



**LAPORAN LIPUTAN MEDIA HARIAN  
AHAD 20 FEBRUARI 2022**

<b>BIL</b>	<b>TAJUK KERATAN AKHBAR</b>	<b>KEMENTERIAN / JABATAN / AGENSI</b>
1.	PJKM TAWAR HARGA SUBSIDI, MINGGUAN SARAWAK -ONLINE	LEMBAGA PEMASARAN PERTANIAN PERSEKUTUAN (FAMA)
2.	POSITIVE RESPONSE TO FAMILY SALES PROGRAMME, NEW SUNDAY TRIBUNE -ONLINE	LAIN-LAIN

UKKMAFI

UNIT KOMUNIKASI KORPORAT  
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN  
(UNTUK EDARAN DALAMAN MAFI, JABATAN DAN AGENSI SAHAJA)

20 FEB, 2022

## PJKM tawar harga subsidi

Mingguan Sarawak, Malaysia

Page 1 of 2

## PJKM tawar harga subsidi

**SIMUNJAN:** Program Jualan Keluarga Malaysia (PJKM) yang diumumkan Disember tahun lalu merupakan inisiatif kerajaan dalam menawarkan barangan pada harga subsidi demi manfaat rakyat.

Menteri Pelancongan Seni dan Budaya (MOTAC) Dato Sri Nancy Shukri berkata, pelaksanaan program itu susulan kenaikan harga barang yang berlaku hingga menyebabkan ruginya dalam kalangan pengguna.

Katanya, usaha berkenaan dilakukan bagi membantu penduduk menggunakan peluang itu untuk membeli lebih banyak barangan keperluan harian dengan harga yang rendah sehingga 20 peratus daripada harga di pasaran.

"Semasa tinjauan saya tadi juga saya dimaklumkan oleh salah seorang pelanggan memberitahu mereka membeli

barangan keperluan asas hingga dua baki dengan hanya membayar RM32 sahaja," katanya sedang media selepas membuat tinjauan ke PJKM di Tapek Latak Kereta Dewan Mesra Simunjan, semalam.

Tambah Ahli Parlimen Belang Sadong itu lagi, program PJKM yang diadakan selama dua hari bermula semalam mendapat sambutan menggalakkan daripada penduduk setempat.

Katanya, antara barangan asas yang ditawarkan adalah gula, tepung, minyak masak, telur ayam semestara Lembaga Pemasaran Pertanian Persekutuan (FAMA) membawa barangan dan ladang serta Lembaga Kemajuan Iken Malaysia (LKIM) membawa hasil laut.

"Sambutan memang begitu baik sekali walaupun kita belum mendapatkan angka tepat, kerana program ini berlangsung



SEKITAR tinjauan Dato Sri Nancy Shukri sempena PJKM di Simunjan semalam.

dua hari tetapi ramai yang menyokong program ini.

"Dalam pada itu, program PJKM ini juga akan diadakan di Gedong pada Mac nanti dan di Sadong Jaya namun setakat ini tarikhnya belum ditetapkan" ujarnya.

Sementara itu, menurut ke-

nyataan Kementerian Perdagangan Dalam Negeri dan Hal Ewai Pengguna (KPDNHEP), program ini telah dilaksanakan lebih 50 lokasi seluruh Sarawak meliputi Kuching, Sri Aman, Saratok, Sibul, Mukah, Belaga, Bintulu, Miri, Limbang, Kabong, Kapit, Santubong, Samarahan, Bau

Siburan, Lawas dan lain-lain.

Sambutan pengguna dan peniaga di semua lokasi PJKM di Sarawak amat menggalakkan dengan seramai 81,077 pengunjung telah menghadiri program itu dengan jumlah jualan mencecah RM1,353,632.16 setakat ini, kata kenyataan itu.



20 FEB, 2022

## PJKM tawar harga subsidi

Mingguan Sarawak, Malaysia

Page 2 of 2

### SUMMARIES

SIMUNJAN: Program Jualan Keluarga Malaysia (PJKM) yang dilancarkan Disember tahun lalu merupakan inisiatif kerajaan dalam menawarkan barangan pada harga subsidi demi manfaat rakyat. Menteri Pelancongan Seni dan Budaya (MOTAC) Dato Sri Nancy Shukri berkata, pelaksanaan 'program itu susulan kenaikan harga barang yang berlaku hingga menyebabkan rtingutan dalam k\$langan pengguna.



20 FEB, 2022

## Positive response to family sales programme

New Sunday Tribune, Malaysia

Page 1 of 2

# Positive response to family sales programme

**SIMUNJAN:** Residents here responded positively to the Malaysian Family Sales Programme (PJKM), which took place at the Dewan Mesra Simunjan car park.

Minister of Tourism, Arts and Culture (MOTAC) Datuk Seri Nancy Shukri said the programme was held following an increase in the prices of goods and it was one of the government's approaches to help the people at this time.

"I myself also had the opportunity to buy and see the public response to items sold up to 20 per cent cheaper than the market prices.

"Among the basic items offered were sugar, flour, cooking oil and chicken eggs while the Federal Agricultural Marketing Authority (FAMA) brings goods from farms and the Fisheries Development Authority (LKIM) brings seafood," she told a press conference after visiting the PJKM here on Friday.

"I also saw a lot of people buying drinks, laundry soap and other basic items.

"The prices are really cheap.

Some customers told me they bought two baskets of items but only paid RM32.

"The response has been quite positive. We don't have a precise number because the programme was only held for two days from Feb 19," she added.

Explaining further, Nancy said that PJKM programme will also be hosted in Gedong in March but the date has not yet been confirmed.

According to a statement from the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) on Friday, Sarawak has so far implemented PJKM in more than 50 locations throughout the state.

It also covers Kuching, Sri Aman, Saratok, Sibu, Mukah, Belaga, Bintulu, Miri, Limbang, Kabong, Kapit, Santubong, Kota Samarahan, Serian, Sibuti, Bau, Siburan and Lawas.

Also present at the programme were Simunjan assemblyman Awla Dris, FAMA director Abdul Jaafar Lian, KPDNHEP Development Sector head Liew Hui Chang and other representatives.



20 FEB, 2022

## Positive response to family sales programme

---

New Sunday Tribune, Malaysia

Page 2 of 2

### SUMMARIES

**SIMUNJAN:** Residents here responded positively to the Malaysian Family Sales Programme (PJKM), which took place at the Dewan Mesra Simunjan car park. Minister of Tourism, Arts and Culture (MOTAC) Datuk Seri Nancy Shukri said the programme was held following an increase in the prices of goods and it was one of the government's approaches to help the people at this time.