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Abstract

Kelantan is a unique state that is rich with culture and home for very warm, friendly and soft-spoken people. The modernisation has changed Kelantanese traditional way of life, hence it is important to capture this precious heritage so that it can be preserved for the generations to come.

Through NinidollKelate Collection, the Kelantanese Heritage elements are integrated in the products. These locally produced items have great commercial potentials to help the local B40 community and is a part of efforts in attracting more tourists for Visit Kelantan 2020

Novelty

Pioneer in making doll related products especially in restoring Kelantan heritage to support tourism industry

NinidollKelate Collection using local traditional fabric such as batik, kain tenun dan songket for dolls' dress.

Ninidollhouse is a registered company under SSM



Usefulness

Exclusive Collection for doll collectors

Young children will be more exposed to traditional heritage

Giving value to old goods through reassembling

Souvenirs for local and international tourists visiting Kelantan

NinidollKelate Collections



Value Added

Pioneer

Pioneer in making doll related products especially in restoring Kelantan heritage to support tourism industry

Relevant

Kelantan heritage is revived through the essence of play (for all ages) through the introduction of NinidollKelate Collection

Skill Development

UMK students are given tutorials to equip them with skills including workshops: sewing training and carpentry.