

Consumer squad gets a revamp

ETHICAL BUSINESS GOAL: Cuepacs, NGOs and business community to help out

LAVANYA LINGAN
KUALA LUMPUR
news@nst.com.my

THE Domestic Trade, Cooperatives and Consumerism Ministry yesterday launched a rebranded "skuad pengguna" or consumer squad to enhance the rights and interests of consumers. The consumer squad was first introduced in 2001, but it was loosely coordinated.

Thus, a rebranding exercise involving the squad was undertaken by the ministry to create a well-

informed society and ethical business community, said Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob.

The consumer squad will be involved in monitoring and reporting on consumer issues, spreading information and organising programmes in their respective areas.

Members will receive a card by Bank Rakyat, where the cardholders can enjoy benefits from merchants registered under its consumer programme.

Training will also be provided to the squad members through seminars and workshops.

"We are looking forward to better enforcement with the involvement and cooperation of the consumer squad," Ismail said at the launch of the squad here yesterday.

The squad will be fully supported by the public sector union body, Cuepacs, which will encourage its 1.4 million members to join the squad, as well as business and industrial associations, business entities like Aeon and Giant and other non-governmental organisations.

Individuals who wish to be a member of the squad can visit www.IPengguna.com/sp to register.

Ismail said individuals, business community and NGOs could now be more involved in consumer issues via the consumer squad.

"Consumer awareness is still lacking. This is part of the ministry's effort in achieving the National Consumer Policy."