

JUDUL : NEW STRAITS TIME

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Get RM10 discount on your next book purchase under MOTAC campaign



Its minister Datuk Seri Nancy Shukri said the initiative to distribute the vouchers, worth RM10 each, is part of the ministry's three main initiatives under its 'Keluarga Malaysia' 100-day Key Performance Indicators (KPI). - NSTP/ FARIZ ISWADI ISMAIL.

KUALA LUMPUR: Malaysians can snap up a RM10 discount on their next book purchases, thanks to the Tourism, Arts and Culture Ministry's (MOTAC) new campaign to encourage the public to pick up the reading habit.

A total of 885,000 book discount vouchers have been distributed to 167 selected bookstores nationwide and one online bookshop.

Its minister Datuk Seri Nancy Shukri said the initiative to distribute the vouchers, worth RM10 each, is part of the ministry's three main initiatives under its 'Keluarga Malaysia' 100-day Key Performance Indicators (KPI).

"The initiative is in place from Oct 21 until Nov 15 involving 167 selected bookstores nationwide and one online bookshop, e-Sentral.

"The selected bookstores are owned by small and medium entrepreneurs affected by the Covid-19 pandemic and thus, the initiative would help boost their sales," she said when launching the Baucar Buku Semarak Membaca programme at the National Library.

The vouchers can be claimed at any of the bookstores with a minimum RM20 purchase.

The public can refer to www.e-sentral.com to redeem the voucher from Oct 21 onwards or head on to any of the 167 selected bookstores on Oct 25.

The list of selected bookstores can be viewed at www.semarakmembaca.com.

Nancy said the National Library's "Sila Duduk Rumah dan Baca Buku" (Stay at Home and Read Books) campaign has been a success, recording a 119 per cent increase in digital book loans in a year.

"The National Library recorded 367,306 digital loans compared to 167,374 digital loans in 2019.

"This showed that the trend in borrowing digital books from the library has seen a significant increase aligned with the new norms and that users are adapting with the digital services during the pandemic," she said.

Also present at the event were Tourism, Arts and Culture Ministry secretary-general Datuk Dr Noor Zari Hamat, Malaysia Book Publishers Association (MABOPA) president Arief Hakim Sani Rahmat and Malaysia Book Sellers Association (MBA) Keith Thong.