

KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 3 FEBRUARI 2016 (RABU)

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MOSTI Mahu Graduan Wujudkan Peluang Pekerjaan Untuk Diri Sendiri

MELAKA, 2 Feb (Bernama) -- [Kementerian Sains, Teknologi dan Inovasi \(MOSTI\)](#) menyeru graduan menjadi individu yang mampu mewujudkan peluang pekerjaan untuk diri sendiri dan rakan sebaya selepas tamat pengajian.

Bagi merealisasikan hasrat itu, [Timbalan Menteri berkenaan Datuk Dr Abu Bakar Mohamad Diah](#) menyarankan graduan supaya melibatkan diri dalam bidang perniagaan termasuk makanan dan minuman yang mempunyai peluang cerah pada masa hadapan.

"Graduan perlu kreatif dengan memanfaatkan segala ilmu dan kemahiran yang diperoleh ketika menuntut di universiti, kolej atau politeknik untuk mencipta peluang pekerjaan.

"Sistem pendidikan negara dilihat semakin maju dan melahirkan ramai usahawan berjaya serta mempunyai nama yang boleh dibanggakan," katanya kepada pemberita selepas mesyuarat Jawatankuasa Penasihat Industri Politeknik Merlimau dan majlis Menandatangani Nota Kolaborasi di Billionaire's Concept Cuisine di sini, hari ini.

Turut hadir Pengarah Politeknik Merlimau Zolkarnain Jobshi dan Pengarah Urusan Billionaire's Concept Cuisine Ahmad Akmal Zaaba Omar.

Abu Bakar juga menyarankan alumni institusi pengajian tinggi yang berjaya dan mempunyai perniagaan sendiri supaya membantu graduan mereka dengan menyediakan peluang pekerjaan.

Usaha itu adalah platform baik yang dapat membantu graduan mendapatkan pekerjaan malah membantu mengurangkan pengangguran di negara ini, katanya.

Sehubungan itu, beliau meminta institusi pengajian tinggi supaya bekerjasama dengan alumni mereka yang berjaya dalam bidang masing-masing terutamanya perhotelan, keusahawanan dan perniagaan untuk membuka peluang pekerjaan kepada graduan mereka.

Terdahulu, Abu Bakar menyaksikan majlis menandatangani kolaborasi Politeknik Merlimau bersama pihak industri iaitu Billionaire's Concept Cuisine, Kementerian Pelancongan Malaysia, Tourism Malaysia, Destinasi Travels and Tours, VMI Sdn Bhd dan QSR Brand.

Sementara itu, Zolkarnain berkata perjanjian nota kolaborasi itu merangkumi latihan kompetensi pihak industri kepada pelajar dan pensyarah Politeknik Merlimau dalam usaha meningkatkan kemahiran serta kebolehpasaran graduan.



Polis Tunggu Laporan Siasatan Kes Langgar Lari Enam Penganut Hindu

KUALA LUMPUR, 2 Feb (Bernama) -- Polis menunggu laporan [Jabatan Kimia](#) dan Unit Forensik bagi melengkapkan siasatan kes langgar lari yang mengorbankan tiga penganut Hindu di Lebuhraya Seremban-Kuala Lumpur pada 23 Jan lepas.

Ketua Polis Kuala Lumpur Datuk Tajudin Md Isa berkata laporan itu dijangka siap sepenuhnya dalam masa terdekat dan akan dihantar kepada pendakwa raya bagi tujuan pendakwaan.

"Ketika ini, polis masih menunggu laporan penuh dari jabatan berkenaan supaya pendakwaan terhadap pemandu kereta yang melanggar lari dapat dilaksanakan segera.

"Saya jangkakan laporan siasatan ini akan siap dalam masa terdekat ini," katanya kepada pemberita selepas menghadiri Perhimpunan Bulanan Peringkat Ibu Pejabat Polis Kontinjen Kuala Lumpur bagi Februari di sini, hari ini.

Dalam kejadian 8 pagi itu, tiga mangsa lain turut cedera apabila sebuah kereta mewah merempuh mereka yang sedang berjalan di lorong kecemasan lebuhraya berhampiran susur keluar Desa Petaling.

Tiga mangsa yang maut ialah Saravanan Krishnan, 45, Papa Sinnah, 63, dan Cinnakanoo Kannan, 50, manakala rakan mereka, Megaswaran Palanisamy, 40, Darrshen Devara, 18 dan S.Anjalai Devi, 44, cedera parah.

Kesemua mangsa merupakan sebahagian daripada kira-kira 40 penganut Hindu yang berjalan kaki dari Seremban menuju Batu Caves dalam ritual perarakan sempena perayaan Thaipusam yang disambut pada 24 Jan.

Pemandu kereta berumur 25 tahun yang disyaki terlibat dalam insiden itu menyerahkan diri di Balai Polis Trafik Jalan Bandar pada hari sama.

Kes itu disiasat di bawah Seksyen 41 (1) Akta Pengangkutan Jalan 1987.

-- BERNAMA

KERATAN AKHBAR
NEW STRAITS TIMES (COMMENT) : MUKA SURAT 16
TARIKH : 3 FEBRUARI 2016 (RABU)

Stop misleading advertising

SWAYING POWER: Advertisers must back claims with evidence or be held liable

ADVERTISEMENTS have become powerful marketing tools. They prove indispensable in building and empowering brands. Logically, businesses everywhere have embraced advertising because brands have become critical in a highly competitive business environment we are all familiar with.

In fact, it would not be wrong to suggest that advertising has been a major factor driving global consumerism. Some have even blamed excessive advertising for the unsustainable consumption patterns in many developed economies.

The developing economies are, nonetheless, following suit. If we are not careful, experts have warned that at the rate the rising global population is consuming, we may soon need more planets to supply the resources that fuel our survival.

There is no doubt that advertising is highly effective in persuading change in consumer tastes. That explains why the advertising industry continues to be a growing global business.

Although many advertisements preach messages based on evidence, a big number exaggerates. Some have even been proven to be out-

Advertisements are powerful marketing tools and many preach messages based on evidence, but there are those that exaggerate and lie.

right lies. These are the ones which promise things they cannot deliver. But consumers are easily influenced. Many have described a majority of consumers as gullible. They are easily swayed by claims made in the advertisements. It is not just the uneducated who fall prey to such adverts. Even the well-informed are easily persuaded. Through the creativity of advertising professionals, most messages appear believable. Consumers are, therefore, easily bought.

In many developed countries, the messages in advertisements are closely monitored. All claims on products must be supported by scientifically proven evidence. Otherwise they can be liable. In the United States, for example, product liability is strictly enforced.

There have been cases where companies have been taken to court for misleading claims. Take the edible oil business for example. Companies are prohibited from advertising their brands as being cholesterol

free just on account of them not containing cholesterol. This is because edible oils taken exceeding a certain amount can raise blood cholesterol. So, if a company claims its product is cholesterol free, that is considered misleading and is liable.

Unfortunately, here advertisements are not adequately controlled. Many claims are misleading. We hear of many such promotions on television and radio. Without scientifically derived evidence, such health products promise a cure-all.

The same applies to cosmetic items. The whitening and slimming products are especially aggressive in their claims. Some are known to resort to the use of harmful substances to make their products effective. Hazardous chemicals have been detected time and again in such products. These include steroids and heavy metals, such as mercury. Such toxic chemicals have long-term chronic ill effects on health. On most occasions they go unnoticed.

The reasons are obvious. Most, if

not all, companies selling such products are marketing businesses. They do not manufacture the products themselves. A majority of them simply source their products from wholesale manufacturers and suppliers. Many are imported.

The worry is that most such marketing companies do not have facilities to undertake their own quality checks. What they do is repack and stamp their own brands. There have been cases of the presence of harmful substances in such products. Even banned items are known to have resurfaced in such products. The ones who bear the brunt of such abuses are the consumers.

It is time to create a more dependable mechanism to check on the abuses. In view of the thousands of such products which have flooded the market, it is difficult to leave the job of random checking to just the ministry concerned.

What we need is a well-equipped independent laboratory to conduct spot checks on products that are sold in the market. The laboratory should be run by a non-government entity. With regards to the many unjustified claims on the cure-all, businesses promoting such claims should be asked to produce viable evidence on the efficacy of their products. Otherwise, they should be liable.

We must remember that becoming a developed nation is not just about high income. It is also very much about looking after the interests of consumers, especially on matters related to health.

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