The success of the nation is particularly I.T. - dependent and computer literacy amongst children is vital to the development of the country. I am confident that GKC will assist to promote the use of computers and technology in general among our children through their TV programme and website. Congratulations to the people behind this Company.

13. Saya ingin menegaskan di sini bahawa saya menyokong kuat usaha-usaha keluarga, komuniti, Kerajaan- kerajaan tempatan, NGO's dan institusi-institusi sosial, budaya dan sektor korporat, termasuk media massa yang telah memainkan peranan penting dalam pembangunan kanak-kanak. Kanak-kanak mempunyai hak untuk masa depan yang cerah kerana mereka adalah masa depan negara.

14. Dengan itu, saya dengan sukacitanya merasmikan pelancaran studio dan laman web Golden Kids Club.