

## KERATAN AKHBAR

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### Ministers Rafizi, Lih Kang to star in reality TV show ‘Innovathon’



Minister of Economy Rafizi said that the programme also aims to translate science, technology and innovation into something that will be accepted among the masses. — Picture by Miera Zulyana

KUALA LUMPUR, July 5 — Economy Minister Rafizi Ramli and Science, Technology and Innovation Minister Chang Lih Kang have been named as members of a permanent jury for a reality television show called Innovathon, alongside local actress Fazura.

The show by Astro is a programme initiated by the two ministries to show off Malaysians' skills and innovative ideas to solve socio-economic issues in the country with a grand prize of RM100,000, Malaysiakini reported today.

Winners will also get start-up aid from the government, the news portal added.

Rafizi said that the programme also aims to translate science, technology and innovation into something that will be accepted among the masses.

"If the government uses the same approach as a normal campaign, it is likely that the mission of a program like this will not reach the target audience.

"Innovation needs to involve as many individuals as possible.

"So, our mission is how to translate innovation into something that can be accepted in the form of learning," he was quoted telling a news conference at the launch of the show here.

Rafizi also said that the show participants will have a platform to market their creations even if they don't win.

"If the idea is good, they will get air time. In addition, participants will also get direct feedback from government agencies or those with expertise," he was quoted as saying.

Chang was also reported saying the programme has drawn more than 1,000 applications for participation.

"I was surprised by the overwhelming response. If you want to say which idea is the most memorable, it is a difficult thing because we received many interesting ideas," he was quoted as saying.

The show will air this July 15 on the Astro Ria channel.