

## Finance

Anatolian Agency

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## Campaign focuses on rising unemployment

**ANKARA - The focus of a five-week campaign against the crisis becomes rising unemployment, as participants call upon the government to increase purchasing power of low-income citizens. The strong domestic market is a cure against the fall in exports, they say.**

The second stage of a campaign launched by a platform of Turkish non-governmental organizations to ease the impacts of the crisis has been introduced with unemployment as its focus. "If there is crisis, there also is a solution," a five-week campaign launched by the "Üreten Türkiye Platformu" and led by the Union of Chambers and Commodity Exchanges of Turkey, or TOBB, entered its second week with the slogan of "Kimse İşini Kaybetmesin" (No Job Losses).



The government should implement measures to increase purchasing power of citizens in the low-income group, and expand temporarily the use conditions for the unemployment fund, TOBB Chairman Rifat Hisarcıkloğlu said Friday during the presentation meeting.

Speaking at the meeting held at TOBB University of Economics and Technology, Hisarcıkloğlu said the campaign has received positive reaction and there is significant participation particularly in Anatolia.

The campaign has been launched with the support of the Confederation of Turkish Trade Unions, or **Türk-İş**, the Confederation of Turkish Real Trade Unions, or **Hak-İş**, the Confederation Of Turkish Tradesmen And Craftsmen, or **TESK**, the Turkish Confederation of Employer Associations, or **TİSK**, the Turkish Public Worker's Labor Union, or **Kamu-Sen**, the Turkish Industrialists' And Businessmen's Association, or **TÜSİAD**, the Independent Industrialists' and Businessmen's Association, or **MÜSİAD**, and the Turkish Exporters' Assembly, or **TİM**.

### New participants

"Üreten Türkiye Platformu" has expanded with the participation of the Turkish Enterprise and Business Confederation, the **Ankara** Clothing Manufacturers Association, the Council of Shopping Centers and Retailers, and the Turkish Businesswomen Association. Noting that the platform is open to all, Hisarcıkloğlu said, "We have ignited a spark. We would like to see here all that want to transform this spark into strongly blowing blazes." Any debate on reviving the market is beneficial, said Hisarcıkloğlu. "The important point is to believe in our power by realizing our assets that we can use positively amid the crisis climate. Rather than expecting solutions from others, it is important to ask what we can do as individuals and collectively."

Turkey's domestic market, with a population of 71 million people, is the biggest source of strength, he said, stressing the importance of overcoming the slowdown in domestic consumption. Unemployment is the gravest result of the crisis, he said.

The campaign aims to create awareness concerning the size of Turkey's domestic market, and that it "can be a shield on the path to overcoming the crisis," he said. It is important to make the economy Turkey's top issue, he said, urging self-confidence and more shopping.

"We demand expansion of the use conditions of the unemployment fund temporarily. The number and quality of skill training should be increased to solve the unemployment problem," he said.



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