



Government officials will never ask you to transfer money or disclose bank log-in details over a phone call. Call the 24/7 ScamShield Helpline at 1799 if you are unsure if something is a scam.

Home > Newspaper Catalogue > The Straits Times > 1958 > November > 12 > Page 6 > Malaya persuades the smallholder to replant



Malaya persuades the smallholder to replant

The Straits Times, 12 November 1958, Page 6

Share



Save Citation

<< Previous Article Next Article >>

Malaya persuades the smallholder to replant

TAN TOCK SAIK

COMIC STRIPS, SONGS, SHOWS IN CAMPAIGN

by

KUALA LUMPUR.

SIX YEARS AGO a rubber replanting scheme was started jointly by the industry and the government offering Malaya's 391,000 smallholders the chance of increasing their incomes perhaps five-fold and playing a major part in promoting the growth of the industry

It was anticipated that replanting would be the biggest single factor in raising the economic status of the Malays, who comprise the majority of rubber smallholders.

High priority

So vital is the necessity

Recommended Articles

The Straits Times / Article , Illustration

RUBBER

25 August 1961 - INCHE MOHAMED KHIR JOHARI, Minister of Commerce and Industry ADDRESSES THE ANNUAL MEETING OF THE FEDERATION REPLANTING STAFF UNION- the crucial years ahead for Malayan THERE is no need for me to explain to you why the Government pay c so much attention to replanting. Suffice it to say...

The Straits Times / Article

The Straits Times Singapore, Tues., Jan. 29, 1952 Smallholders' Revolution

29 January 1952 - The Straits Times Singapore, Tues., Jan. 29, 1952 Smallholders' Revolution A "revolution" m the economic life of the rubber smallholder is planned m the rubber replanting bill which is to come before the Federal Legislative Council m March. The bill was published at the week-end. It sets up a replanting...

The Straits Times / Article

Coconut Scheme

1 April 1966 - The Central Government's coconut replanting and rehabilitation scheme keeps hacking away at the huge problem of rundown smallholdings, and as far as it goes it returns very good results indeed Since the first pilot j project in 1963 10,000 acres in fohore, Pcrak and Kelantan have been improved...

The Straits Times / Article

BOSS RUBBER INDUSTRY'

12 July 1951 - KUALA LUMPUR* Wednesday. rpHE Federal Government does not seek control of A the rubber industry, said the Member for Economic Affairs. Mr. Oscar Spencer, replying in the Legislative Council today to an attack by Unofficials on the Government's proposal that part of the industry's profits should be...

The Singapore Free Press / Article ,





for smallholders to replant as they own half of the three million acres of rubber land, that the government accorded replanting a priority second only to the Emergency.



Yet two-thirds of the smallholders still have not replanted. They are still tapping their old trees, which are low producers, and as a consequence are leading a precarious existence which will become worse as the trees grow older.

Of 391,000 smallholders only about 100,000 have joined the scheme.

The replanting target was 300,000 acres from 1953 to 1957. Only 187,950 acres were replanted in this period.

Only in two States, where there is a high proportion of Chinese, has the target been exceeded. Negri Sembilan replanted 24,634 acres, the target was 24,000 acres, and Malacca smallholders replanted 33,580 acres, over double the target.

The results from other States show an alarming state of affairs. Perak, Selangor and Kelantan have replanted only about 60 per cent of the scheduled area, and Johore, Pahang and Kedah only about 30 per cent.

Concerned with the apathy and the slowness of the smallholders, the Rubber Industry Replanting Board recently began a special drive to get as many small-

holders as possible to apply for financial assistance for replanting. The money comes from the replanting cess, and the smallholders' fund stands at \$150 million.



As part of the campaign Mr. J. E. Bush, the manager of the Natural Rubber Development Board, designed ten mobile exhibitions with which the industry sought to "cajole, entice, coax and persuade the smallholder to apply for a replanting grant."

The exhibitions are now touring the country. They aim at driving home to the smallholders who have not replanted, the truth about his future, and the benefits of replanting.

This is a sample of what the replanting officer at an exhibition has to say to the smallholder, as heard at Jenderam Hilir, Selangor:



"Look Ali, your kebun getah is overgrown with lalang. Your trees are 40 years old and are badly damaged. They have been

tapped so high that you now have to use steps to reach the tappable bark.

"What do you get out

Illustration

THE POSITION OF RUBBER AND TIN

8 August 1952 - THE POSITION OF RUBBER AND TIN
The annual report of the Federation of Malaya for 1951 was issued last week and the following extracts are taken from Chapter V, Trade and Industry. IT IS a commonplace that rubber and tin form the basis of the economy of the Federation. This can...

The Straits Times / Article, Illustration

The question:

1 August 1960 - ROLAND CHALLIS Hal I I L* Biaia v W I I* V 1 1 I a V^ ■4 I lbmb Til B j^* fe* Till 11 11 'liml J I IS|t|*ij|4 I m*Lw By Work Malaya has set itself will require big change in outlook THE CHALLENGE THAT FACES MALAYA: TO DEVELOP VOLUNTARILY AND...

The Straits Times / Article

The Straits Times Singapore, Wed., May 17, 1950. The Small Man Again

17 May 1950 - The Straits Times Singapore, Wed., May 17, 1950. The Small Man Again Advice to the smallholder to improve the quality of his rubber, and printed instructions for carrying out this advice, is evidence that the Federal Government has not altogether forgotten the little man. But something more than good advice...

[Show More](#)

...do you get out of them—250 to 300 pounds per acre a year. In a few years, perhaps nothing at all.

"You tell me you are only getting \$60 a month from your rubber, and with five children and a wife to feed and clothe, no wonder that you are finding life difficult.

"Now, look at Hassan. He replanted six years ago. He has the same number of acres as you and the same number of trees. But his trees are high yielding trees—they produce anything between 750 to 1,000 pounds per acre a year. And he is getting \$400 a month.

"See how well his family are fed and clothed. His wife has money to buy jewellery and he will be able to save for that long

planned haji to Mecca.

"All this can be yours if you replant. If you want to do so, this is what the industry will do for you. You will get money to help you as you complete each step towards replanting.

"You can grow coffee, coconuts, pineapples and rumbia if you like an extra source of income, and we will give you grants for growing these crops. In six years' time, your replanted trees will be ripe for tapping—and you will be like Hassan."

One of the strongest supporters in the drive for bettering the smallholders' lot is the Prime Minister, Tengku Abdul Rahman, who has taken a close interest in it, together with the Minister of Commerce and Industry, Mr Tan Siew Sin

Effective

A personal touch to these exhibitions was supplied by the Tengku. He suggested that replanting "comics" should be distributed as an effective means of reaching the smallholders.

The Tengku told the organisers: "When I go

home in the evening, my daughter Mariam usually comes up to me, perches herself on my knee and reads her comics.

"Every now and then, when she comes across something she doesn't understand, she asks me about it. I find that I not only explain it to her, but I read the comics myself.

"I'm sure I'm not the only father to whom this happens. I think if we distribute comics attractive to children as well as con-

taining an adult message, the chances of the message reaching the fathers are very good."

As a result of this suggestion, 100,000 comics entitled "Towards Prosperity" ("Arah Kemaa'muran") were produced for distribution to the children of the hundreds of kampongs and small towns which the exhibitions visit.

The main campaign was timed for October and November to achieve the maximum effect as the registers for grants are open during this period.

The Department of Information is distributing tens of thousands of booklets and pamphlets and has sent ten publicity teams out with films, music and public address systems.

Radio Malaya has helped with daily announcements of the shows, and one of its staff has composed a Replanting Song, which will be heard over the air shortly.

The Department of Agriculture, the Rubber Re-

search Institute, the Council of Malayan Smallholders Association, the Shell Company and the I.C.I. all have a representative at each exhibition.

Publicity

While the full achievement of these exhibitions is not yet known, their popularity with the smallholders has taught an important lesson. The Replanting Board must pay greater attention to publicity and liaison work.

The tendency in the past has been to concentrate on the more easily convinced farmers but a point has been reached when an all-out effort is needed to get at the "hard places."

The exhibition is a sign of the great faith while leaders of the industry and government have in the future of the rubber industry.

Overproduction is no bogey, but underproduction is a very real danger.

As the Minister of Commerce has pointed out, "If we can replant a million acres by 1963, we need not fear the synthetic rubber industry."

Replanting at present is still far off the target set by the Minister. The smallholders must replant to survive.

In the not too distant future, when the Malay ra'ayat have earned for themselves a better standard of living, the Tengku's comics will have played

their part.



Children at a replanting exhibition at Jenderam Hill, Selangor, reading the replanting comics before taking them home to Daddy for "comics time."



NLB

[Contact Us](#) [Feedback](#) [FAQ](#)



[Report Vulnerability](#) [Terms of Use](#) [Linking Disclaimer](#) [Privacy Statement](#) [Takedown Policy](#)

©2026 Government of Singapore
Last Updated 2023-01-31