LAPORAN TAHUNAN

KRAFTANGAN MALAYSIA

ANNUAL REPORT 2015

Kandungan
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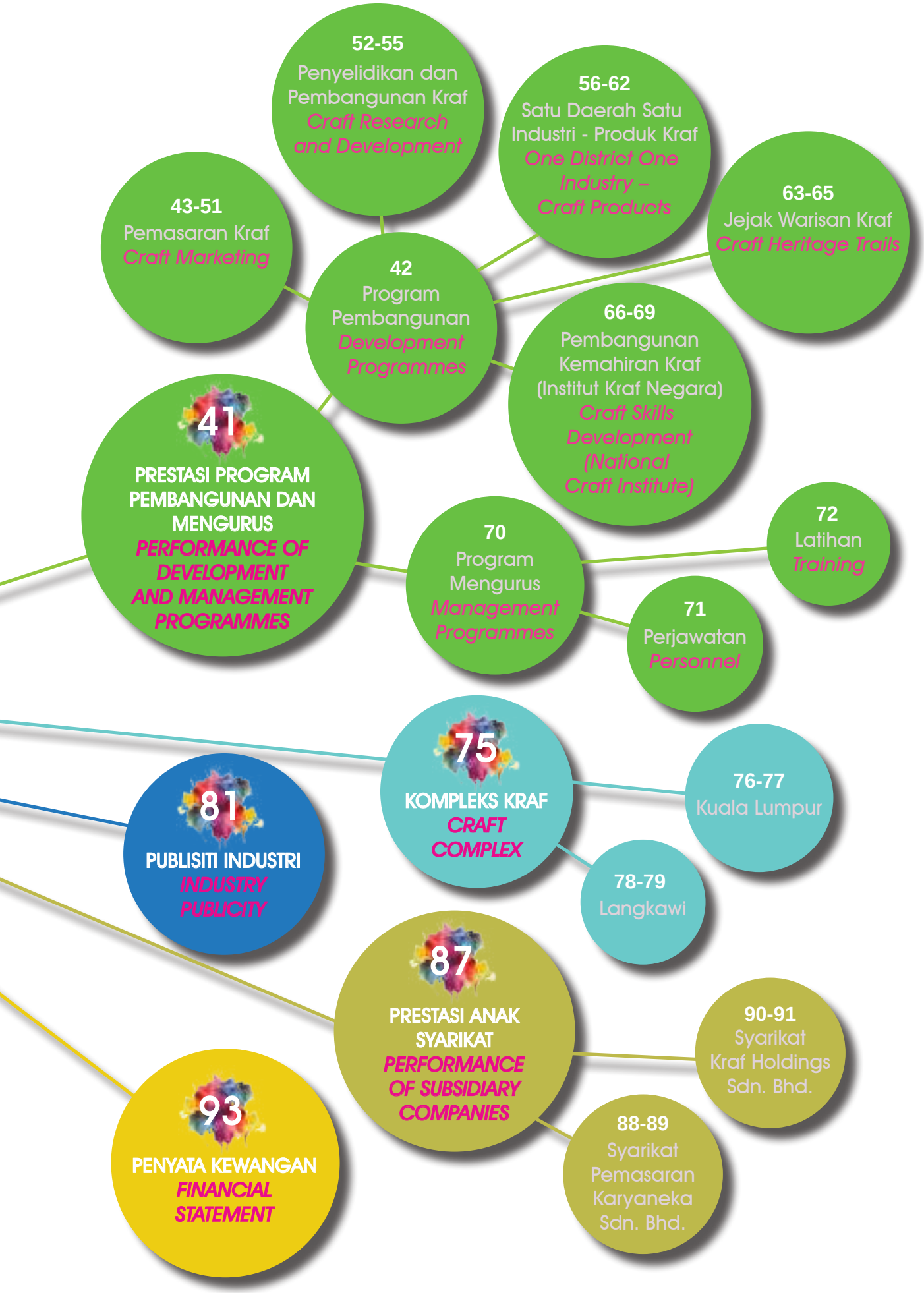
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Proses Pembuatan : Ukiran Kayu
The Making of : Wood Carving

PROFIL KORPORAT

CORPORATE PROFILE



Kotak Kayu / *Wooden Box*

Perbadanan Kemajuan Kraftangan Malaysia merupakan agensi di bawah Kementerian Pelancongan dan Kebudayaan Malaysia. Ditubuhkan di bawah Akta 222, Akta Perbadanan Kemajuan Kraftangan Malaysia, Tahun 1979 dan Akta A562 Akta Perbadanan Kemajuan Kraftangan Malaysia (Pindaan) Tahun 1983. Lembaga Pengarah Kraftangan Malaysia terdiri daripada Pengerusi, Timbalan Pengerusi, Ketua Pengarah Kraftangan Malaysia dan wakil daripada agensi kerajaan serta pihak swasta.

Pentadbiran Kraftangan Malaysia diketuai oleh Ketua Pengarah dan dibantu oleh Timbalan Ketua Pengarah (Operasi) serta Timbalan Ketua Pengarah (Pembangunan) bagi mencapai visi, misi dan objektif Kraftangan Malaysia selaras dengan peranannya.



The Malaysian Handicraft Development Corporation (Kraftangan Malaysia), which comes under the Ministry of Tourism and Culture, was incorporated under Act 222, Malaysian Handicraft Development Corporation Act 1979 and Act A562, Malaysian Handicraft Development Corporation Act (Amendment) 1983. The Board of Directors of Kraftangan Malaysia consists of a Chairman, a Deputy Chairman, and the Director General of Kraftangan Malaysia and representatives from government agencies and the private sector.

The administration of Kraftangan Malaysia is headed by the Director General who is assisted by the Deputy Director General (Operations) and Deputy Director General (Development) to achieve the vision, mission and objectives of the corporation in accordance with its role.

VISI

Menjadi pemimpin dalam pembangunan industri kraf negara yang kukuh dan berdaya saing.

VISION

To be a leader in developing the country's craft industry in strength and competitiveness.

MISI

Mengkomersialkan produk seni kraf melalui pembangunan pasaran, produk dan usahawan.

MISSION

To commercialise craft products through the development of the market, products and entrepreneurs.

OBJEKTIF

- Memperluaskan saiz pasaran produk kraf;
- Membangun produk berkualiti yang berorientasikan pasaran;
- Menggalakkan pertumbuhan dan memajukan industri kraf;
- Menyediakan tenaga terlatih mengikut keperluan industri kraf; dan
- Meningkatkan kesedaran dan minat terhadap penggunaan produk kraf tempatan.

OBJECTIVE

- *To expand the market for craft products;*
- *To develop high quality market-oriented products;*
- *To encourage the growth and development of the craft industry;*
- *To provide a skilled workforce based on the needs of the craft industry;*
- *To raise awareness and interest in using local craft products.*



PERANAN

Peranan Perbadanan Kemajuan Kraftangan Malaysia Mengikut Akta 222, Akta Perbadanan Kemajuan Kraftangan Malaysia Tahun 1979

- Memaju, menggiat dan memulihara kraf warisan.
- Menggiatkan perkembangan dan memelihara standard perusahaan kraf tangan.
- Memberi khidmat nasihat mengenai pengeluaran, pengurusan dan pemasaran.
- Mengawal, meninggikan dan memperbaiki kualiti dan menyenggara standard.
- Memajukan pemasaran dan pengeksport keluaran kraf tangan.

ROLES

Role of Malaysian Handicraft Development Corporation According to Act 222, Malaysian Handicraft Development Corporation 1979

- *To develop, promote and conserve heritage craft.*
- *To stimulate growth and uphold standards of the handicraft industry.*
- *To give advisory services relating to production, management and marketing.*
- *To control, increase and upgrade quality and maintain standards.*
- *Develop the marketing and exportation of handicraft products.*

AHLI LEMBAGA PENGARAH
BOARD OF DIRECTORS



Ahli/*Member*
YBhg Datuk Haji Salsidu bin Haji Ibrahim J.P
Pengarah/*Director*
Jabatan Cetak Kerajaan, Sabah
Government Printing Department, Sabah

Ahli/*Member*
YBhg Dato' Mohd Kamil bin Mohd Ali
Ketua Pengarah/*Director General*
Perbadanan Kemajuan Kraftangan Malaysia
Malaysian Handicraft Development Corporation
(Sehingga 14 Oktober 2015/*Until 14th October 2015)*

Ahli/*Member*
YBhg Datuk Haji Ab Ghaffar bin A.Tambi
Timbalan Ketua Setiausaha (Kebudayaan)
Kementerian Pelancongan dan Kebudayaan Malaysia
Deputy Secretary General (Culture)
Ministry of Tourism and Culture Malaysia

Ahli/*Member*
YBhg Puan Hajah Zuraida binti Mokhtar
Ketua Pengarah/*Director General*
Perbadanan Kemajuan Kraftangan Malaysia
Malaysian Handicraft Development Corporation
(Mulai 20 Oktober 2015/*Since 20th October 2015*)

Ahli/*Member*
YBhg Puan Sri Datuk Rohani binti Abdullah
Yang DiPertua PUSPANITA Kebangsaan
President of National PUSPANITA

Pengerusi/*Chairman*
YBhg Datuk Seri Siti Azizah
binti Sheikh Abod
Pegawai Khas kepada
YAB Perdana Menteri
Special Officer to the
Prime Minister



Tiada Dalam Gambar
Not In The Picture

Ahli/*Member*
YBhg Datin Zahirah binti Haji Mohamad
Ketua Penolong Setiausaha
Bahagian Pengurusan Kewangan
Kementerian Kewangan Malaysia
Chief Assistant Secretary
Financial Management Division Ministry of Finance
(Sehingga 30 November 2015/*Until 30th November 2015*)

Timbalan Pengerusi/*Deputy Chairman*
YBhg Mejar (B) Tuan Haji Roslan bin Zakaria
Ahli Politik/*Politician*
(Sehingga 30 Mac 2015/*Until 30th March 2015*)

AHLI PENGURUSAN TERTINGGI
TOP MANAGEMENT TEAM



1. YBhg Hajah Zuraida binti Mokhtar
   Ketua Pengarah/*Director General*
   (Mulai 20 Oktober 2015/*Since 20th October 2015)*
   Timbalan Ketua Pengarah (Operasi)
   Deputy Director General (Operation)
   (Sehingga 19 Oktober 2015/*Until 19th October 2015)*

2. Puan Haslina binti Abdul Hamid
   Timbalan Ketua Pengarah (Operasi)
   Deputy Director General (Operation)
   (Mulai 9 November 2015/*Since 9th November 2015)*

3. Encik Yusak bin Haji Mahamud
   Timbalan Ketua Pengarah (Pembangunan)
   Deputy Director (Development)
   (Mulai 15 Julai 2015/*Since 15th July 2015)*
   Pengarah/*Director*
   Bahagian Rekaan dan Penyelidikan
   Design and Research Division
   (Sehingga 14 Julai 2015/*Until 14th July 2015)*

4. Tuan Haji Mohd Mokhtar bin Lop Ahmad
   Pengarah Kanan/*Senior Director*
   Bahagian Pengurusan dan Perkhidmatan
   Management and Services Division

5. Encik Zainal Abidin bin Che Pa'
   Pengarah Kanan/*Senior Director*
   Institut Kraf Negara/*National Craft Institute*



6. YBhg Dato' Mohd Zubair bin Mohd Zain
   Pengarah Kanan/*Senior Director*
   Bahagian Rekaan dan Penyelidikan
   Design and Research Division
   (Mulai 15 Julai 2015/*Since 15th July 2015)*
   Pengarah/*Director*
   Kraftangan Malaysia Cawangan Pahang
   Kraftangan Malaysia Pahang Branch
   (Sehingga 14 Julai 2015/*Until 14th July 2015)*

7. Encik Ibrahim bin Ismail
   Pengarah Kanan/*Senior Director*
   Bahagian Pembangunan Industri
   Industry Development Division
   (Mulai 15 Julai 2015/*Since 15th July 2015)*
   Pengurus Besar/*General Manager*
   Syarikat Pemasaran Karyaneka Sdn. Bhd
   (Sehingga 14 Julai 2015/*Until 14th July 2015)*

8. YBhg Dato' Mohd Kamil bin Mohd Ali
   Ketua Pengarah/*Director General*
   (Sehingga 14 Oktober 2015/*Until 14th October 2015)*

9. Tuan Haji Shahrudin bin Mohd Nor
   Timbalan Ketua Pengarah (Pembangunan)
   Deputy Director General (Development)
   (Sehingga 11 Februari 2015/*Until 11th February 2015)*

10. Tuan Haji Misroni bin Haji Sulaiman
    Pengarah Kanan/*Senior Director*
    Bahagian Komunikasi Korporat
    Corporate Communications Division
    (Sehingga 23 Jun 2015/*Until 23th June 2015)*

AHLI PENGURUSAN IBU PEJABAT
HEADQUARTERS MANAGEMENT TEAM



1. Encik Zahir bin Ahmad
   Pengarah/*Director*
   Unit Pembangunan Usahawan
   Entrepreneur Development Unit

2. Puan Ruslah binti Khalid
   Pengarah/*Director*
   Unit Pemuliharaan Kraf
   Craft Conservation Unit

3. Encik Nordin bin Mustafa
   Pengarah/*Director*
   Bahagian Audit Dalam
   Internal Audit Division

4. Encik Ahzarisham bin Ahmad @ Sa'il
   Pengarah/*Director*
   Unit Teknologi Maklumat
   Information Technology Unit

5. Puan Faridah binti Salehan
   Pengarah/*Director*
   Unit Rekaan dan Penyelidikan
   Design and Research Unit

6. Puan Hamidah binti Hassan
   Pengarah/*Director*
   Unit Integriti/*Integrity Unit*
   (Mulai 15 Ogos 2015/*Since 15th August 2015)*
   Pengarah/*Director*
   Kraftangan Malaysia Cawangan Melaka
   Kraftangan Malaysia Melaka Branch
   (Sehingga 14 Ogos 2015/*Until 14th August 2015)*



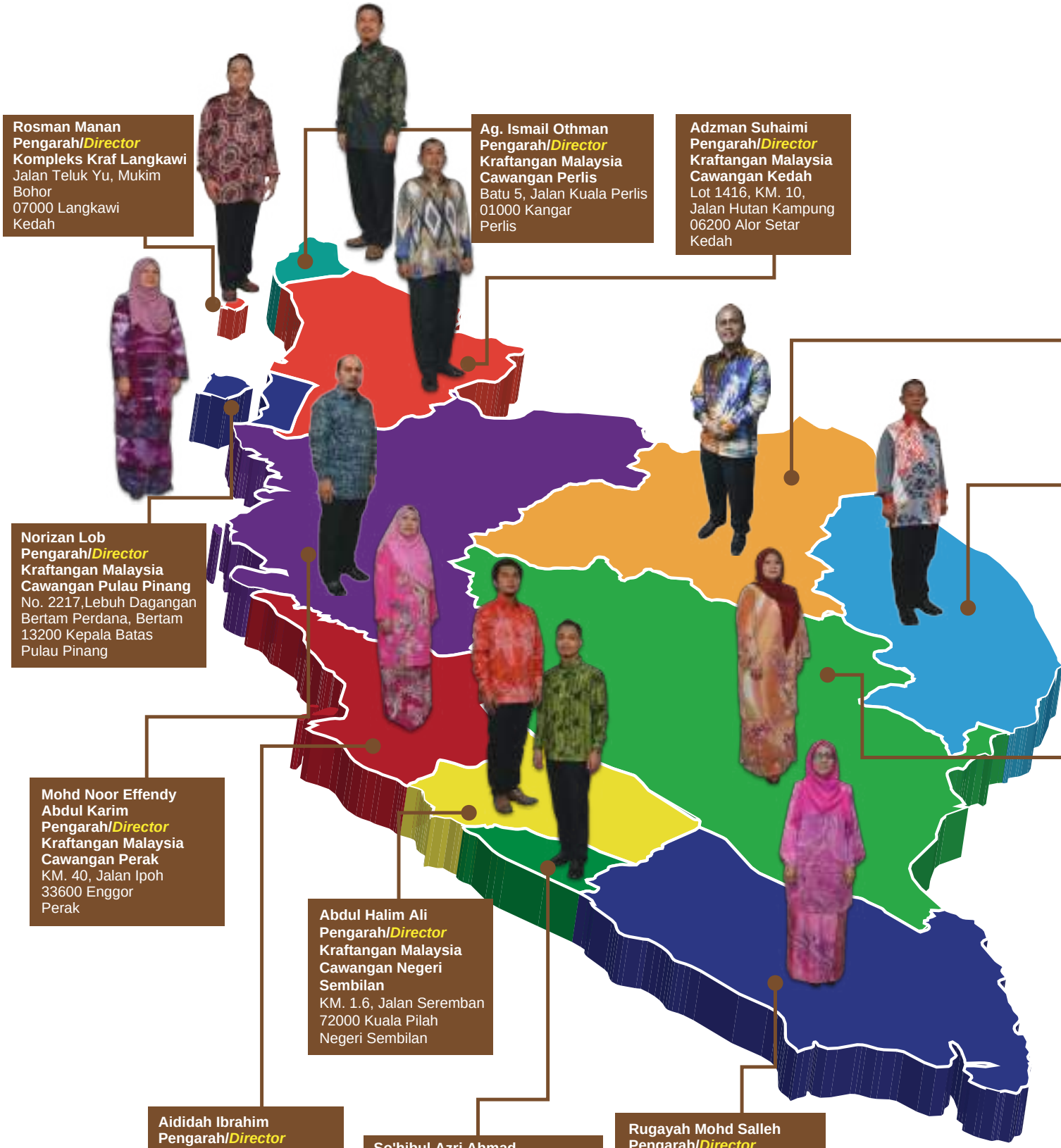
7. Encik Sahaimi bin Abd. Manaf
   Pengarah/*Director*
   Bahagian Strategi Korporat
   Corporate Strategy Division
   (Mulai 15 Ogos 2015/*Since 15th August 2015)*
   Pengarah/*Director*
   Bahagian Pemasaran dan Promosi
   Marketing and Promotion Division
   (Sehingga 14 Ogos 2015/*Until 14th August 2015)*

8. Encik Mohd Latif bin Dirun
   Pengarah/*Director*
   Unit Teknikal/*Technical Unit*
   (Mulai 15 Ogos 2015/*Since 15th August 2015)*
   Pengarah/*Director*
   Kraftangan Malaysia Cawangan Terengganu
   Kraftangan MalaysiaTerengganu Branch
   (Sehingga 14 Ogos 2015/*Until 14th August 2015)*

9. Encik Bhasri bin Othman
   Pengarah/*Director*
   Unit Kewangan dan Pembangunan
   Finance and Development Unit

10. Encik Rosli bin Abd. Hamid
    Pengarah/*Director*
    Bahagian Komunikasi Korporat
    Corporate Communication Division
    (Mulai 15 Ogos 2015/*Since 15th August 2015)*
    Pengarah/*Director*
    Kraftangan Malaysia Cawangan Pulau Pinang
    Kraftangan Malaysia Penang Branch
    (Sehingga 14 Ogos 2015/*Until 14th August 2015)*

11. Encik Abdul Manan bin Ismail
    Pengarah/*Director*
    Kompleks Kraf Kuala Lumpur
    Kuala Lumpur Craft Complex



Rosman Manan
Pengarah/*Director*
Kompleks Kraf Langkawi
Jalan Teluk Yu, Mukim Bohor
07000 Langkawi
Kedah

Ag. Ismail Othman
Pengarah/*Director*
Kraftangan Malaysia Cawangan Perlis
Batu 5, Jalan Kuala Perlis
01000 Kangar
Perlis

Adzman Suhaimi
Pengarah/*Director*
Kraftangan Malaysia Cawangan Kedah
Lot 1416, KM. 10,
Jalan Hutan Kampung
06200 Alor Setar
Kedah

Norizan Lob
Pengarah/*Director*
Kraftangan Malaysia Cawangan Pulau Pinang
No. 2217,Lebuh Dagangan Bertam Perdana, Bertam
13200 Kepala Batas
Pulau Pinang

Mohd Noor Effendy Abdul Karim
Pengarah/*Director*
Kraftangan Malaysia Cawangan Perak
KM. 40, Jalan Ipoh
33600 Enggor
Perak

Abdul Halim Ali
Pengarah/*Director*
Kraftangan Malaysia Cawangan Negeri Sembilan
KM. 1.6, Jalan Seremban
72000 Kuala Pilah
Negeri Sembilan

Aididah Ibrahim
Pengarah/*Director*
Kraftangan Malaysia Cawangan Selangor
No. 1, KM 20,
Jalan Ipoh – Rawang
Taman Rekreasi Templer
48000 Rawang
Selangor

So'hibul Azri Ahmad
Pengarah/*Director*
Kraftangan Malaysia Cawangan Melaka
Kompleks Kraf Melaka
Lebuh Ayer Keroh
75450 Ayer Keroh
Melaka

Pusat Inkubator Kraf Alor Gajah
Lot. 89-102, Kawasan Perindustrian Alor Gajah
78000 Alor Gajah
Melaka

Rugayah Mohd Salleh
Pengarah/*Director*
Kraftangan Malaysia Cawangan Johor
Lot PBT 20002, Jalan Cenderasari Off Jalan Datin Halimah
80350 Larkin, Johor Bahru
Johor

AHLI PENGURUSAN CAWANGAN NEGERI
BRANCH MANAGEMENT TEAM

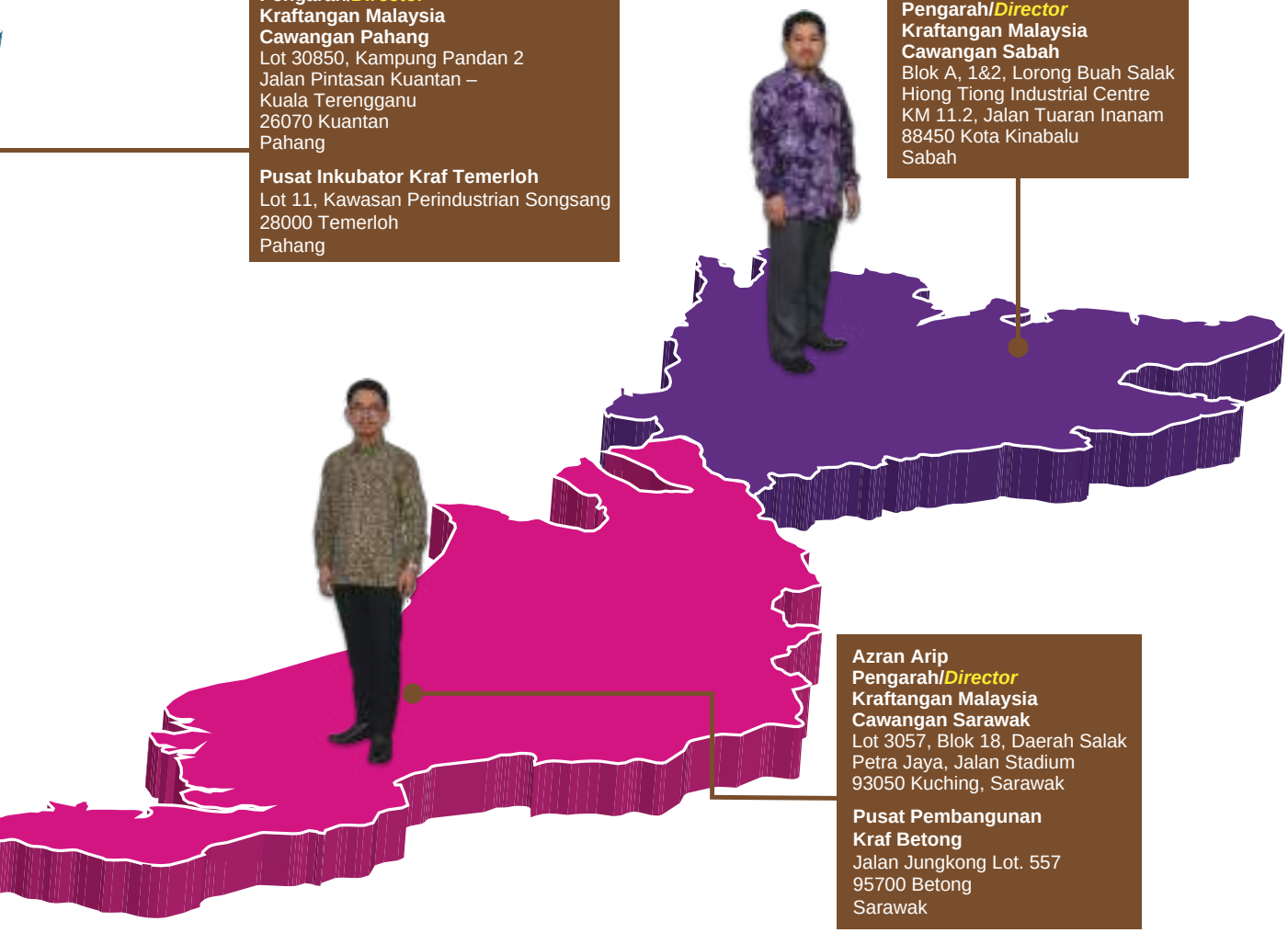
Juhari Azmi
Pengarah/*Director*
Kraftangan Malaysia
Cawangan Kelantan
KM. 10, Jalan Kuala Krai
16010 Kota Bharu
Kelantan

Kamaruzaman Idris
Pengarah/*Director*
Kraftangan Malaysia
Cawangan Terengganu
Lot 2195, Kawasan
Perindustrian Chendering
Peti Surat 69
21080 Kuala Terengganu
Terengganu

'Ainu Sham Haji Ramli
Pengarah/*Director*
Kraftangan Malaysia
Cawangan Pahang
Lot 30850, Kampung Pandan 2
Jalan Pintasan Kuantan –
Kuala Terengganu
26070 Kuantan
Pahang

Pusat Inkubator Kraf Temerloh
Lot 11, Kawasan Perindustrian Songsang
28000 Temerloh
Pahang

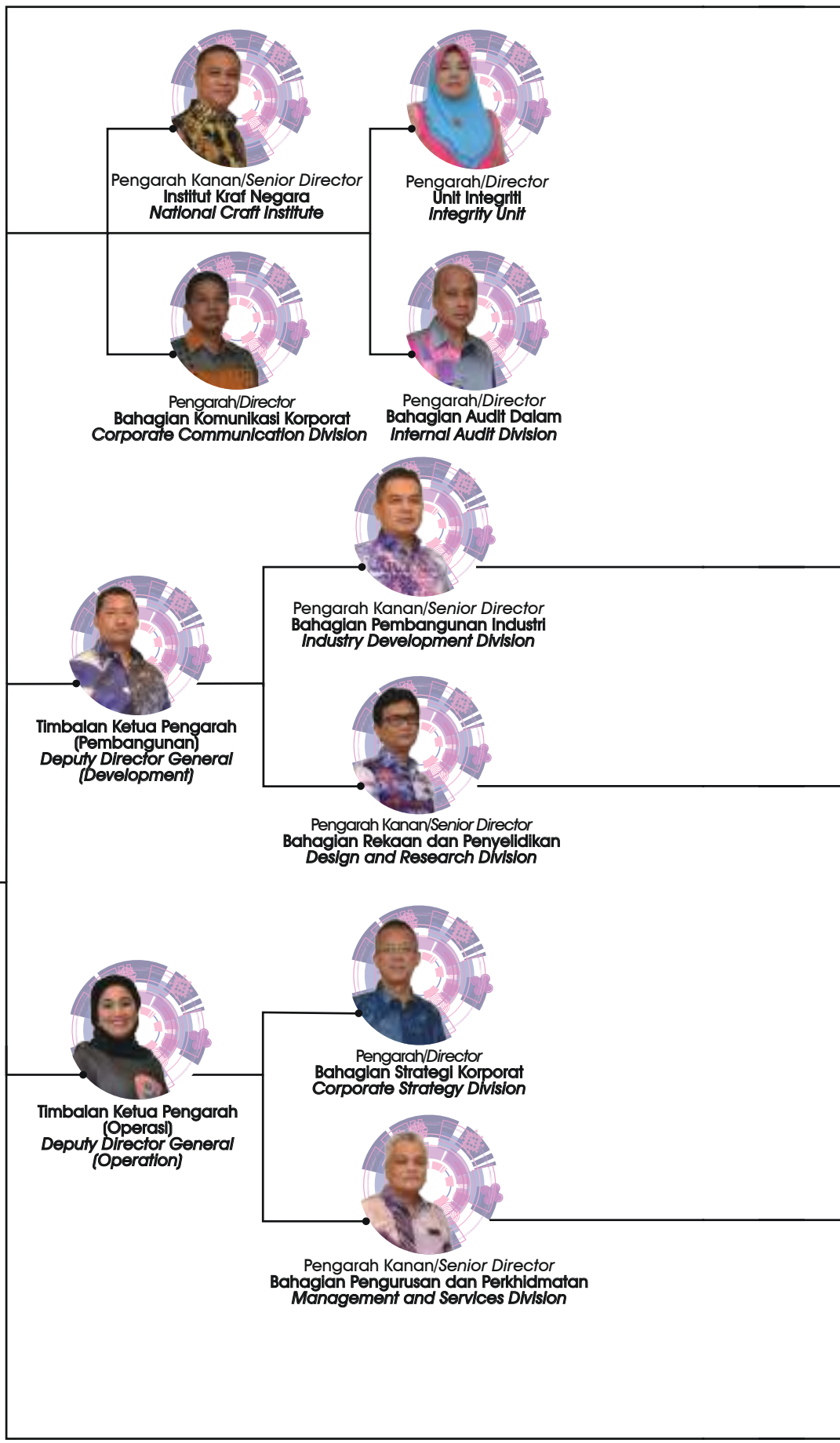
Abd. Rahman Omar
Pengarah/*Director*
Kraftangan Malaysia
Cawangan Sabah
Blok A, 1&2, Lorong Buah Salak
Hiong Tiong Industrial Centre
KM 11.2, Jalan Tuaran Inanam
88450 Kota Kinabalu
Sabah

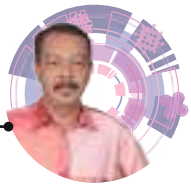


Azran Arip
Pengarah/*Director*
Kraftangan Malaysia
Cawangan Sarawak
Lot 3057, Blok 18, Daerah Salak
Petra Jaya, Jalan Stadium
93050 Kuching, Sarawak

Pusat Pembangunan
Kraf Betong
Jalan Jungkong Lot. 557
95700 Betong
Sarawak

CARTA ORGANISASI
ORGANISATIONAL CHART

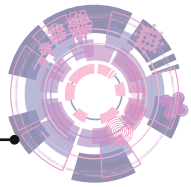




Pengarah/*Director*
Unit Pembangunan Usahawan
Craft Entrepreneur Development Unit



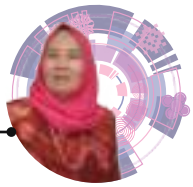
Pengarah/*Director*
Kompleks Kraf Kuala Lumpur
Kuala Lumpur Craft Complex



Pengarah/*Director*
Unit Pembangunan Pasaran dan Promosi
Marketing and Promotion Division



Pengarah/*Director*
Unit Pemuliharaan Kraf
Craft Conservation Unit



Pengarah/*Director*
Unit Rekaan
Design Unit



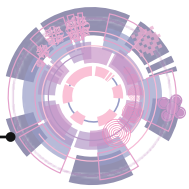
Pengarah/*Director*
Unit Teknikal
Technical Unit



Pengarah/*Director*
Unit Kewangan dan Pembangunan
Finance and Development Unit



Pengarah/*Director*
Unit Teknologi Maklumat
Information Technology Unit



Pengarah/*Director*
Unit Khidmat Pengurusan
Management Services Unit

Cawangan/*Branch*
Kraftangan Malaysia


Kelantan


Terengganu


Serawak


Selangor


Perak


Negeri Sembilan


Pahang


Melaka


Sabah


Johor


Pulau Pinang


Kedah


Perlis


Kompleks Kraf Langkawi



Pengurus Besar/*General Manager*
Syarikat Pemasaran Karyaneka Sdn. Bhd.
& Kraf Holdings Sdn. Bhd.



Proses Pembuatan : Tenunan Songket
The Making of : Songket Weaving

PERUTUSAN MENTERI

MESSAGE BY THE MINISTER



Sarung Songket / *Songket Sarong*

PERUTUSAN MENTERI
MESSAGE BY THE MINISTER



Industri kraf merupakan salah satu elemen yang memainkan peranan penting bagi industri pelancongan di sesebuah negara serta menjadi pelaburan yang dapat memberi kesan limpahan ekonomi kepada masyarakat tempatan. Produk kraf yang dihasilkan menjadi simbol daya tarikan yang diketengahkan sebagai identiti masyarakat tempatan kepada pelancong domestik dan antarabangsa.

Dalam konteks ini, Malaysia tidak terkecuali di mana produk kraf tempatan menjadi pelengkap sempurna kepada industri pelancongan yang dapat memperkenalkan negara di persada dunia. Keunikan dan kehalusan seni produk kraf tempatan adalah setanding dengan produk berjenama lain yang ditawarkan di pasaran. Penjenamaan produk batik Malaysia dan tenunan songket, misalnya, merupakan langkah permulaan yang baik bagi mengkomersialkan produk kraf tempatan ke pasaran yang lebih meluas.

The craft industry is one of the key components in a country's tourism industry and investment that feeds into the local economy. Craft products are symbols of attraction that identifies a local community to local and foreign tourists.

Similarly Malaysian crafts serve as a perfect complement to the tourism industry and are a means to introduce the country to the world. Our local crafts are unique and refined and are on par with other branded products on offer in the market. For example, Malaysian branded batik and songket can be the starting point to commercialise local crafts to a wider world market.

"Usahawan kraf perlulah inovatif dan komited dalam membangunkan produk kraf yang masih mengekalkan nilai etika dan estetika dalam budaya"

"Craft entrepreneurs should be innovative and committed in developing craft products that maintain ethical values and cultural aesthetics"

Untuk meningkatkan permintaan produk kraf yang juga mampu berfungsi dalam keperluan hidup masyarakat pengguna hari ini, usahawan kraf perlulah inovatif dan komited dalam membangunkan produk kraf yang masih mengekalkan nilai estetika dalam budaya. Industri kraf negara masih mempunyai ruang untuk inovasi dan idea baru dalam semua aspek bagi memastikan penghasilan produk berkualiti dan boleh diterima pengguna.

Aktiviti pemasaran dan promosi produk kraf juga perlu diperkukuh dan diperhebat dari semasa ke semasa bagi memastikan produk kraf lebih dikenali oleh masyarakat di seluruh pelusuk benua. Rangkaian *outlet* dan perniagaan secara atas talian *(online)* menjadi salah satu kaedah pemasaran terkini yang lebih kreatif dan inovatif. Selain itu, pemindahan teknologi dan pengenalan rekaan produk baru yang kontemporari perlu diteruskan serta dipergiat bagi meningkatkan potensi kebolehpasaran produk kraf tempatan di pasaran domestik dan antarabangsa.

Perbadanan Kemajuan Kraftangan Malaysia telah melaksanakan pelbagai program pembangunan keusahawanan untuk mewujudkan kesedaran dan meningkatkan kemahiran usahawan kraf berkenaan dengan inovasi dalam pembangunan produk kraf di Malaysia. Usaha untuk mengadakan latihan dan bimbingan keusahawanan perlu diteruskan agar usahawan dapat menghasilkan produk kraf yang bermutu dalam kuantiti yang diperlukan oleh pasaran.

Kerjasama strategik bersama agensi atau badan bertauliah berkaitan perlu diwujudkan demi kelangsungan industri ini pada masa hadapan. Umpama kata bidalan “Kalau tidak dipecahkan ruyung, manakan dapat sagunya” yang membawa maksud bahawa setiap usaha yang dilakukan memerlukan kesungguhan, ketabahan, keyakinan dan ketekunan.

Saya ingin mengucapkan tahniah kepada seluruh warga kerja Perbadanan Kemajuan Kraftangan Malaysia atas usaha keras mereka dalam memaju dan menggiatkan perkembangan serta memelihara standard perusahaan kraf tangan negara. Saya juga berharap usaha ini berterusan demi generasi yang akan datang.

MALAYSIA TRULY ASIA



YB Dato’ Seri Mohamed Nazri Bin Tan Sri Abdul Aziz
Menteri Pelancongan dan Kebudayaan Malaysia
Minister of Tourism and Culture Malaysia

To increase demand for craft products which can also function to meet the daily needs of today’s consumers, craft entrepreneurs should be innovative and committed in developing craft products that maintain ethical values and cultural aesthetics. The national craft industry still has oppurtunity for innovation and new ideas in all aspects to ensure the products have the quality acceptable to consumers.

Marketing and promotion activities for craft products need to be strengthened and intensified from time to time to ensure that the products are known by communities globally. A network of outlets and on-line businesses is one of the latest marketing methods that are more creative and innovative to move sales. Apart from that, technology transfer and the introduction of new, contemporary product designs should be continued, and increased to improve the marketability of local craft products in the domestic and international market.

The Malaysian Handicraft Development Corporation have launched various entrepreneurship programmes to create awareness and to increase craft entrepreneurs’ skills with regard to innovation in the development of Malaysian craft products. Efforts to hold entrepreneurship training and guidance should be continued so that entrepreneurs are able to manufacture quality craft products for the market.

Strategic cooperation between agencies and related accredited bodies should be established for the future survival of the industry. A Malay proverb says,” If the bark of the palm tree is not broken, how can we obtain the sago inside?” This means that every enterprise undertaken needs determination, perseverance, confidence and discipline.

I wish to offer my congratulations to the personnel of the Malaysian Handicraft Development Corporation for their endeavours in developing and stimulating growth as well as in maintaining the standards of the country’s handicraft industry. I hope also that these endeavours will continue for generations to come.



Proses Pembuatan : Batik Blok
The Making of : Block Batik

PERUTUSAN PENGERUSI

MESSAGE BY THE CHAIRMAN



Kusyen Batik / *Batik Cushion*

PERUTUSAN PENGERUSI
MESSAGE BY THE CHAIRMAN



Syukur Alhamdulillah sekali lagi Perbadanan Kemajuan Kraftangan Malaysia (Kraftangan Malaysia) dapat menerbitkan Buku Laporan Tahunan 2015.

Tahun 2015 merupakan tahun yang diwarnai dengan pelbagai cabaran dalam usaha membantu industri kraf agar terus membangun dan berdaya saing. Dalam konteks ini, aktiviti Promosi dan Pemasaran Kraf menjadi tunjang utama bagi pengembangan produk kraf di pasaran domestik dan antarabangsa dan seterusnya kepada peningkatan nilai jualan kraf tempatan. Sepanjang tahun 2015, pelbagai aktiviti promosi telah dilaksanakan yang melibatkan usahawan dari seluruh Malaysia. Alhamdulillah, usaha ini telah berjaya memperoleh nilai jualan sebanyak RM505.4 juta.

Syukur Alhamdulillah once again the Malaysian Handicraft Development Corporation (Kraftangan Malaysia) is able to present its 2015 Annual Report. Kraftangan Malaysia encountered various challenges in 2015 in its endeavours to ensure that the craft industry continues to progress and to remain competitive.

Within this context, Promotion dan Marketing activities will be key thrusts for the expansion of craft products in the domestic and international market and at the same time grow the sales value of local crafts. In 2015, various promotional activities involving entrepreneurs from throughout Malaysia were launched. These activities brought in sales worth RM505.4 million.

“Industri kraf tangan ini mampu menjana pendapatan kepada negara tetapi memerlukan perancangan dan pendekatan yang mampan”

“This handy craft industrial capable to generate income to the country but requires planning and a sustainable approach”

Dalam penembusan pasaran di peringkat antarabangsa dan untuk mendapatkan impak yang besar, Kraftangan Malaysia telah mewujudkan kolaborasi dengan pakar di luar negara. Sebagai contoh, program *internship* bersama pereka fesyen terkenal seperti Zhandra Rhodes Studio, London telah diadakan. Ianya telah memberi dimensi baru kepada tekstil kraf tempatan khususnya batik dan tenunan di peringkat antarabangsa. Selain daripada itu, penyertaan di beberapa program terus diadakan seperti di International Design Week London, Azerbaijan, Rusia, New York, Perancis, Milan, Itali, Jia Xing, Zhe Jiang Province, China, Tokyo dan Hong Kong. Ini telah dapat memberi pendedahan terbaik kepada pereka dan usahawan kraf tempatan ke pasaran di peringkat antarabangsa.

Selaras dengan usaha untuk memenuhi kehendak pengguna produk kraf di peringkat domestik dan antarabangsa, pengeluaran dan pembangunan produk kraf telah juga diberi keutamaan. Usaha ini telah memberi fokus kepada segmen produk hadiah dan cenderamata korporat, produk pelancongan, fesyen dan aksesori serta alatan dan kelengkapan rumah. Usaha ini bertujuan untuk mengetengahkan kepelbagaian fungsi dan kegunaan produk kraf dengan mengambil kira kehendak serta keperluan pengguna kraf.

Saya juga berasa bangga kerana buat pertama kalinya, Kraftangan Malaysia telah melaksanakan standard kualiti batik melalui Sijil Pengesahan Kualiti MS 692: 2007. Usaha ini dijangka akan meletakkan produk batik setanding dengan produk tekstil lain dan mampu bersaing di pasaran antarabangsa. Pada fasa pertama, seramai 55 orang usahawan batik telah berjaya menerima Sijil Pengesahan Kualiti ini.

Saya mempunyai keyakinan penuh bahawa industri kraf tangan ini mampu menjana pendapatan kepada negara tetapi memerlukan perancangan dan pendekatan yang mampan. Pada masa yang sama, seni kraf ini dapat terus memartabat serta mengekalkan jati diri bangsa Malaysia.

Kraftangan Malaysia is collaborating with overseas experts in order to penetrate the international market and to obtain the greatest impact. For example, an internship programme has been arranged with the famous international fashion designer Zhandra Rhodes Studio of London. This will provide a new dimension to local textile crafts, particularly batik and weaving at the international level. There was also participation in several events such as the International Design Week London and in Azerbaijan, Russia, New York, France, Milan (Italy), Jia Xing (Zhe Jiang Province, China), Tokyo and Hong Kong. Participation in such events provided local craft designers and entrepreneurs with excellent exposure to the international market.

In line with efforts to meet the needs of domestic and international craft product customers, the production and development of craft products have been given priority, with the focus on product segments covering gifts and corporate premiums, tourism products, fashion and accessories, and home fixtures. These efforts were also aimed at highlighting the versatility and functionality of the products taking into consideration the needs and requirements of the customers.

I am also very proud to note that for the first time, Kraftangan Malaysia had implemented a batik standard through the Quality Certification MS 692: 2007. This will place batik on equal standing with other textiles and allow it to compete internationally. 55 batik entrepreneurs received the quality certification in the first phase of the project.

I have full confidence that this handy craft industrial capable to generate income to the country but requires planning and a sustainable approach. At the same time, this art can continue to uphold and preserve the national identity Malaysia.



Datuk Seri Siti Azizah Binti Sheikh Abod
Pengerusi, Perbadanan Kemajuan Kraftangan Malaysia
Chairman, Malaysian Handicraft Development Corporation



Proses Pembuatan : Seramik
The Making of : Ceramic

PERUTUSAN KETUA PENGARAH

MESSAGE BY THE DIRECTOR GENERAL



Tembikar Terenang / *Terenang Pot*

PERUTUSAN KETUA PENGARAH
MESSAGE BY THE DIRECTOR GENERAL



Perbadanan Kemajuan Kraftangan Malaysia (Kraftangan Malaysia) telah membangunkan dan memajukan industri kraf hampir 37 tahun lamanya. Kraftangan Malaysia terus mengorak langkah dengan pelaksanaan 5 program pembangunan utama iaitu Pemasaran Kraf, Penyelidikan dan Pembangunan Kraf, Satu Daerah Satu Industri – Produk Kraf, Jejak Warisan Kraf dan Pembangunan Kemahiran Kraf.

Menerusi Program Pemasaran Kraf, aktiviti promosi dan pemasaran terus dipergiat secara menyeluruh di peringkat domestik dan antarabangsa seperti Promosi Bertema, Promosi Kraf Malaysia, Promosi di Pusat Beli-Belah, Promosi di Peringkat Cawangan Negeri, Pameran Perdagangan Luar Negara,

The Malaysian Handicraft Development Corporation (Kraftangan Malaysia) has been developing and advancing the craft industry for nearly 37 years. Towards fulfilling its objectives, Kraftangan Malaysia has rolled out 5 core development programmes, that is, Craft Marketing, Craft Research and Development, One District One Industry – Craft Products, Craft Heritage Trails and Craft Skills Development.

Through the Craft Marketing Programme, promotional and marketing activities were intensified at domestic and international levels with events such as Thematic Promotions, Malaysian Crafts Promotions, In-Store Promotions, State Level Promotions, International Trade Exhibitions,

“ Kraftangan Malaysia turut mengambil inisiatif memulih dan memelihara seni kraf warisan untuk dijadikan rujukan serta tatapan generasi yang akan datang ”

> ***Kraftangan Malaysia also took the initiative to revive and conserve heritage art craft so that it becomes a point of reference for future generations***

Promosi Pengguna Luar Negara dan Pameran Antarabangsa Dalam Negara. Selain itu, aktiviti pembangunan rekaan dan produk baru juga dilaksanakan dengan pengenalan konsep rekaan yang menjadi *trend* semasa. Bagi tahun 2015, Kraftangan Malaysia mengenengahkan konsep *Futuristic* dalam rekaan dan pembangunan produk baru. Penggunaan Standard MS 692:2007 (Batik Malaysia) merupakan inisiatif terkini bagi memastikan produk kraf tempatan mencapai kualiti yang ditetapkan dan setanding dengan produk kraf yang dihasilkan oleh negara lain.

Sepanjang tahun 2015, terdapat seramai 5,130 orang usahawan yang berdaftar dengan Kraftangan Malaysia. Usahawan kraf ini berpeluang menyertai aktiviti promosi yang dianjurkan sama ada di peringkat domestik atau di peringkat antarabangsa. Selain daripada itu pemantapan usahawan kraf turut digembleng menerusi aktiviti Orientasi Pengeluaran, Bimbingan Keusahawanan dan Insentif yang dilaksanakan pada setiap tahun. Tenaga kerja berkemahiran tinggi juga diwujudkan bagi memenuhi keperluan industri kraf yang semakin berkembang. Kraftangan Malaysia turut mengambil inisiatif memulih dan memelihara seni kraf warisan untuk dijadikan rujukan serta tatapan generasi yang akan datang.

International Consumer Promotions and Domestic International Exhibitions. Activities related to inventions and new product development were also organised together with the introduction of current trends in design concepts. For 2015, Kraftangan Malaysia highlighted the futuristic concept in inventions and new product development. The use of Standard MS 692:2007 (Batik Malaysia) represents the latest initiative to ensure that local craft products have a consistent quality on par with those produced by other countries.

In 2015, 5,130 entrepreneurs were registered with Kraftangan Malaysia. The entrepreneurs were given opportunities to participate in promotional activities organised either locally or internationally. Motivation was also provided through activities such as Production Orientation, Entrepreneurship Mentoring and Incentives which were held annually. A skilled workforce was also created to meet the needs of the growing craft industry. Kraftangan Malaysia also took the initiative to revive and conserve heritage art craft so that it becomes a point of reference for future generations.



Hajah Zuraida Binti Mokhtar
Ketua Pengarah, Perbadanan Kemajuan Kraftangan Malaysia
Director General, Malaysian Handicraft Development Corporation



Proses Pembuatan : Anyaman Mengkuang
The Making of : Pandanus Weaving

SOROTAN PRESTASI 2015

PERFORMANCE HIGHLIGHTS 2015



Bakul Anyaman / *Weaving Basketry*

SOROTAN PRESTASI 2015
PERFORMANCE HIGHLIGHTS 2015



Kraftangan Malaysia menerima Peruntukan Pembangunan (Geran) 2015 sebanyak RM34,500,000 bagi menampung keperluan 5 Program Pembangunan iaitu Pemasaran Kraf, Penyelidikan dan Pembangunan Kraf, Satu Daerah Satu Industri – Produk Kraf, Jejak Warisan Kraf dan Pembangunan Kemahiran Kraf (Institut Kraf Negara).

Kraftangan Malaysia received a Development Grant in 2015 amounting to RM34,500,000 to accommodate the requirements of the 5 development programmes, that is, Craft Marketing, Craft Research and Development, One District One Industry – Craft Products, Craft Heritage Trails and Craft Skills Development (National Craft Institute).

Program pembangunan ini disokong oleh Bahagian Pengurusan dan Perkhidmatan, Bahagian Strategi Korporat, Bahagian Audit Dalam, Bahagian Komunikasi Korporat dan Unit Integriti.

The development programmes were supported by the Management and Services Division, Corporate Strategy Division, Internal Audit Division, Corporate Communications Division and Integrity Unit.

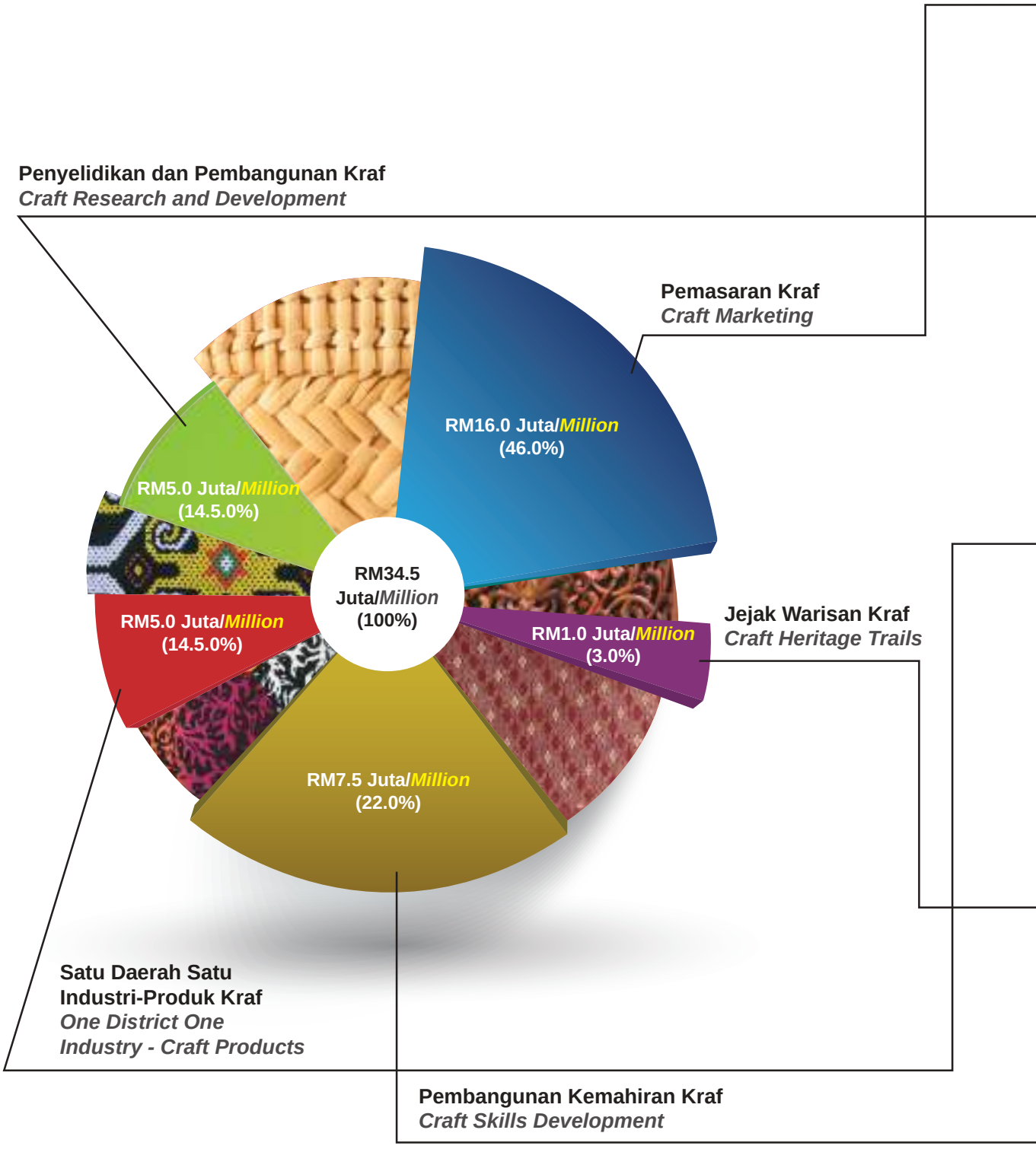
Kraftangan Malaysia telah menetapkan sasaran Petunjuk Prestasi Utama (KPI) bagi tahun 2015 adalah nilai jualan kraf iaitu RM460 juta. Pelaksanaan program pembangunan yang dilaksanakan dengan terancang dan komitmen daripada semua pihak menyebabkan Kraftangan Malaysia berjaya mencatatkan jumlah jualan kraf tahun 2015 sebanyak RM505.4 juta melebihi 110% daripada sasaran yang ditetapkan. Sorotan prestasi adalah seperti Carta 1.

Kraftangan Malaysia's Key Performance Indicator (KPI) for 2015 was to achieve a sales value of RM460 million. The planned implementation of the development programme and commitment from all parties involved enabled Kraftangan Malaysia to record total sales of RM504.4 million, more than 110% of the set target. Performance highlights is shown in Chart 1.



Keris Hulu Pekaka / ***Kris with Pekaka (Kingfisher) Hilt***

Carta 1: Sorotan Prestasi 2015
Chart 1: Performance Highlights 2015



Promosi Domestik/*Domestic Promotions*
- 146 aktiviti/*Activities*
- 3,719 penyertaan usahawan/*Entrepreneurs participations*

Promosi Antarabangsa/*International Promotions*
- 15 aktiviti promosi/*Promotional activities*
- 291 penyertaan usahawan/*Entrepreneurs participations*

Pembangunan Rekaan dan Produk Baru/*New Design and Product Development*
- 4,642 Rekaan Baru/*New Design*
- 3,394 Rekaan Dikomersialkan/*Commercialised Design*

Kajian Teknologi, Bahan dan Pembangunan Standard
Research on Technology, Material and Standard Development
- 4 Kajian Teknologi/*Technology Research*
- 1 Kajian Bahan/*Material Research*
- 1 Pembangunan Standard / *Standard Development*

Orientasi Pengeluaran (OP)/*Production Orientation*
- 41 Makmal Pengeluaran Produk/*Production Workshop* (696 penyertaan usahawan/*Entrepreneurs participations*)
- 259 Uji Lari Pengeluaran Produk/*Production Test Runs* (1,045 penyertaan usahawan/*Entrepreneurs participations*)

Bimbingan Keusahawanan/*Entrepreneurship Mentoring*
- 20 Projek Bimbingan Keusahawanan/*Entrepreneurship Mentoring Projects* (274 penyertaan usahawan/*Entrepreneurs participations*)

Insentif Keusahawanan/*Entrepreneurship Incentives*
- 6 Insentif Pengeluaran/*Production Incentives* (155 orang usahawan/*Entrepreneurs*)
- 8 Insentif Perniagaan/*Business Incentives* (595 orang usahawan/*Entrepreneurs*)

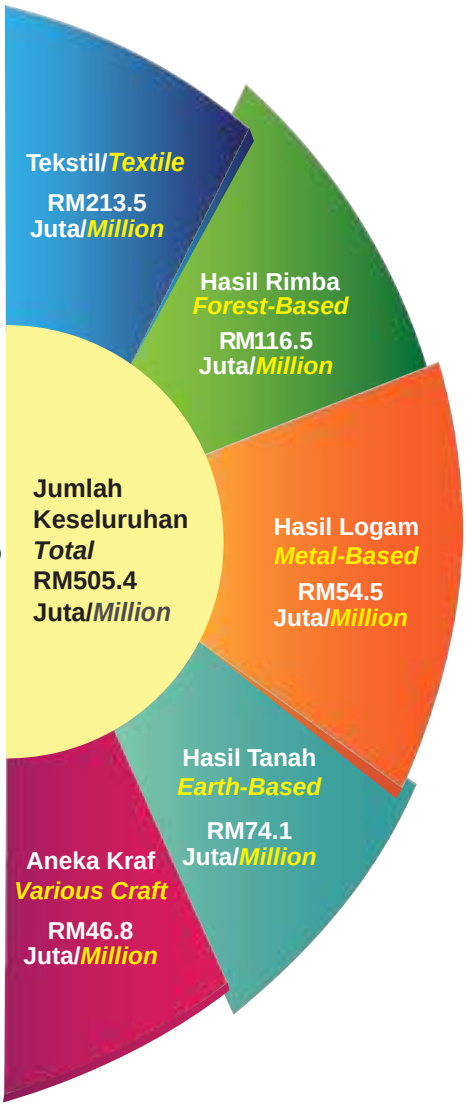
Pemuliharaan/*Conservation*
- 30 Orang Adiguru Kraf yang masih bergiat aktif/*Practising Master Craftsmen*

Pemeliharaan/*Preservation*
- 2 Pameran Bertema/*Thematic Exhibitions*

Penyelidikan dan Penerbitan/*Research and Publications*
- 3 Penyelidikan Kraf Warisan: Penyelidikan Parang Ilang, Blok Batik dan Parang Bajau/*Heritage Craft Research: Research Parang Ilang, Blok Batik and Parang Bajau*

Akademik dan Kemahiran Kraf/*Academic and Craft Skills*
- 365 pelajar (111 Sijil/254 Diploma)/*Students (Certificate/Diploma)*
- 137 pelajar telah menamatkan pengajian (46 Sijil/91 Diploma)/*Students graduated (Certificate/Diploma)*

Hal Ehwal Pembangunan Pelajar dan Penyelidikan
Research and Student Development Affairs
- 118 (86%) graduan IKN telah melibatkan diri dalam industri kraf/*NCI graduates are now in the craft industry*





Proses Pembuatan : Wau
The Making of : Kite

IMBASAN PERISTIWA 2015

EVENT HIGHLIGHTS 2015



Wau / *Kite*

IMBASAN PERISTIWA 2015
EVENT HIGHLIGHTS 2015



15 Jan 2015 | Lawatan HRH Princess Benedicte of Denmark di IKPTD
Visit by HRH Princess Benedicte of Denmark to IKPTD



19 Jan 2015 | Perlantikan Adiguru Kraf Sarawak
Appointment of Sarawak Master Craftsmen



9 Feb 2015 | Majlis Jasamu Dikenang
Appreciation Night





2 Feb 2015 | Perjumpaan Pengarah Cawangan Kedah Bersama Usahawan Kraf
Meeting of Kedah Branch Director with Craft Entrepreneurs



HKK 2015
26 Mac – 7 April | Lawatan Yang Teramat Mulia Tengku Puan Pahang
Visit by Yang Teramat Mulia Tengku Puan Pahang



HKK 2015
26 Mac – 7 April | Interaktif Kraf Seramik
Craft Ceramic Interactive



HKK 2015
26 Mac – 7 April | Persembahan Wayang Kulit
Shadow Play Presentation



HKK 2015
26 Mac – 7 April | Demonstrasi Ukiran Topeng Orang Asli
Orang Asli Sculpture Demonstration



HKK 2015
26 Mac – 7 April

Malam Anugerah Citra Dewangga
Citra Dewangga Appreciation Night



HKK 2015
26 Mac – 7 April

Program Padanan Perniagaan
Business Matching Programme





HKK 2015
26 Mac – 7 April

Kumpulan Lawatan Berpandu
Guided Tours Group



24 April – 5 Mei 2015

Promosi Warna Warni Aidilfitri 2015.
A Colourful Aidilftri 2015



10 – 13 Sept. 2015

Majlis Perasmian KLICF 2015
Official Launching Ceremony of KLICF 2015



17 Nov 2015

Konvokesyen ke -14 Institut Kraf Negara
14th Convocation of National Craft Institute





23 Okt – 2 Nov 2015

Promosi Hiasan Dalaman & Seni Taman 2015
Interior Design and Landscaping Promotion



24 – 29 Dis 2015

Majlis Perasmian Festival Kraf Johor 2015
Official Launching Ceremony of Johor Craft Festival 2015



Proses Pembuatan : Produk Logam
The Making of : Metal Products

PRESTASI PROGRAM PEMBANGUNAN DAN MENGURUS

PERFORMANCE OF DEVELOPMENT AND MANAGEMENT PROGRAMMES



Pending / *Traditional Buckle*

PROGRAM PEMBANGUNAN
DEVELOPMENT PROGRAMME

Pemasaran Kraf
Craft Marketing

Satu Daerah Satu Industri-Produk Kraf
One District One Industry-Craft Products

Jejak Warisan Kraf
Craft Heritage Trails

Penyelidikan dan Pembangunan Kraf
Craft Research and Development

Pembangunan Kemahiran Kraf (Institut Kraf Negara)
Craft Skills Development (National Craft Institute)



Kotak Barang Kemas
Jewellery Box

PROGRAM PEMASARAN KRAF
CRAFT MARKETING PROGRAMME

OBJEKTIF PROGRAM/*PROGRAMME'S OBJECTIVES*
Meningkatkan nilai jualan kraf menerusi aktiviti pemasaran kraf dan promosi di peringkat domestik dan antarabangsa.
To increase the value of craft sales through marketing and promotional activities at domestic and international level.

AKTIVITI PROGRAM/*PROGRAMME'S ACTIVITIES*
- Promosi Domestik/Domestic Promotions
- Promosi Antarabangsa/International Promotions



PRESTASI PROGRAM PEMASARAN KRAF

Program Pemasaran Kraf bertujuan untuk memperluaskan pasaran serta meningkatkan nilai jualan produk kraf tempatan di peringkat domestik dan antarabangsa. Bagi mencapai tujuan tersebut, Kraftangan Malaysia memperkasakan strategi pemasaran kraf menggunakan pendekatan Kebolehcapaian Pasaran *(Market Accessibility)* yang dilaksana melalui aktiviti promosi domestik dan antarabangsa. Promosi domestik yang dianjurkan seperti Promosi Bertema (Hari Kraf Kebangsaan, Warna Warni Aidilfitri, Promosi Hiasan Dalaman & Seni Taman), Promosi Kraf Malaysia, Promosi Pusat Beli Belah, Promosi Acara Khas dan Promosi Peringkat Cawangan Negeri. Manakala bagi promosi peringkat antarabangsa yang disertai ialah Hong Kong Gifts & Premiums Fair, Singapore Gifts & Premiums Fair, CRAFTINA, Bazaar Berlin (Jerman) dan L'artigiano in Fiera, Milan (Itali) dan INTRADE.

Promosi Domestik
Pada tahun 2015, Kraftangan Malaysia telah berjaya melaksanakan sebanyak 146 aktiviti di peringkat domestik dengan penyertaan seramai 3,719 orang usahawan.

Menerusi aktiviti di peringkat domestik ini, Kraftangan Malaysia memperolehi nilai jualan sebanyak RM57,142,688.12. Butiran aktiviti promosi kraf peringkat domestik seperti di Rajah 1 dan 2, Jadual 1(i), 1(ii), dan 1(iii).

PERFORMANCE OF CRAFT MARKETING PROGRAMME

The Craft Marketing Programme is aimed at widening marketing activities and increasing the sales value of local craft products at the domestic and international level. To achieve the desired objective, Kraftangan Malaysia has empowered craft marketing strategies by adopting the Market Accessibility approach through domestic and international promotions. Domestic promotions which were organised were Thematic Promotions (National Craft Day, Aidil Fitri Craft Promotion, Interior Design and Landscape Promotion, Malaysian Craft Promotions, In Store Promotion, Special Events Promotions and State Level Promotion. International events in which Kraftangan Malaysia participated were the Hong Kong Gifts and Premium Fair, Singapore Gifts and Premium Fair, CRAFTINA, Bazaar Berlin (Germany), and L'artigiano in Fiera, Milan (Italy) and INTRADE.

Domestic Promotions
In 2015, Kraftangan Malaysia organised 146 promotional events at the domestic level in which 3,719 entrepreneurs participated.

Through these events, Kraftangan Malaysia was able to obtain sales of crafts worth RM57,142,688.12. Details of these promotional events are as shown in Figure 1 and 2, Table 1(i), 1(ii), and 1(iii).

Rajah 1: Promosi Bertema 2015
Figure 1: Thematic Promotions 2015

Hari Kraf Kebangsaan 2015 *National Craft Day* (26 Mac/*March* - 7 April 2015)	Warna Warni Aidilfitri 2015 *A Colourful Aidilfitri* (24 April - 5 Mei/*May* 2015)	Promosi Hiasan Dalaman & Seni Taman 2015 *Interior Design and Landscaping Promotion* (23 Okt/*Oct* - 3 Nov 2015)
550 Penyertaan *Participations*	110 Penyertaan *Participations*	179 Penyertaan *Participations*
Nilai Jualan ***Sales Value*** **RM20,246,728.11**	**Nilai Jualan** ***Sales Value*** **RM1,784,502.60**	**Nilai Jualan** ***Sales Value*** **RM3,962,407.55**

Nilai Jualan Keseluruhan / *Total:* RM25,993,638.26
Jumlah Penyertaan / *Total:* 839





Jadual 1(i): Promosi Kraf Malaysia 2015
Table 1(i): Malaysian Craft Promotions 2015

Bil. *No.*	Aktiviti Promosi *Promotional Activities*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Promosi Kraf Malaysia/*Malaysian Craft Promotions*			
1.	Festival Kraf Perlis 2015/*Perlis Craft Festival* (23 Jan - 1 Feb 2015)	68	634,112.20
2.	Festival Kraf Sabah 2015 - Lintasan Deasoka *Sabah Craft Festival 2015 - Lintasan Deasoka* (23 April - 4 Mei/*May* 2015)	63	321,368.20
3.	Festival Kraf Sarawak 2015 - Miri Handicraft Centre *Sarawak Craft Festival - Miri Handicraft Centre* (15 - 24 Mei/*May* 2015)	58	534,448.90
4.	Festival Floria Arts & Craft - Presint 4 Putrajaya *Floral Arts & Crafts Festival - Precinct 4 Putrajaya* (30 Mei/*May* - 7 Jun/*June* 2015)	63	1,241,293.00
5.	Festival Kraf Perak 2015 - Dataran Menara Condong *Perak Craft Festival 2015 - Dataran Menara Condong* (30 Mei/*May* - 7 Jun/*June* 2015)	52	659,361.10
6.	Festival Kraf Perlis 2015 Kali Ke – 2 *2nd Perlis Craft Festival 2015* (21 - 31 Ogos/*Aug* 2015)	47	398,075.00
7.	Festival Kraf Kedah 2015 - Amanjaya Sg Petani *Kedah Craft Festival 2015 - Amanjaya Sg Petani* (27 Ogos/*Aug* - 2 Sept 2015)	30	203,104.50
8.	Festival Kraf Terengganu 2015 - Bandar Chukai, Kemaman *Terengganu Craft Festival 2015 - Bandar Chukai, Kemaman* (27 Ogos/*Aug* - 5 Sept 2015)	101	1,365,494.90
9.	Festival Kraf Sabah 2015 - The Piazza Harbour Mall *Sabah Craft Festival 2015 - The Piazza Harbour Mall* (27 Ogos/*Aug* - 6 Sept 2015)	20	73,050.00
10.	Festival Kraf Sarawak 2015 - Kuching Waterfront *Sarawak Craft Festival 2015 - Kuching Waterfront* (18 - 27 Sept 2015)	77	872,540.40
11.	Festival Kraf Melaka 2015 - Kompleks Kraf Melaka *Melaka Craft Festival 2015 - Melaka Craft Complex* (26 - 30 Nov 2015)	28	95,206.00
12.	Festival Kraf Kelantan 2015 - Pintu Kota Sultan Ismail Petra *Kelantan Craft Festival 2015 - Pintu Kota Sultan Ismail Petra* (27 Nov - 6 Dis 2015)	65	415,157.00
13.	Festival Kraf Johor 2015 - Angsana JB Mall *Johor Craft Festival 2015 - Angsana JB Mall* (2 - 29 Dis 2015)	236	4,509,247.50
Jumlah Keseluruhan/*Total*		**908**	**11,322,458.70**

Jadual 1(ii): Promosi Kraf Pusat Beli Belah 2015
Table 1(ii): In-Store Promotions 2015

Bil. No.	Aktiviti Promosi *Promotional Activities*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Promosi Pusat Beli Belah/*In-Store Promotions*			
1.	Straits Quay, Pulau Pinang (19 Feb - 1 Mac/*March* 2015)	25	281,276.30
2.	AEON Bukit Raja, Klang Selangor (24 - 29 Mac/*March* 2015)	12	86,136.00
3.	AEON Cheras Selatan, Seri Kembangan (31 Mac/*March* - 5 April 2015)	14	73,522.00
4.	AEON AU2, Setiawangsa, Kuala Lumpur (7 - 12 April 2015)	13	99,007.00
5.	Wangsa Walk Mall, Wangsa Maju (11 - 19 April 2015)	18	286,801.00
6.	AEON Taman Equine, Seri Kembangan (21 - 26 April 2015)	15	75,135.00
7.	East Coast Mall, Kuantan, Pahang (21 - 26 April 2015)	60	915,041.90
8.	Great Eastern Mall, KL (22 April - 3 Mei/*May* 2015)	18	1,098,243.60
9.	Plaza Merdeka, Sarawak (24 April - 3 Mei/*May* 2015)	26	327,874.50
10.	Mesra Mall, Kemaman, Terengganu (30 April - 9 Mei/*May* 2015)	59	848,645.00
11.	Angsana Johor Bharu Mall, Johor (1 - 10 Mei/*May* 2015)	75	2,658,054.60
12.	The Curve, Kota Damansara (12 - 17 Mei/*May* 2015)	19	499,991.00
13.	Suria, Sabah (16 Mei/*May* - 1 Jun/*June* 2015)	63	306,246.50
14.	AEON Bukit Mertajam, Pulau Pinang (19 - 24 Mei/*May* 2015)	15	26,762.70
15.	Emcorp Strand Mall, Selangor (20 - 31 Mei/*May* 2015)	17	142,645.00
16.	AEON Kulai Jaya, Johor (26 - 31 Mei/*May* 2015)	13	29,060.00
17.	Quill City Mall, Kuala Lumpur (27 Mei/*May* - 16 Jun/*June* 2015)	12	8,314.00
18.	KB Mall, Kota Bharu Kelantan (28 Mei/*May* - 6 Jun/*June* 2015)	66	657,519.00
19.	Galleria @ Kotaraya, Johor (1 Jun/*June* - 15 Julai/*July* 2015)	23	151,888.70

Bil. *No.*	Aktiviti Promosi *Promotional Activities*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Promosi Pusat Beli Belah/*In-Store Promotions*			
20.	Angsana Johor Bahru Mall, JB, Johor (5 Jun/*June* - 15 Julai/*July* 2015)	12	313,671.00
21.	AEON Permas Jaya, Johor (16 Jun/*June* - 15 Julai/*July* 2015)	16	224,327.00
22.	AEON Bukit Mertajam, Pulau Pinang (16 Jun/*June* - 15 Julai/*July* 2015)	3	10,523.00
23.	AEON Station 18, Perak (17 Jun/June - 15 Julai/July 2015)	9	313,070.00
24.	AEON Taiping Mall, Perak (17 Jun/*June* - 15 Julai/*July* 2015)	12	194,965.80
25.	1Mont Kiara (17 Jun/*June* - 15 Julai/*July* 2015)	3	82,357.00
26.	The Curve, Kota Damansara (19 Jun/*June* - 19 Julai/*July* 2015)	2	159,054.00
27.	Mahkota Parade, Melaka (22 *Jun* -12 Julai/*July* - 2015)	8	46,872.00
28.	Lintasan Deasoka, Sabah (25 Jun/*June* - 12 Julai/*July* 2015)	43	69,649.50
29.	Plaza Merdeka, Sarawak (26 Jun/*June* - 5 Julai/*July* 2015)	34	520,674.60
30.	Sunway Pyramid, Selangor (26 Jun/*June* - 14 Julai/*July* 2015)	2	9,945.00
31.	One Utama (26 Jun/*June* - 15 Julai/*July* 2015)	7	189,567.00
32.	IOI City Mall, Putrajaya (26 Jun/*June* - 23 Julai/*July* 2015)	24	723,010.30
33.	Tropicana City Mall (30 Jun/*June* - 13 Julai/*July* 2015)	16	129,238.80
34.	KL Sogo (3 - 15 Julai/*July* 2015)	15	84,885.00
35.	Tesco Ampang, Selangor (3 - 31 Ogos/*Aug* 2015)	9	935,896.00
36.	Emcorp Strand Mall, Kota Damansara (20 - 31 Ogos/*Aug* 2015)	11	136,047.00
37.	Wisma Sanyan, Sibu, Sarawak (21 - 30 Ogos/*Aug* 2015)	30	373,968.50
38.	The Curve, Mutiara Damansara, Selangor (25 Ogos/*Aug* - 2 Sept 2015)	20	374,732.30
39.	E-Curve,Mutiara Damansara, Selangor (25 Ogos/*Aug* - 2 Sept 2015)	12	52,929.00



Bil. *No.*	Aktiviti Promosi *Promotional Activities*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Promosi Pusat Beli Belah/*In-Store Promotions*			
40.	Sky Park Subang, Selangor (1 - 11 Okt/*Oct* 2015)	12	232,154.00
41.	AEON Alpha Angle, Wangsa Maju (13 - 18 Okt/*Oct* 2015)	23	207,310.00
42.	Setapak Central, Danau Kota (22 - 29 Okt/*Oct* 2015)	13	125,974.00
43.	Taiping Sentral, Bandar Taiping (22 Okt/*Oct* - 1 Nov 2015)	30	279,053.60
44.	Bintang Mega Mall, Miri, Sarawak (23 Okt/*Oct* - 1 Nov 2015)	62	862,880.90
45.	Tropicana City Mall, PJ, Selangor (29 Okt/*Oct* - 8 Nov 2015)	14	81,814.00
46.	AEON Anggun Rawang, Selangor (17 - 22 Nov 2015)	9	62,441.00
Jumlah keseluruhan/*Total*		**1,014**	**15,369,174.10**

Rajah 2: Promosi Acara Khas 2015
Figure 2: Special Event Promotion 2015



Jadual 1(iii) : Promosi di Peringkat Cawangan 2015
Table 1(iii): State Level Promotions 2015

Bil. *No.*	Aktiviti Promosi *Promotional Activities*	Bil. Promosi *Number of Promotions*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Promosi Di Peringkat Cawangan Negeri/*State Level Promotions*				
1.	Perlis	-	-	-
2.	Kedah	15	305	325,105.80
3.	Langkawi	9	126	874,498.96
4.	P. Pinang	-	-	-
5.	Perak	11	98	274,366.30
6.	Selangor	2	18	259,645.00
7.	N. Sembilan	6	45	571,110.00
8.	Melaka	2	7	993.00
9.	Johor	1	14	243,218.50
10.	Pahang	2	54	809,674.00
11.	Terengganu	-	-	-
12.	Kelantan	15	137	642,415.50
13.	Sabah	1	30	27,049.50
14.	Sarawak	19	94	91,633.50
Jumlah Keseluruhan/*Total*		**83**	**928**	**4,119,710.06**



Promosi Antarabangsa

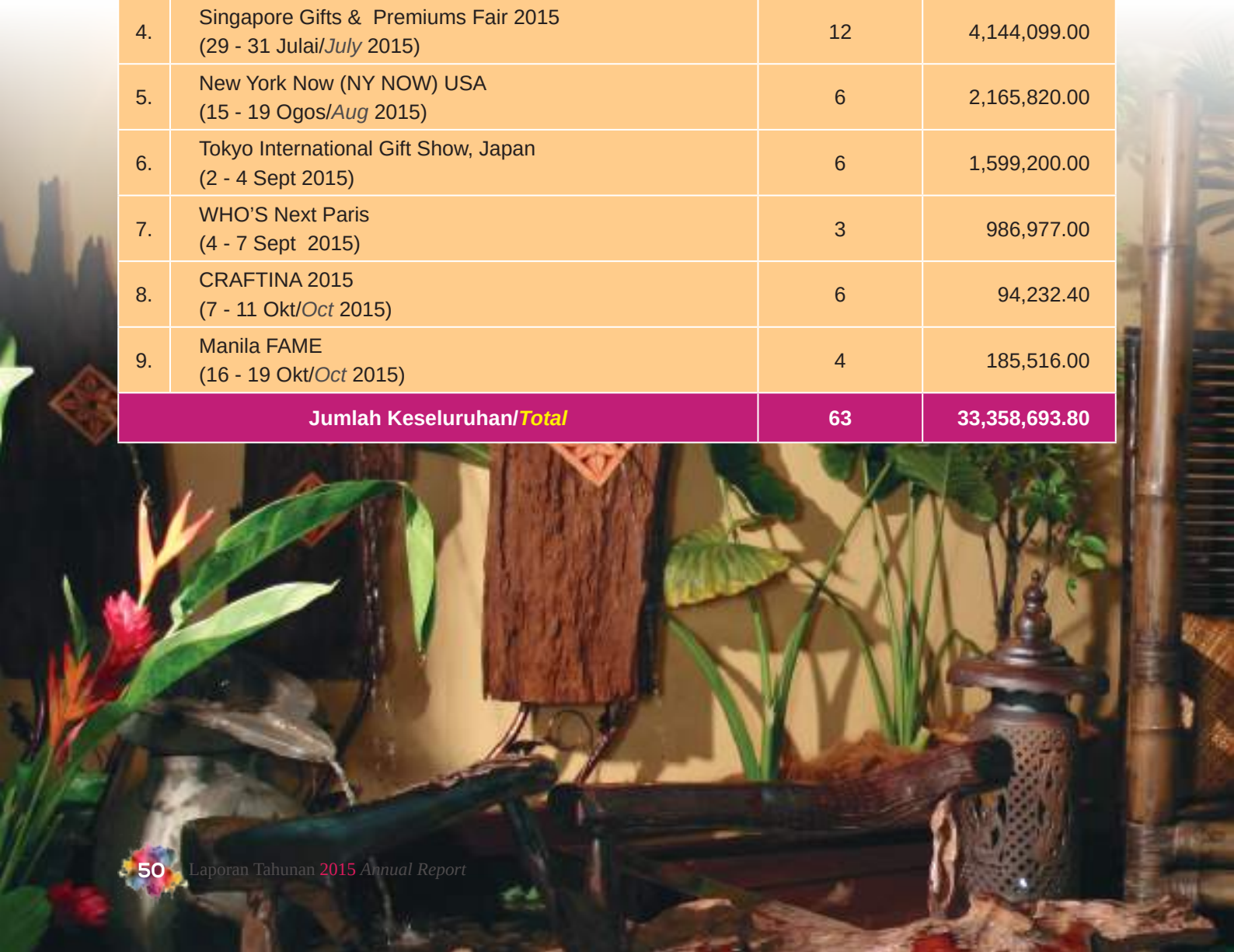
Manakala di peringkat antarabangsa pula, Kraftangan Malaysia telah menyertai 15 aktiviti promosi dengan penyertaan 291 orang usahawan kraf. Penyertaan di promosi antarabangsa ini telah berjaya memperoleh nilai jualan sebanyak RM39,557,417.80. Butiran aktiviti promosi kraf peringkat antarabangsa seperti di Jadual 2(i), 2(ii) dan Rajah 3.

International Promotions

At the international level, Kraftangan Malaysia participated in 15 promotional activities with 291 craft entrepreneurs. Participation in these events made it possible to realise sales worth RM39,557,417.80. Details of the promotional acitities at international level are as shown in Table 2(i), 2(ii) and Figure 3.

Jadual 2 (i): Pameran Perdagangan Luar Negara 2015
Table 2 (i): International Trade Exhibitions 2015

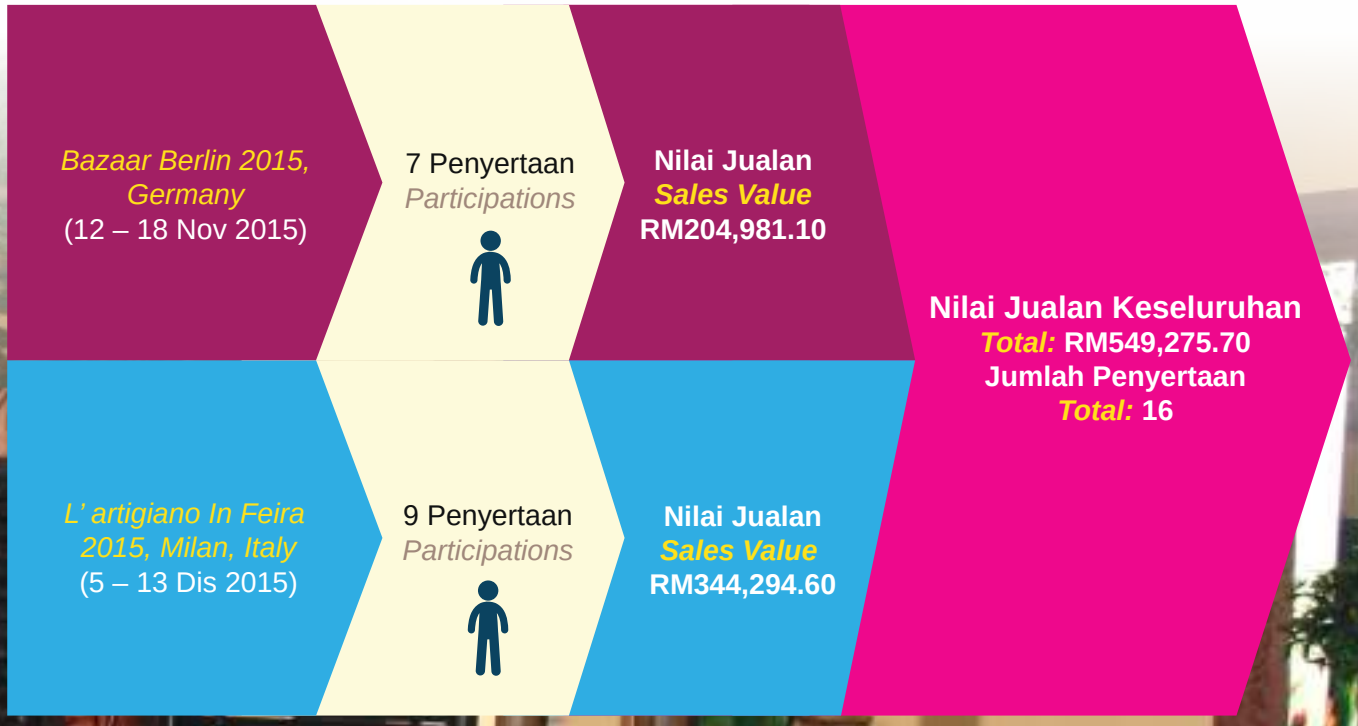
Bil. *No.*	Aktiviti Promosi *Promotional Activities*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Pameran Perdagangan Luar Negara/*International Trade Exhibitions*			
1.	Ambiente 2014, Frankfurt, Jerman/Germany (13 -17 Feb 2015)	9	8,324,520.00
2.	Hong Kong Gift & Premium Fair 2015 (27 - 30 April 2015)	10	14,676,369.40
3.	INDEX Dubai UAE (18 - 21 Mei/*May* 2015)	7	1,181,960.00
4.	Singapore Gifts & Premiums Fair 2015 (29 - 31 Julai/*July* 2015)	12	4,144,099.00
5.	New York Now (NY NOW) USA (15 - 19 Ogos/*Aug* 2015)	6	2,165,820.00
6.	Tokyo International Gift Show, Japan (2 - 4 Sept 2015)	6	1,599,200.00
7.	WHO'S Next Paris (4 - 7 Sept 2015)	3	986,977.00
8.	CRAFTINA 2015 (7 - 11 Okt/*Oct* 2015)	6	94,232.40
9.	Manila FAME (16 - 19 Okt/*Oct* 2015)	4	185,516.00
Jumlah Keseluruhan/*Total*		**63**	**33,358,693.80**



Jadual 2 (ii): Pameran Perdagangan Antarabangsa Dalam Negara 2015
Table 2 (ii): Domestic International Trade Exhibitions 2015

Bil. *No.*	Aktiviti Promosi *Promotional Activities*	Penyertaan Usahawan *Entrepreneur Participations*	Nilai Jualan *Sales Value* (RM)
Pameran Perdagangan Antarabangsa Dalam Negara/*Domestic International Trade Exhibitions*			
1.	Kuala Lumpur International Gift & Premium Fair 2015 (KLIGP) (12 - 14 Jun/*June* 2015)	12	2,259,380.00
2.	Kuala Lumpur International Craft Festival 2015 (KLICF) (10 - 13 Sept 2015)	184	1,125,460.30
3.	Festival Budaya Malaysia-Azerbaijan 2015 *Malaysia-Azerbaijan Cultural Festival 2015* (14 - 22 Sept 2015)	1	5,721.00
4.	International Trade Malaysia (INTRADE) (20 - 22 Okt/*Oct* 2015)	15	2,258,887.00
Jumlah Keseluruhan/*Total*		**212**	**5,649,448.30**

Rajah 3: Pameran Pengguna Luar Negara 2015
Figure 3: International Consumers Exhibitions 2015



PROGRAM PENYELIDIKAN DAN PEMBANGUNAN KRAF
CRAFT RESEARCH & DEVELOPMENT PROGRAMME

OBJEKTIF PROGRAM/*PROGRAMME OBJECTIVES*

Penghasilan produk kraf yang bermutu dan berdaya saing bagi memenuhi kehendak pasaran domestik dan antarabangsa

The production of high quality and competitive crafts to meet the needs of the domestic and international market

AKTIVITI PROGRAM/*PROGRAMME ACTIVITIES*

- Pembangunan Rekaan & Produk Baru
  New Design and Product Development
- Kajian Teknologi, Kajian Bahan dan Pembangunan Standard
  Research on *Technology and Material, and Standards Development*



PRESTASI PROGRAM PENYELIDIKAN DAN PEMBANGUNAN KRAF

Program ini melaksanakan aktiviti Pembangunan Rekaan dan Produk Baru, Kajian Teknologi, Kajian Bahan dan Pembangunan Standard.

i. Pembangunan Rekaan dan Produk Baru

Kraftangan Malaysia berjaya menghasilkan sebanyak 4,642 rekaan baru di mana sebanyak 3,394 rekaan dapat dikomersialkan. Rekaan baru ini dihasilkan menerusi makmal rekaan anjuran Kraftangan Malaysia merangkumi 5 bidang utama kraf iaitu tekstil, tanah, logam, rimba dan aneka kraf. Perincian rekaan baru dan yang dikomersialkan mengikut bidang seperti di Rajah 4.

Kolaborasi di antara pereka Kraftangan Malaysia dan usahawan kraf dari seluruh negara berjaya menghasilkan rekaan dan reka bentuk baru produk kraf mengikut segmen pasaran peringkat domestik dan antarabangsa. Sebanyak 4 aktiviti makmal rekaan dan reka bentuk produk telah diadakan, pelaksanaan makmal seperti di Jadual 3.

CRAFT RESEARCH AND DEVELOPMENT PROGRAMME

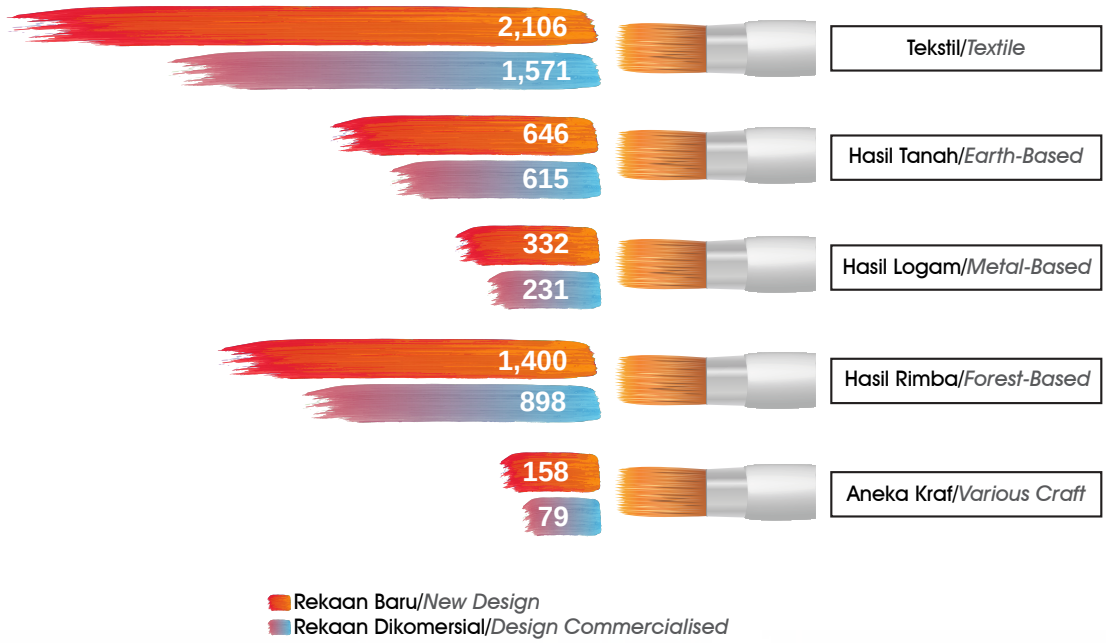
Initiatives under the Craft Research and Development Programme included Research on Technology and Material, and Standards Development.

i. New Design and Products Development

Kraftangan Malaysia produced 4,642 new design of which 3,394 were commercialised. The new design, which were created in labs organised by Kraftangan Malaysia, covered the 5 key sectors of the craft industry, that is, textiles, earthen, metal, forest and various crafts. Details of the new invention and those which were commercialised are shown in Figure 4 according to sector.

The collaboration between Kraftangan Malaysia designers and craft entrepreneurs throughout the country bore fruit with the new inventions and designs for the domestic and international market. 4 inventions and new product design labs were were held as shown in Table 3.

Rajah 4: Pembangunan Rekaan Baru dan Rekaan Dikomersial Mengikut Bidang Kraf 2015
Figure 4: Development and Commercialization of the New Design by Segment 2015





Jadual 3: Aktiviti Makmal Rekaan dan Reka Bentuk Produk 2015
Table 3: Product Development and Design Workshop Activities 2015

Makmal Rekaan *Design Workshop*	Objektif Program *Programme Objective*	Bidang Kraf *Craft Segment*	Peserta *Participants*
Makmal Rekaan Produk Baru Seramik Mambong 2015 di Kraftangan Malaysia Cawangan Kelantan *New Mambong Ceramic Product Design 2015 at Kraftangan Malaysia Kelantan Branch* (4 - 7 Okt 2015)	Membantu usahawan menghasilkan rekaan baru merujuk kepada produk tradisional tempatan seperti belanga, kukusan, perasapan, guri air dan buyung. *To assist entrepreneurs to produce new inventions for local traditional crafts such as cooking pots, steamers, censers, water jars and earthern vessels.*	Hasil Tanah *Earth-Based*	8 pereka/ *designers*
Makmal Reka Bentuk (Pembangunan Produk) Logam Perak 2015 di Kraftangan Malaysia Cawangan Kelantan *Design Workshop For Silver (Product Development) 2015, Kraftangan Malaysia Kelantan Branch* (4 - 8 Okt 2015)	Memberi pendedahan dalam penghasilan produk perak khususnya barang kemas dan aksesori. *To give exposure in silver craft production particularly for jewellery and accesories.*	Logam *Metal-Based*	3 pereka/ *designers* 6 usahawan/ *entrepreneurs*
Makmal Shiboritik Fatimah Chik 2015 di Kraftangan Malaysia Cawangan Kelantan *Fatimah Chik Shiboritik Workshop 2015 at Kraftangan Malaysia Kelantan Branch* (9 - 11 Okt 2015)	Membolehkan para usahawan mempelajari dan mengaplikasikan teknik Shiboritik yang diperkenalkan oleh Fatimah Chik dalam menghasilkan batik untuk siri *signature products.* *To enable entrepreneurs to learn and apply Shiboritik techniques introduced by Fatimah Chik in producing batik for a series of signature products.*	Tekstil *Textile*	9 pereka/ *designers* 7 usahawan/ *entrepreneurs*
Makmal Reka Bentuk (Pembangunan Produk Baru) Hiasan Diri Manik 2015 di Kompleks Sukan Kuching, Sarawak *Design Workshop For Decorative Beads (New Product Development) 2015 at Kuching Sports Complex, Sarawak* (16 - 19 Nov 2015)	Memberi pendedahan kepada peserta berkenaan proses kemasiapan tahap tinggi yang memberi nilai tambah kepada produk kraf. Ia juga dapat membantu peserta mempelbagaikan kemasiapan produk bagi memberi pilihan kepada pembeli serta mempertingkatkan kualiti produk yang dihasilkan. Produk-produk ini akan dibuat ujilari semasa HKK 2016, Promosi Kraf Malaysia di Bintulu & Angsana Johor. *To give exposure to participants on the process for high level finishing to add value to craft products. Also to assist participants to provide option of product finishing for customers as well as increasing product quality. These products will be given test runs during the HKK 2016, Malaysian Crafts Promotion in Bintulu & Angsana Johor.*	Aneka Kraf *Various Craft*	2 pereka/ *designers* 28 usahawan/ *entrepreneurs*

ii. Kajian Teknologi, Kajian Bahan dan Pembangunan Standard

Melalui aktiviti Kajian Teknologi, Kajian Bahan dan Pembangunan Standard, Kraftangan Malaysia telah berjaya menghasilkan 4 Kajian Teknologi iaitu:

- Fabrikasi Mesin Pengacuanan Atap Senggora – Manual
- Fabrikasi Mesin Pengacuanan Atap Senggora – Hidraulik
- Fabrikasi Mesin Pematian Warna Batik
- Sistem Rawatan Efluen: *Do It Yourself (DIY)*

Satu kajian kesesuaian tanah liat untuk penghasilan atap Senggora menggunakan mesin pengacuanan hidraulik telah dilaksanakan di bawah aktiviti Kajian Bahan. Manakala melalui aktiviti Pembangunan Standard, Kraftangan Malaysia melaksanakan Sijil Pematuhan Standard MS 692:2007 (Batik Malaysia). Pematuhan kualiti standard ini merupakan usaha Kraftangan Malaysia membantu usahawan kraf batik dalam meningkatkan kualiti batik keluaran tempatan agar mampu berdaya saing terutama di peringkat domestik dan antarabangsa.

ii. Research on Technology, Material and Standard Development

Through activities related to Research on Technology, Material and Standard Development, Kraftangan Malaysia succeeded in producing 4 technologies as follows:

- *Fabrication of Moulding Machine for Senggora Roof – Manual*
- *Fabrication of Moulding Machine for Senggora Roof – Hydraulic*
- *Fabrication of Machine for Batik Colour Fixing*
- *System for Treatment of Batik Effluents (DIY)*

A research on the suitability of clay in the production of Senggora roofs with a hydraulic moulding machine was conducted under Material Research while through Standards Development, Kraftangan Malaysia received certification according to Standard MS 692: 2007 (Batik Malaysia). Compliance with quality standards is one the efforts undertaken by Kraftangan Malaysia to assist entrepreneurs to improve the quality local batik so as to remain competitive in the local and international market.



Fabrikasi Mesin Silikat / *Fabrication of Silicate Machine*

PROGRAM SATU DAERAH SATU INDUSTRI (SDSI)-PRODUK KRAF

ONE DISTRICT ONE INDUSTRY-CRAFT PRODUCTS

OBJEKTIF PROGRAM/*PROGRAMME OBJECTIVES*

Pembangunan usahawan yang berdaya maju dan berdaya saing serta menjadi pemangkin dalam pembangunan industri kraf

Nurture viable and competitive entrepreneurs who will be catalyst in development of the craft industry



AKTIVITI PROGRAM/*PROGRAMME'S ACTIVITIES*

- Orientasi Pengeluaran/*Production Orientation*
- Bimbingan Keusahawanan/*Entrepreneurship Guidance*
- Insentif/*Incentives*

PRESTASI PROGRAM SATU DAERAH SATU INDUSTRI (SDSI) – PRODUK KRAF

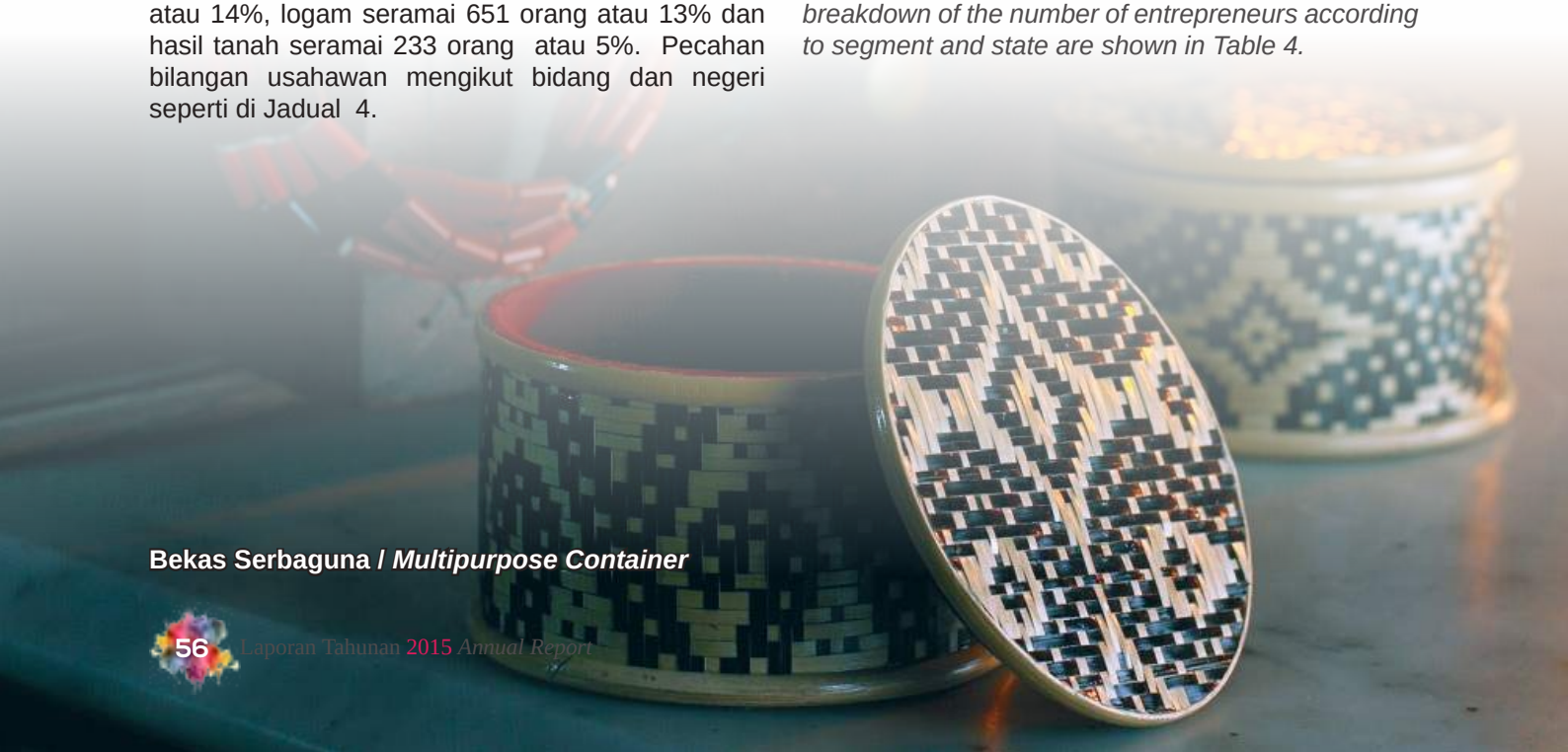
Program Satu Daerah Satu Industri (SDSI) – Produk Kraf bertujuan untuk membangunkan usahawan yang berpotensi dan berdaya saing supaya menjadi pemangkin dalam pembangunan industri kraf negara.

Pada tahun 2015, seramai 5,130 orang usahawan kraf bergiat aktif dalam industri kraf. Negeri Sabah menunjukkan bilangan usahawan tertinggi seramai 1,966 orang iaitu 38% daripada keseluruhan usahawan kraf. Kraf hasil rimba mempunyai bilangan usahawan tertinggi iaitu seramai 2,048 orang atau 40% diikuti usahawan kraf tekstil seramai 1,497 orang atau 29%, aneka kraf seramai 701 orang atau 14%, logam seramai 651 orang atau 13% dan hasil tanah seramai 233 orang atau 5%. Pecahan bilangan usahawan mengikut bidang dan negeri seperti di Jadual 4.

PERFORMANCE OF ONE DISTRICT ONE INDUSTRY PROGRAMME – CRAFT PRODUCTS

The One District One Industry - Craft Products Programme aimed at developing entrepreneurs with potential and competitiveness in order for them to be catalysts in the development of the national craft industry.

In 2015, 5,130 craft entrepreneurs were active in the industry. Sabah had the largest number of entrepreneurs with 1,966 or 38% of the total. The forest-based had the largest number of entrepreneurs with 2,048 (40% of the total), followed by the textile with 1,497 (29%), various crafts 701(14%), metal-based 651(13%) and earth-based 233 (5%). A breakdown of the number of entrepreneurs according to segment and state are shown in Table 4.



Bekas Serbaguna / *Multipurpose Container*

Jadual 4: Bilangan Usahawan Kraf Mengikut Negeri dan Bidang Kraf
Table 4: Number of Craft Entrepreneurs According to State and Craft Segment

Bil. *No.*	Negeri *State*	Tekstil *Textile*	Hasil Rimba *Forest-Based*	Hasil Logam *Metal-Based*	Hasil Tanah *Earth-Based*	Aneka Kraf *Various Craft*	Jumlah *Total*	%
1.	Sabah	179	1,130	254	29	374	1,966	38
2.	Sarawak	198	343	101	13	181	836	16
3.	Terengganu	463	112	42	2	10	629	12
4.	Kelantan	324	100	79	16	15	534	10
5.	Perak	37	41	37	125	9	249	5
6.	Selangor	97	48	28	20	21	214	4
7.	Kedah	45	69	28	7	18	167	3
8.	Negeri Sembilan	28	61	13	4	19	125	2
9.	Pahang	47	52	18	2	4	123	2
10.	Johor	32	40	13	5	18	108	2
11.	Melaka	22	27	20	6	19	94	2
12.	Pulau Pinang	17	10	14	4	9	54	1
13.	Perlis	8	15	4	0	4	31	0.6
Jumlah/*Total*		**1,497**	**2,048**	**651**	**233**	**701**	**5,130**	

Industri kraf turut membuka peluang pekerjaan kepada penduduk di kawasan setempat. Terdapat seramai 11,109 orang tenaga kerja yang terlibat di dalam industri kraf di mana sebanyak 55% bekerja di dalam industri kraf tekstil, 20% pekerja dalam bidang hasil rimba manakala selebihnya dalam bidang hasil tanah, logam dan aneka kraf. Pecahan tenaga kerja mengikut bidang seperti di Jadual 5.

The craft industry provides employment opportunities to the inhabitants of an area. There were 11,109 people involved in the craft industry, of which 55% were in the textile segment, 20% in forest products and the rest were in earth, metal and assorted craft products. A breakdown of the workforce by segment is as shown in Table 5.

Jadual 5: Bilangan Tenaga Kerja Mengikut Bidang Kraf
Table 5: The Number of Workforce by Craft Segment

Bidang *Field*	Tekstil *Textile*	Hasil Rimba *Forest-Based*	Hasil Logam *Metal-Based*	Hasil Tanah *Earth-Based*	Aneka Kraf *Various Craft*	Jumlah *Total*
Tenaga Kerja *Workforce*	6,165	2,259	735	923	1,027	11,109
%	56%	20%	7%	8%	9%	100%

Program SDSI-Produk Kraf disokong oleh 3 aktiviti utama iaitu Orientasi Pengeluaran, Bimbingan Keusahawanan dan Insentif Pengeluaran dan Perniagaan.

i. Aktiviti Orientasi Pengeluaran (OP)

Aktiviti Orientasi Pengeluaran (OP) merupakan bantuan kepada usahawan kraf yang dikenal pasti bagi meningkatkan keupayaan pengeluaran produk kraf baru dan berinovasi melalui Makmal Pengeluaran Produk Baru dan Ujilari Pengeluaran Produk. Sebanyak 300 projek OP telah dilaksanakan dengan penyertaan seramai 1,741 orang usahawan kraf.

Daripada jumlah tersebut sebanyak 41 projek telah dilaksanakan di bawah aktiviti Makmal Pengeluaran Produk Baru dengan penyertaan seramai 696 usahawan. Ia memberi tumpuan pada bimbingan pembangunan produk kraf baru dari aspek aplikasi proses pembuatan dan kemasiapannya yang dijalankan secara kerjasama dengan usahawan kraf. Manakala bagi Ujilari Pengeluaran Produk pula melibatkan sebanyak 259 projek dengan penyertaan seramai 1,045 orang usahawan kraf. Bimbingan berkaitan dengan perkara-perkara teknikal diberikan dalam proses pengeluaran agar kapasiti jumlah pengeluaran produk kraf berorientasikan pasaran dapat ditingkatkan. Produk yang dihasilkan seterusnya diujipasar semasa program promosi anjuran Kraftangan Malaysia. Perincian maklumat OP adalah seperti di Jadual 6.

The One District One Industry - Craft Products Programme is supported by 3 key activities including Production Orientation, Entrepreneurship Guidance and Production and Business Incentives

i. Production Orientation Activities

Production Orientation is meant to assist identified craft entrepreneurs to increase their production capacity for new and innovative craft products and through the Production of New Product Workshop and Product Test Runs. 300 Production Orientation projects - with the participation of 1,741 entrepreneurs - were implemented.

Of the total number of projects, 41 were implemented under the Production of New Products Workshop with the participation of 696 entrepreneurs. The lab which was orgranised in cooperation with craft entrepreneurs focused on providing guidance in the new product development from the aspect of manufacturing process applications and finishing. The Product Test Runs involved 259 projects with the participation of 1,045 entrepreneurs. Guidance on technical matters were provided in the production process in order to increase the total production capacity of market-oriented crafts. The output from the lab was market-tested during promotions organized by Kraftangan Malaysia. Details of the Product Orientation are as shown in Table 6.



Jadual 6: Aktiviti Orientasi Pengeluaran (OP) 2015
Table 6: Production Orientation Activities 2015

Bil. *No.*	Aktiviti *Activities*	Makmal Pengeluaran Produk Baru *New Product Production Workshop*		Ujilari Pengeluaran Produk *Production Test Runs*	
		Bil. Projek *No. of Projects*	Bil. Penyertaan *No. of Participations*	Bil. Projek *No. of Projects*	Bil. Penyertaan *No. of Participations*
	Orientasi Pengeluaran (Domestik)/*Product Orientation (Domestic)*				
1.	Tekstil/*Textile*	9	178	74	256
	Hasil Rimba/*Forest-Based*	25	412	82	548
	Hasil Tanah/*Earth-Based*	-	-	23	70
	Logam/*Metal-Based*	4	42	41	80
	Aneka Kraf/*Various Craft*	3	64	33	82
2.	Orientasi Pengeluaran (Antarabangsa) *Production Orientation (International)*	-	-	6	9
Jumlah/*Total*		**41**	**696**	**259**	**1,045**
Jumlah Keseluruhan Projek *Total Projects*		**300**			
Jumlah Keseluruhan Penyertaan *Total Participations*		**1,741**			

ii. Aktiviti Bimbingan Keusahawanan

Aktiviti Bimbingan Keusahawanan memberi latihan, bimbingan dan pendedahan kepada usahawan kraf untuk meningkatkan kemahiran dalam aktiviti pengeluaran dan pengurusan perniagaan melalui Latihan Jangka Pendek (LJP) dan Kursus Keusahawanan. Pada tahun 2015, sebanyak 20 program LJP telah dilaksanakan melibatkan 71 orang usahawan kraf. Latihan ini akan meningkatkan kemahiran peserta untuk menguasai sesuatu proses dalam pengeluaran secara pengkhususan bagi membolehkan mereka menjadi tenaga kerja dalam industri kraf atau menjadi usahawan kraf. Manakala Kursus Keusahawanan pula bertujuan untuk pengukuhan perniagaan dan pada tahun 2015 seramai 274 orang usahawan kraf telah mendapat manfaat melalui sembilan kursus yang diadakan. Perincian pencapaian pelaksanaan adalah seperti di Jadual 7 dan 8.

ii. Entrepreneurship Guidance Activities

The Entrepreneurship Guidance programme provided guidance and exposure to craft entrepreneurs to raise their skill level in production and business management through Short-Term Training and entrepreneurship courses. In 2015, 20 Short-Term Training programmes – with the objective of enhancing the participants' skill in mastering a production process through specialisation - were held and attended by 71 participants. On the other hand, the Entrepreneurship Course was aimed at strengthening business and in 2015, 274 entrepreneurs received the benefit of the training through the nine courses held. Details of the achievements are as shown in Tables 7 and 8.



Patung Harimau Berantai /
Chained Tiger Sculpture

Jadual 7: Latihan Jangka Pendek (LJP) 2015
Table 7: Short-Term Training 2015

Bil. *No.*	Latihan Jangka Pendek *Short-Term Training*	Negeri *State*	Tarikh *Date*	Bil Peserta *No. of Participants*
1.	Tenunan Pua: Pusat Pembangunan Betong *Pua Weaving: Betong Development Centre*	Sarawak	2 Jan - 2 Jun/*June*	4
2.	Sulaman Nyonya: Lot Kedai Vantage Desiran Tanjung, Tanjung Tokong *Nyonya Embroidery: Lot Kedai Vantage Desiran Tanjung, Tanjung Tokong*	P. Pinang	2 Feb - 2 Mei/*May*	13
3.	Ukiran Kayu dan Larik Kayu: Cawangan Pahang *Wood Carving and Wood Lathe: Pahang Branch*	Pahang	6 Apr - 6 Okt/*Oct*	10
4.	Batik: Bengkel Sundora Craft Collection, Sarawak *Batik: Sundora Craft Collection Workshop, Sarawak*	Sarawak	1 Mei/*May* - 31 Julai/*July*	2
5.	Kayu (Produk Cenderamata): Bengkel Manita Enterprise *Wood (Souvenirs): Manita Enterprise Workshop*	Sarawak	1 Mei/*May* - 31 Julai/*July*	1
6.	Kayu (Wakaf): Bengkel Khasmanira Enterprise *Wood (Gazebos): Khasmanira Enterprise Workshop*		1 Mei/*May* - 31 Julai/*July*	2
7.	Tenunan Dastar, Mugah & Sambitan: Pusat Pameran Kraftangan Suku Kaum Iranum, Kg. Rampayan, Kota Belut *Headgear Weaving, Mugah & Sambitan: Iranum Handircraft Exhibition Centre, Kg. Rampayan, Kota Belut*	Sabah (Kota Belud)	1 Mei/*May* - 31 Okt/*Oct*	2
8.	Produk Seramik - Pressure Casting: Bengkel Mikonas *Ceramic Products - Pressure Casting: Mikonas Workshop*	Perak	5 Mei/*May* - 5 Ogos/*Aug*	2
9.	Produk Seramik: Bengkel Techno Seramik *Ceramic Products: Techno Ceramic Workshop*		15 Mei/*May* - 15 Ogos/*Aug*	2
10.	Jahitan Tampal Cantum & Quilting: Bengkel ADRS Collections & Gift *Patchwork Stitching & Quilting: ADRS Collections & Gift Workshop*	Kedah	1 Jun/*June* - 31 Ogos/*Aug*	3
11.	Cooper Tooling: Bengkel Anjung Seri Ent *Copper Tooling: Anjung Seri Ent Workshop*	Selangor	1 Jun/*June* - 31 Ogos/*Aug*	2
12.	Anyaman Rotan: Bengkel Zafialno Enterprise *Cane Weaving: Zafialno Enterprise Workshop*	Negeri Sembilan	1 Jun/*June* - 31 Ogos/*Aug*	2
13.	Kayu: Bengkel Warisan Gobek Enterprise *Wood: Warisan Gobek Enterprise Workshop*	Johor	1 Jun/*June* - 31 Ogos/*Aug*	3
14.	Batik: Bengkel Artwork Life Batik Shop *Batik: Bengkel Artwork Life Batik Shop*	Sarawak	1 Jun/*June* - 31 Ogos/*Aug*	3
15.	Tenun Pahang DiRaja: IKTPD *Pahang Royal Looms: IKTPD*	Pahang	27 Jul/*July* 2015 - 27 Jan 2016	3
16.	Batik Blok: Bengkel Rosazlin Collection *Batik Blocks: Rosazlin Collection*	Terengganu	1 Ogos/*Aug* - 31 Okt/*Oct*	3
17.	Tembaga: Cawangan Selangor *Copper: Selangor Branch*	Selangor	3 Ogos/*Aug* - 31 Julai/*July*	5
18.	Pembuatan Replika Kapal Layar: Bengkel Captain Jack *Making of Sailing Ship Replicas: Captain Jack Workshop*	Perak	15 Okt -15 Jan	1
19.	Kristal: Bengkel Faizy Kristal *Crystal: Faizy Kristal Workshop*	Langkawi	1 Dis 2015 - 31 Mei/*May* 2016	5
20.	Capal Tradisional: Bengkel Aril's Centre, Muar, Johor *Traditional Leather Sandals: Aril's Centre Workshop, Muar, Johor*	Johor	20 Dis 2015 - 20 Mac/ *March* 2016	3
Jumlah/*Total*				**71**

Jadual 8 : Pelaksanaan Kursus Keusahawanan 2015
Table 8: Entrepreneurship Courses 2015

Bil. *No.*	Kursus Keusahawanan *Entrepreneurship Courses*	Tarikh *Date*	Lokasi *Location*	Bil Peserta Usahawan *No. of Participants*
1.	Kursus Pengurusan Kewangan/*Costing Course*	12 Mac/ *March* 2015	Kudat, Sabah	33
2.	Taklimat E-Payment Sempena HKK 2015 *E-Payment Briefing In Conjunction with HKK 2015*	27 Mac/ *March* 2015	Kompleks Kraf Kuala Lumpur/ *Kuala Lumpur Craft Complex*	51
3.	Taklimat GST Sempena HKK 2015 *GST Briefing In Conjunction HKK 2015*	3 April 2015	Kompleks Kraf Kuala Lumpur/ *Kuala Lumpur Craft Complex*	40
4.	Bengkel Memperkasa Usahawan Kraf Di Pasaran Export Global *Empowering Craft Entrepreneurs Workshop: Export Global Marketing*	22 - 23 April 2015	Pacific Regency Hotel Suites, KL	29
5.	Kursus Pengurusan Kewangan Produk Kraf Kayu *Wood Crafts Costing Course*	20 - 21 Mei/*May* 2015	Darul Makmur Lodge, Kuantan, Pahang	16
6.	Kursus Pengurusan Kewangan Produk Logam (Besi) & Kayu *Metal (Iron) and Wood Crafts Costing Course*	28 - 29 Mei/*May* 2015	Hotel Pantai Puteri, Tanjung Kling, Melaka	23
7.	Kursus Pengurusan Kewangan Sempena Makmal Penyediaan Pola *Costing Course In Conjunction with Pattern Preparation Workshop*	16 - 21 Okt/*Oct* 2015	Kraftangan Malaysia Cawangan Selangor/ *Kraftangan Malaysia Selangor Branch*	25
8.	*Borneo International Beads Conference*	9 - 10 Nov 2015	Sarawak	3
9.	Kursus Keusahawanan Inkubator *Entrerpreneurship Incubator Course*	09 - 11 Dis 2015	Awana Genting Highlands Golf & Country	54
Jumlah/*Total*				**274**

ii. Insentif

Kraftangan Malaysia turut menyediakan insentif kepada usahawan bagi membantu meningkatkan kecekapan pengeluaran produk di samping dapat meningkatkan produktiviti dan kualiti pengeluaran. Insentif tersebut terdiri daripada Insentif Pengeluaran dan Insentif Perniagaan.

Insentif Pengeluaran bertujuan memberi bantuan kepada usahawan kraf seperti kemudahan prasarana, mesin, peralatan serta bahan mentah bagi membantu usahawan kraf meningkatkan produktiviti dan kualiti pengeluaran.

ii. Incentives

Kraftangan Malaysia continued to offer incentives to entrepreneurs to assist in raising their efficiency, productivity and product quality. The incentives are Production Incentives and Business Incentives.

The Production Incentives are meant to assist in acquiring infrastructure, machines, equipment and raw materials to enhance productivity and quality.

Manakala Insentif Perniagaan memberi tumpuan kepada urusan logistik iaitu pengangkutan produk usahawan ke lokasi pameran (sehala) bagi menyertai mana-mana promosi yang dianjurkan di peringkat domestik. Insentif ini disediakan untuk membantu usahawan kategori mikro yang mempunyai nilai jualan kurang daripada RM300,000.00 setahun. Selain itu insentif ini juga turut melibatkan bantuan pembungkusan dan bahan kempen.

Sepanjang tahun 2015, seramai 750 orang usahawan telah menerima manfaat daripada insentif yang disalurkan. Perincian mengenai pemberian insentif di Jadual 9.

Pada tahun 2015 juga, seramai 100 orang usahawan kraf telah ditimpa banjir pada penghujung tahun 2014 dan menerima Insentif Pengeluaran dan Perniagaan. Insentif ini berbentuk bantuan segera kepada usahawan bagi membolehkan mereka meneruskan aktiviti pengeluaran produk kraf. Usahawan kraf tersebut menerima insentif dalam bentuk bahan mentah, peralatan dan juga pembaikan mesin dan peralatan yang terjejas. Usahawan kraf tersebut adalah dari negeri Kelantan (76 orang), Pahang (10 orang), Perak (10 orang) dan Terengganu (4 orang).

The Business Incentives focus on assisting entrepreneurs in transport logistics for their products to exhibition sites (one way only) for domestic promotions. This incentive is to assist entrepreneurs in the micro industry category, defined as those with sales volume valued at less than RM300,000 annually.The incentives also include assistance in packaging and campaign materials.

In 2015, 750 entrepreneurs benefited from the incentive schemes.Details on incentive recipients are shown in Table 9.

In 2015, 100 craft entrepreneurs who were affected by floods which occured at the end of 2014 also received aid from the Production and Business Incentives scheme. The incentives were given as instant aid in the form of raw materials, equipment and also repairs for their machines and equipment to enable those affected to continue production. Those affected were from Kelantan (76 people), Pahang (10), Perak (10) and Terengganu (4).

Jadual 9: Insentif 2015
Table 9: Incentives 2015

Bil. *No.*	Aktiviti *Activities*	Bil. Projek *No. of Projects*	Bil. Usahawan *No. of Entrepreneurs*
1.	Insentif Pengeluaran/*Production Incentives*		
	i) Bengkel/*Workshops*	2	15
	ii) Mesin/Jentera/Peralatan *Machines/Equipment*	2	79
	iii) Bahan Mentah/*Raw Material*		
	• Rotan/*Rattan*	1	50
	• Tembaga/*Copper*	1	11
2.	Insentif Perniagaan/*Business Incentives*	8	595
Jumlah/*Total*		**14**	**750**

PROGRAM JEJAK WARISAN KRAF
CRAFT HERITAGE TRAILS PROGRAMME

OBJEKTIF PROGRAM/*PROGRAMME OBJECTIVES*
Memulihara dan memelihara seni kraf warisan
Conservation and preservation of craft herritage

AKTIVITI PROGRAM/*PROGRAMME ACTIVITIES*
- Pemuliharaan/*Conservation*
- Pemeliharaan/*Preservation*
- Penyelidikan dan Dokumentasi/*Research and Documentation*



PRESTASI PROGRAM JEJAK WARISAN KRAF

Program Jejak Warisan Kraf merupakan salah satu program yang dilaksanakan bertujuan untuk memulihara dan memelihara seni kraf warisan negara. Pelaksanaan program ini adalah untuk memastikan pengekalan seni warisan kraf agar terus dapat dinikmati oleh generasi pelapis. Program Jejak Warisan Kraf ini disokong oleh 3 aktiviti utama iaitu aktiviti Pemuliharaan, Pemeliharaan serta Penyelidikan dan Dokumentasi.

i. Aktiviti Pemuliharaan

Aktiviti Pemuliharaan memberi fokus terhadap aktiviti Pengiktirafan Tokoh dan Pendidikan Kraf. Pengiktirafan diberi kepada usahawan kraf tempatan yang telah memberi sumbangan dalam memulihara dan memelihara seni kraf warisan. Tukang-tukang kraf mahir yang menjadi lagenda dalam industri kraf negara dari pelbagai bidang kraf dilantik menjadi Adiguru Kraf. Sehingga kini terdapat seramai 30 orang tokoh Adiguru Kraf yang masih bergiat aktif dalam bidang kemahiran masing-masing.

Manakala aktiviti Pendidikan Kraf pula diadakan bagi memberi pendedahan serta memupuk kesedaran di kalangan masyarakat mengenai seni kraf warisan negara. Pada tahun 2015, Kraftangan Malaysia telah mengadakan 13 aktiviti Pendidikan Kraf Berskala Besar (Mega) dengan penyertaan seramai 23,834 peserta. Manakala aktiviti Pendidikan Kraf Berskala Kecil telah diadakan sebanyak 403 aktiviti dengan penglibatan 28,019 orang peserta. Aktiviti ini diadakan di seluruh negara.

Pecahan aktiviti Pendidikan Kraf mengikut negeri seperti di Jadual 10.

PERFORMANCE OF CRAFT HERITAGE TRAILS PROGRAMME

The Craft Heritage Trails Programme is aimed at conserving and preserving the nation's heritage art craft. The programme is to ensure the perpetuation of heritage art craft for it to be enjoyed by future generations. The programme was supported by 3 key activites: Conservation, Preservation and Research and Documentation.

i. Conservation Activities

Conservation activities were focused on the recognition of industry achievers and craft education. Recognition is given to local craft entrepreneurs who have contributed to the conservation and preservation of heritage art craft. Skilled craftsmen who are legends in the various sectors of the industry are appointed as Master Craftsmen. Up to now there are 30 Master Craftsmen who are still active in their respective fields.

Craft Education provides exposure to and raising community awareness of the nation's heritage art craft. In 2015, Kraftangan Malaysia held 13 Mega Scale Craft Education events which saw the participation of 23,834 people. Also held were 403 Small Scale Education events which involved 28,019 participants. These events were held throughout the country.

Details of the Craft Educations events according to states are as shown in Table 10.

Jadual 10: Aktiviti Pendidikan Kraf Berskala Besar (Mega) dan Berskala Kecil Tahun 2015
Table 10: Mega and Small Scale Craft Education Activities 2015

Bil. *No.*	Negeri *State*	Aktiviti Pendidikan Kraf Berskala Besar (Mega) *Mega Scale Craft Education Activities*		Aktiviti Pendidikan Kraf Berskala Kecil *Small Scale Craft Education Activities*	
		Bil. Aktiviti *No. of Activities*	Bil. Peserta *No. of Participants*	Bil. Aktiviti *No. of Activities*	Bil. Peserta *No. of Participants*
1.	Ibu Pejabat	5	16,557	1	30
2.	Pulau Pinang	1	500	26	1,925
3.	Perlis	0	0	28	2,245
4.	Kedah	1	976	21	1,762
5.	Perak	0	0	42	2,307
6.	Selangor	1	1,300	20	1,001
7.	Langkawi	1	917	45	3,143
8.	Negeri Sembilan	0	0	22	1,631
9.	Melaka	0	0	63	2,956
10.	Johor	2	1,500	22	1,758
11.	Pahang	0	0	11	1,142
12.	Terengganu	0	0	26	1,330
13.	Kelantan	1	1,069	23	2,299
14.	Sabah	0	0	24	2,730
15.	Sarawak	1	1,015	29	1,760
Jumlah/*Total*		**13**	**23,834**	**403**	**28,019**



ii. Aktiviti Pemeliharaan

Aktiviti Pemeliharaan dilaksanakan melalui Pameran Bertema dan Pameran Tetap yang diadakan di Muzium Kraf Kuala Lumpur, Muzium Adat Istiadat Perkahwinan Langkawi, Muzium Warisan Langkawi serta Galeri Warisan di Cawangan Negeri. Pameran ini diadakan bagi memelihara seni kraf warisan bangsa dan secara tidak langsung memberi pendedahan kepada masyarakat terhadap seni kraf yang kita warisi sejak zaman berzaman.

Aktiviti Pemeliharaan yang diadakan sepanjang tahun 2015 seperti di Jadual 11.

ii. Preservation Activities

Preservation activities which were implemented under the Thematic and Permanent Exhibitions were held in the Kuala Lumpur Craft Museum, the Langkawi Wedding Customs Museum and the Heritage Gallery at the State Branch.The exhibitions were held for the preservation of the nation's artcraft heritage and also indirectly to expose the community to the legacy of artcraft from time immemorial.

Preservation activities which were held in 2015 are as shown in Table 11.

Jadual 11: Aktiviti Pemeliharaan Tahun 2015
Table 11: Preservation Activities 2015

Bil. *No.*	Aktiviti *Activities*	Tarikh *Date*	Bil. Pengunjung Muzium Kraf *No. of Craft Museum Visitors*
1.	Promosi Kenali Muzium di Kompleks Kraf Kuala Lumpur dan Kompleks Kraf Langkawi (Kuiz, Mencari Khazanah Kraf, Kreativiti Mengecop Motif Batik serta Pertandingan Mendirikan Keris) *Know Your Museum Promotion, Kuala Lumpur Craft Complex and Langkawi Craft Complex (Quiz, Craft Treasure Hunt, Creative Batik Motif Stamping and Standing Keris Competition)*	1 Jan - 31 Dis 2015	3,673
2.	Pameran Kraf Ornamen : Penghargaan Atau Kejutan - Kompleks Kraf Kuala Lumpur *Ornamental Crafts Exhibition: Appreciation or Shock - Kuala Lumpur Craft Complex*	26 Mac/ *March* - 7 April 2015	15,307
3.	Pameran Kraf Warisan Sepanjang Zaman - Kompleks Kraf Langkawi *Living Heritage Craft Exhibition - Langkawi Craft Complex*	10 - 14 Dis 2015	2,503
		Jumlah/*Total*	**21,483**

iii. Aktiviti Penyelidikan dan Dokumentasi

Kraftangan Malaysia telah berjaya melaksanakan 3 penyelidikan iaitu Pandai Besi Parang Ilang (Adiguru Kraf Parang Ilang, Encik Johnny Anak Barangan), Blok Batik (Adiguru Kraf Blok Batik, Encik Md. Ghani bin Mat) dan Pandai Besi Parang Bajau (Adiguru Kraf Pandai Besi Parang Bajau, Encik Jamawid bin Hj. Soh). 2 buah e-book juga turut berjaya dihasilkan iaitu e-book Tenun Pahang Diraja dan Beg Bujam Orang Asli Mah Meri, Pulau Carey.

iii. Research and Documentation Activities

Kraftangan Malaysia conducted 3 research studies covering the Ilang Parang Blacksmith (Parang Ilang Master Craftsman Johnny Anak Barangan), Batik Block (Batik Block Master Craftsman Md. Ghani bin Mat) and Bajau Parang Blacksmith (Master Craftsman Bajau Parang Blacksmith Jamawid bin Hj. Soh). 2 e-books were also producted, one on Royal Pahang Weaving and the other on the Pandanus Bag of the Mah Meri Orang Asli of Carey Island.

PEMBANGUNAN KEMAHIRAN KRAF (INSTITUT KRAF NEGARA)
CRAFT SKILLS DEVELOPMENT (NATIONAL CRAFT INSTITUTE)

OBJEKTIF PROGRAM/*PROGRAMME OBJECTIVES*
Menyediakan tenaga kerja terlatih dan berkemahiran dalam industri kraf
To provide a trained and skilled workforce in the craft industry

AKTIVITI PROGRAM/*PROGRAMME ACTIVITIES*
- Akademik dan Kemahiran Kraf/*Academic and Craft Skills*
- Hal Ehwal Pembangunan Pelajar/*Student Development Affiairs*
- Penyelidikan/*Research*



PRESTASI PEMBANGUNAN KEMAHIRAN KRAF (INSTITUT KRAF NEGARA)

Pembangunan Kemahiran Kraf (Institut Kraf Negara) bertujuan untuk memberi kemudahan pembelajaran secara formal dalam seni kemahiran kraf bagi melahirkan tenaga kerja terlatih dan berkemahiran dalam industri kraf negara. Pendidikan yang berteraskan seni kemahiran kraf ini menawarkan pengajian di peringkat sijil dan diploma dalam 6 bidang iaitu Seni Kraf Batik, Seni Kraf Tenunan, Seni Kraf Kayu, Seni Kraf Seramik, Seni Kraf Logam, serta Seni Kraf Rotan dan Buluh. Perincian program pengajian di IKN seperti di Jadual 12.

i. Akademik dan Kemahiran Kraf

Bagi tahun 2015, pelajar yang berdaftar adalah seramai 254 orang pelajar di peringkat Diploma dan 111 orang pelajar di peringkat Sijil seperti Jadual 13. Manakala 137 orang graduan telah diraikan pada Majlis Konvokesyen IKN ke-14 yang diadakan di Dewan Cindai pada 5 November 2015. Pecahan graduan yang berjaya menamatkan pengajian dan pelajar terbaik semasa Majlis Konvokesyen tersebut seperti di Jadual 14, 15, 16 dan 17.

PERFOMANCE OF CRAFT SKILLS DEVELOPEMENT (NATIONAL CRAFT INSTITUTE)

Craft Skill Development (National Craft Institute) offered formal learning in craft skills in order to provide trained and skilled workers to the national craft industry. The artcraft-based education programme offers 6 fields of studies at certificate and diploma level - Batik, Weaving, Wood, Ceramic, Metal and Rattan and Bamboo. Details of the study programme in the National Craft Institute are in Table 12.

i. Academic and Craft Skills

In 2015, there were 254 students registered for the diploma level programme and 111 for the certificate level as shown in Table 13. 137 students graduated, an occasion celebrated at the 14th National Craft Institute Convocation which was held at Dewan Cindai on 5 November 2015. A breakdown of the graduates who successfully completed their studies and best students at the convocation are as shown in Tables 14, 15, 16 and 17.



Jadual 12: Program Pengajian Institut Kraf Negara 2015
Table 12: National Craft Institute Study Programmes 2015

Jurusan Seni Kraf yang Ditawarkan *Craft Courses Offered*	Pengajian Peringkat Sijil *Certificate Level*	Pengajian Peringkat Diploma *Diploma Level*
Jurusan yang Ditawarkan *Courses Offered*	Seni Kraf Batik/*Batik Craft* Seni Kraf Tenunan/*Weaving Craft* Seni Kraf Kayu/*Wood Craft* Seni Kraf Seramik/*Ceramic Craft* Seni Kraf Logam/*Metal Craft* Seni Kraf Rotan dan Buluh/*Rattan and Bamboo Craft*	Seni Kraf Batik/*Batik Craft* Seni Kraf Tenunan/*Weaving Craft* Seni Kraf Kayu/*Wood Craft* Seni Kraf Seramik/*Ceramic Craft* Seni Kraf Logam/*Metal Craft* Seni Kraf Rotan dan Buluh/*Rattan and Bamboo Craft*
Tempoh Pengajian *Duration of Study*	2 tahun/*years*	3 tahun/*years*
Syarat Kemasukan *Qualifications*	i) Warganegara Malaysia *Malaysian* ii) Umur 18-25 tahun *Age between 18 – 25* iii) Berminat dan berbakat dalam bidang kraf *Interested in field of craft* iv) Lulus Sijil Pelajaran Malaysia (SPM)/Sijil Pelajaran Vokasional (SPMV) atau Sijil yang setaraf dengannya dan mendapat kepujian dalam mata pelajaran Pendidikan Seni, lulus mata pelajaran Bahasa Melayu serta 2 mata pelajaran lain. *Passes Sijil Pelajaran Malaysia (SPM)/Sijil Pelajaran Vokasional Malaysia (SPMV) or any equivalent certificates with a credit in Art Education, pass in Bahasa Melayu as well as 2 other subjects.*	i) Warganegara Malaysia *Malaysian* ii) Umur 18-25 tahun *Age between 18 – 25* iii) Berminat dan berbakat dalam bidang kraf *Interested in field of craft* iv) Lulus Sijil Pelajaran Malaysia (SPM)/Sijil Pelajaran Vokasional (SPMV) atau Sijil yang setaraf dengannya dan mendapat kepujian dalam mata pelajaran Bahasa Melayu, Pendidikan Seni dan 3 mata pelajaran lain. *Passes Sijil Pelajaran Malaysia (SPM)/Sijil Pelajaran Vokasional Malaysia (SPMV) or any equivalent certificates with credit in Bahasa Melayu, Art Education as well as 3 other subjects.*

Jadual 13: Bilangan Pelajar Mengikut Program Pengajian dan Jurusan 2015
Table 13: Number of Students According to Studies and Programmes 2015

Bil. *No.*	Jurusan Seni Kraf *Craft Courses*	Bil. Pelajar Program Diploma *No. of Diploma Programme Students*	Bil. Pelajar Program Sijil *No. of Certificate Programme Students*	Jumlah *Total*
1.	Batik/*Batik*	98	34	132
2.	Tenunan/*Weaving*	23	5	28
3.	Kayu/*Wood*	39	21	60
4.	Logam/*Metal*	43	30	73
5.	Seramik/*Ceramic*	24	10	34
6.	Rotan & Buluh/*Rattan and Bamboo*	27	11	38
Jumlah/*Total*		**254**	**111**	**365**

Jadual 14: Bilangan Graduan Konvokesyen IKN ke-14 Mengikut Program Pengajian dan Jurusan
Table 14: Graduates Number for the 14th National Craft Institute Convocation by Study and Course Programme

Program *Programme*	Jurusan Seni Kraf/*Craft Courses*						Jumlah *Total*
	Batik *Batik*	Tenunan *Weaving*	Seramik *Ceramic*	Kayu *Wood*	Logam *Metal*	Rotan & Buluh *Rattan & Bamboo*	
Sijil/*Certificate*	10	2	8	11	9	6	46
Diploma *Diploma*	35	12	18	10	10	6	91
Jumlah *Total*	45	14	26	21	19	12	137

Jadual 15: Pelajar Terbaik Program Diploma Tahun 2015
Table 15: Best Students at Diploma Level Year 2015

Jurusan/*Courses*	Nama Pelajar/Name of Students
Seni Kraf Batik *Batik Craft*	Mohamad Sallehudin Amdan Shah Bin Mohd Mazlan
Seni Kraf Tenunan *Weaving Craft*	Norfazlinane Binti Mustafa
Seni Kraf Kayu *Wood Craft*	Mohammad Syahid Bin Ibrahim
Seni Kraf Logam *Metal Craft*	Norzainurul Aqsha Binti Ahmad Zain
Seni Kraf Seramik *Ceramic Craft*	Muhammad Hafiz Bin Abdullah
Seni Kraf Rotan & Buluh *Rattan & Bamboo Craft*	Ellysah Semmilie



Jadual 16: Pelajar Terbaik Program Sijil Tahun 2015
Table 16: Best Students at Certificate Level Year 2015

Jurusan/*Courses*	Nama Pelajar/*Name of Students*
Seni Kraf Batik *Batik Craft*	Mohd Nazil Bin Arsan
Seni Kraf Kraf Tenunan *Weaving Craft*	Daina Suzana Rubit
Seni Kraf Kayu *Wood Craft*	Mohamad Syazali Bin Khairi
Seni Kraf Logam *Metal Craft*	Muhamad Rizal Bin Kasim
Seni Kraf Seramik *Ceramic Craft*	Ezzona Sompot
Seni Kraf Rotan & Buluh *Rattan & Bamboo Craft*	Carstinah Binti Sungkiat

Jadual 17: Pelajar Terbaik Keseluruhan Mengikut Program Pengajian 2015
Table 17: Overall Best Students Year 2015

Program/*Programme*	Nama Pelajar/*Name of Students*
Diploma/*Diploma*	Muhammad Hafiz Bin Abdullah
Sijil/*Certificate*	Mohamad Syazali Bin Khairi

ii. Hal Ehwal Pembangunan Pelajar

Aktiviti Hal Ehwal Pembangunan Pelajar diwujudkan supaya pembelajaran secara menyeluruh dapat dilaksanakan dan diterapkan dan seterusnya dapat melahirkan graduan yang serba boleh, bertanggungjawab, berdedikasi, berdikari dan beretika. Selain itu juga, objektif utama aktiviti ini adalah seperti berikut:

a) Memberi pendedahan kepada pelajar dari segi kepimpinan agar dapat menjadi pemimpin berkebolehan dan berwawasan serta menjadi pemangkin kepada kemajuan negara;

b) Menerapkan nilai murni seperti berdisiplin, dedikasi, bermoral, bersyukur, bertanggungjawab bagi membentuk generasi masyarakat yang teguh dan bersatu padu; serta

c) Memberi peluang pelajar mengasah bakat dan kemahiran serta menggunakan masa lapang dengan lebih bermanfaat untuk kemajuan diri, organisasi dan masyarakat.

ii. Student Development Affairs

Student Development Affairs was established to provide all-round education in order to produce graduates who are multi-skilled, responsible, dedicated, self-reliant and ethical. Apart from that, the main objectives of the programme are:

a) To expose students to aspects of leadership in order for so them to be capable and visionary leaders who will be catalysts for national development;

b) To apply noble values such as discipline, dedication, morals, gratitude and responsibility to build a generation that is robust and united; and

c) To provide opportunities for students to hone their talents and skills and to use their free time more beneficially for the progress of one's self, organisation and society.

PROGRAM MENGURUS
MANAGEMENT PROGRAMME

Perjawatan
Personnel



Tepak Sirih Perak / ***Silver Betel Nut Set***

Latihan
Training