

SPEECH TEXT

**JKKN ARTS APPRECIATION AND THE LAUNCHING OF
CALENDAR 2021 CEREMONY**

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Assalamualaikum Warahmatullahiwabarakatuh and Warmest Greetings.

YB. Dato Sri Hajah Nancy Binti Shukri
Minister of Tourism, Arts and Culture Malaysia

YBhg. Dato' Dr. Noor Zari Bin Hamat
Secretary General
Ministry of Tourism, Arts and Culture

YBRS. Dr. Tan Awang Besar
Secretary of Cultural Division

All Media Social Viewers watching on-line.

1. I, on behalf of National Department for Culture and Arts would like to say a million thanks for the YB's support, Dato' Sri Hajah Nancy Binti Shukri, Minister of Tourism, Arts and Culture, MOTAC Senior Management, and all visitors to JKKN's official social media regardless where you are this morning in witnessing the **JKKN ARTS APPRECIATION AND THE LAUNCHING OF CALENDAR 2021 CEREMONY**.

2. This JKKN Appreciation Ceremony in fact is only one of the programmes that have been planned for November 2020 which has to be postponed due to Movement Control Order (MCO). Therefore, this year, JKKN attempts to organize it concurrently with the Launching of JKKN Calendar 2021.

3. Until today, our battle has yet to end in fighting the Covid-19 Pandemic that has affected the whole world including Malaysia that has caused the postponement of many physical cultural activities that encompasses the aspects of popularization, preservation and conservation of such for the time being.

4. Thus, in continuing activities to popularize cultural arts, JKKN have planned a variety of programmes adopting the new norms concept through on-line, may it be live or recorded in continuing the cultural arts glorification as not to be left behind only because of these issues or problems.

Dear respected viewers,

5. In 2021, JKKN have been allocated a budget of MYR43 million compared in 2020 of MYR46 million which is a reduction of 6.78%. This amount is not an obstacle or reason for JKKN to reduce its activities, in fact, JKKN will source other alternatives to ensure all planning is implemented successfully.

6. For your information, YB. Dato Sri, this year JKKN have implemented programmes based on five (5) Cores which encompasses;
 - Arts Skills and Tutelage towards Human Capital development.
 - Cultural Arts Preservation and Conservation.
 - Popularizing Cultural Arts.
 - Enhancing Cultural Arts Corporate Governance and,
 - Cooperation Networking.

7. For your information, YB. Dato Sri, according to 2020 statistics, the programmes that have been implemented did not involve physical spectators, but instead, through electronic media involving 17,646,517 surfing viewers and readers, while on-line viewers were 4,020,792 with PR Value of MYR7,006,614.66.

8. Based on these cores, JKKN have planned various programmes and activities may it be physically or on-line with a total of 279 KPIs with frequency of 305 times with budget allocation of MYR2,700,000.00.

9. From this KPI total, JKKN have divided it into few fractions according to the Ministry and Department's priorities in implementing programmes that are informative, academic, research and pioneering in nature throughout the country including Cultural Tourism programmes which have become one of the main products of JKKN to be closer to the people through cultural arts. Few of these programmes are planned and will be implemented on-line and physical but subject to the instructions of the National Security Council (NSC).

YB Minister and respected guests,

10. To ensure that cultural arts remain relevant in long term for the country and society, JKKN have prepared a Long Term Strategic Plan (PSJP) 2021 - 2025 based on six (6) Strategic Cores, 24 Strategies formulated according to three (3) phases which are short term, medium term, and long term to achieve the department's aspirations.
11. As we all know, the Industrial Revolution 4.0 is increasingly fast and unstoppable, and cultural arts will not be stopped nor be left out, as JKKN is currently active in efforts to ensure that it is capable to ride the digital wave with the feel of a new touch through JKKN Digital Transformation. Various planning have been made to ensure this programme is successfully implemented by utilizing JKKN's available allocations.
12. I hope that our friends, the cultural arts activists and tourism industry will join hands with the National Department for Culture and Arts (JKKN) and the Ministry of Tourism, Arts and Culture Malaysia in promoting and popularizing every activity and programme which will be implemented to revive the tourism sector in our country.

13. Finally, I wish to thank YB Dato Sri and MOTAC Top Management for their time in attending and making this morning ceremony a success. I am delighted as today's programmes have been organized in accordance to the Standard Operation Procedures (SOP) that have been set in our effort to fight the COVID-19 pandemic. And last but not least, allow me to recite a pantun,

Sirih junjung sirih pinang,
Sirih kami susun bertingkat;
Adat dijunjung pusaka dikenang,
Bangsa berbudi hidup muafakat.

(Betel respect and betel nuts)
(Decorated in fashion beautifully crafted)
(Custom upheld and heritage nurtured)
(A virtuous nation, living united)

Thank you.