

## FOMCA declares 'Buy Nothing Day' on July 16

Written by Administrator

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 Why? That day has been declared the Buy Nothing Day by the Federation of Malaysian Consumers Associations (Fomca). Fomca, with the cooperation of its partners, wants the Buy Nothing Day to be a day for consumers to review and reflect their personal values, especially in relation to consumerism.

Creating consumer awareness: Marimuthu (right) chatting with (from left) Cuepacs deputy president Husain Mohd Yasin, NCWO deputy president Datuk Ramani Gurusamy and NCWO economy and poverty committee chairman June Yeoh at the launch of Buy Nothing Day.

It is also a time for consumers to think of their spending patterns, and about their values in relation to the importance given to family and friends, and the goods they acquire.

The Buy Nothing Day is organised in conjunction with the National Consumer Campaign (NCC), which is on from June this year till June 2012 under the theme of Change Begins With Me.

The focus of the NCC is for Malaysian consumers to change their consumer behaviour and to take greater responsibility to face challenges that have an impact on their lifestyle, Fomca president Datuk N. Marimuthu said at the launch of the Buy Nothing Day.

The time for cheaper fuel and foodstuff is over. Malaysians need to re-examine their lifestyle and make changes to the way they live to adapt to global challenges like increasing fuel prices, he said.

Also present at the launch were representatives from the campaign partners Cuepacs, National Council of Women's Organisation (NCWO) and the Malaysian Youth Council.

Meanwhile, following are some of the positive measures consumers can do:

- Packing lunches/snacks at home and having them at the office;
- Having more meals at home and eating out less;
- Reducing electricity consumption, such as reducing the amount of time the air-conditioner is switched on or using the fan more often;
- Planning travel in advance;
- Using public transport more often;
- Buying only when necessary, and evaluating the needs versus the wants;
- Using energy-efficient equipment, like a front-loading washing machine rather than a top-loading one;
- Stop using credit cards; and
- Buying house brand goods instead of branded goods.

Story and photo by JADE CHAN