



KERATAN AKHBAR DAN MEDIA ONLINE UNTUK MAKLUMAN :

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SETIAUSAHA AKHBAR

21 NOVEMBER 2021 (AHAD)



KERATAN AKHBAR DAN MEDIA ONLINE (KPDNHEP)

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STELLAR PERFORMANCE FOR MY GAYA MONTH

Fashion programme paves the way for local fashion industry's recovery

ALTHOUGH it was launched on Oct 18 this year, the 'My Gaya Month' (My Gaya) programme that brought together 30 local fashion designers has already exceeded its targets in helping the economic recovery of fashion industry players through the Buy Malaysian Products Campaign 2021 (KBBM).

The month-long campaign saw results eclipsing the original target of RM250,000 to achieve RM402,121 in sales, said Malaysian Bumiputra Designer Association (MBDA) president Rasta Rashid.

"This is a very proud achievement for us, although we were initially nervous about whether we could hit the target, what more when the situation in the country is still in the Covid-19 pandemic. Thankfully, the 30 designers under MBDA have proven otherwise," she said at the My Gaya Month: The Finale ceremony, which was held at the Domestic Trade and Consumer Affairs Ministry's (KPDNHEP) multi-purpose hall in Putrajaya on Nov 19.

Rasta said that the first-time collaboration is a success in bringing KBBM to new heights, in addition to giving fashion designers and local industry players a much needed breathing space during the pandemic.

"It also brings awareness to Malaysian society on the importance of supporting locally-made products. When these two bridges are combined into one, it helps build a good ecosystem for the industry, because as everyone knows, the pandemic that has been ongoing for nearly two years has

badly affected many sectors.

"With programmes like My Gaya Month, it not only spurs the business sector but also opens up all kinds of opportunities for employment for various parties."

"Thus, we see this programme and KBBM as an excellent platform that we hope can be continued next year," she opined.

The event was also attended by KPDNHEP secretary-general Datuk Seri Hasnol Zam Zam Ahmad and MBDA founder Bon Zainal Harun.

The My Gaya Month MBDA programme, the result of a cooperation with KPDNHEP in conjunction with KBBM 2021, has the objective of bringing together various fashion designs to upgrade the standards of the local and global markets.

By doing so, the initiative indirectly helped stimulate Malaysia's economy through KBBM, in addition to raising the spirits of local fashion designers to continue forging on with their creations and designs to further spark excitement for the industry among local consumers.

According to Hasnol, KPDNHEP hopes that initiatives such as these can be increased in the future, as it not only brings benefits to fashion designers, but has also received very encouraging response from art enthusiasts and other entrepreneurs.

Apart from that, local retailers such as Metrojaya, Al Ikhwan and e-commerce platforms such as Fashion Hub MBDA, Vettions, Aladdin1, Shopee, Lazada and Zalora have also agreed to cooperate in ensuring the success of KBBM.

He added, "The initiative has created a platform for companies and agencies such as Google Malaysia to collaborate and give support to help improve the branding standards for Malaysian products."

"This is what is called the push factor strategic ecosystem that has been built under MBDA's purview. I've been informed that MBDA will continue highlighting KBBM for continuous cooperation, in turn making Malaysia a solid brand both locally and globally."

At the same time, the My Gaya Month ceremony also showcased videos on the creations and collections of all 30 fashion designers under MBDA.

Two fashion designers hailing from the brand Carro, namely Mark Westwood and Caroline Wass, were also given recognition as the best fashion designers.

Carro put forward a range of fashion wear, including clothes for sports and outdoor activities, golf polo shirts and corporate fashion.

In receiving the accolade, Westwood said that the recognition has boosted his spirits to continue producing various exciting creations in the future, noting that the My Gaya programme has opened up a lot of opportunities for Carro to grow during these difficult times.

"The pandemic has taught us a lot about the meaning of trying hard and not giving up."

"I must admit it was not easy during that period, but the different programmes and campaigns such as My Gaya and support from KPDNHEP have boosted our spirits," he said.



Hasnol (centre) chats with Westwood (second from left) and Wass (fourth from left), while Bon Zainal (left) and Rasta look on. - AZLINA ABDULLAH/The Star



Carro designers Westwood (left) and Wass were recognised as the best fashion designers at My Gaya Month: The Finale 2021 ceremony. - AZLINA ABDULLAH/The Star

Kos makanan ayam naik jadi punca

KPDNHEP Perak kesan kenaikan harga sehingga tiga sen sebiji telur sejak bulan lalu

Oleh NOORAINON MOHAMED YUSOF

IPOH

Kenaikan kos harga makanan ayam di pasaran dunia menjadi punca kenaikan harga telur ayam di peringkat pengeluar.

Exco Perdagangan Dalam Negeri dan Hal Ehwal Pengguna, Integrasi Nasional dan Masyarakat Sivil Perak, Datuk Abdul Yunus Jamahri berkata, pihaknya tidak menafikan terdapat beberapa peniaga runcit menaikkan harga sehingga tiga sen sebiji bagi setiap gred telur sejak bulan lalu.

"Seramai 255 penguat kuasa dan pegawai Pemantau Harga Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) negeri membuat pemantauan bekalan dan harga di semua peniaga runcit, pemborong dan UI syarikat pengeluar telur ayam.

"Beberapa peniaga runcit di-kesan telah menaikkan harga sebiji telur ayam iaitu daripada 44 sen kepada 47 sen gred A, 42 sen kepada RM45 sen (gred B) dan 40 sen kepada 43 sen gred C," katanya dalam satu kenyataan di sini pada Jumaat.

Menurutnya, KPDNHEP juga telah menjalinkan kerjasama dengan agensi lain seperti Jabatan Perkhidmatan Veterinar untuk mencari penyelesaian isu tersebut.

Kata Abdul Yunus, surat pemberitahuan kepada peniaga peruncit, pembekal dan pengeluar telur ayam yang menaikkan harga yang tidak munasabah telah dikeluarkan supaya mereka



ABDUL YUNUS

Laporan Sinar
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Sabtu.



dapat membuat semakan penyelaras harga dan 12 notis di bawah Akta Kawalan Harga Anti Pencatutan 2011 telah dikeluarkan. Peniaga tersebut telah akur dengan menurunkan harga dengan menjual dengan harga yang munasabah," katanya.

"Bermula 13 Ogos hingga Jumaat sebanyak 83 surat pem-beritahuan semakan penyelaras

harga dan 12 notis di bawah Akta Kawalan Harga Anti Pencatutan 2011 telah dikeluarkan. Peniaga tersebut telah akur dengan menurunkan harga dengan menjual dengan harga yang munasabah," katanya.

Katanya, peniaga diingatkan agar lebih bertanggungjawab dalam memastikan pengeluaran, pengedaran telur ayam sentiasa mencukupi untuk keperluan

pengguna dengan harga munasabah dan tiada unsur pencautan.

"Mana-mana individu atau syarikat yang melanggar undang-undang berkaitannya boleh dikenakan tindakan di bawah Akta Kawalan Harga dan Anti Pencatutan 2011.

"Sekiranya disabitkan ke salah, peniaga boleh dikenakan hukuman denda tidak melebihi RM100,000 atau penjara tidak melebihi tiga tahun atau kedua-duanya sekali bagi orang perseorangan manakala bagi perbadanan atau syarikat boleh dikenakan hukuman denda tidak melebihi RM500,000," katanya.

Sinar Harian pada Sabtu melaporkan harga telur di Perak turut mengalami kenaikan antara RM1 hingga RM2 bagi satu pa-pan 30 biji sejak bulan lalu.

Kenaikan harga itu berlaku bagi semua jenis gred sama ada yang dijual di pasar pagi, kedai runcit mahupun pasar raya.