

# KERATAN AKHBAR

TARIKH : 19 OKTOBER 2022

AKHBAR : THE STAR

MUKA SURAT : 6 (StarMetro)

## Given tools to break out of poverty

# Given tools to break out of poverty

### 132 family heads commit to programme aimed at helping them generate income through business

By VIJENTHI NAIR  
vijenthi@thestar.com.my

A TOTAL of 132 heads of hardcore poor families in Kuala Lumpur received equipment to help them generate more income as entrepreneurs.

The giveaways included food blenders, cake mixers, hair-cutting tools and tailoring supplies.

The initiative was part of the first phase of the Malaysian Family Hardcore Poverty Eradication (BMTKM) programme under the 12th Malaysia Plan (12MP).

Minister in the Prime Minister's Department (Economy) Datuk Seri Mustapa Mohamed said the programme aimed to encourage the target group to generate income through motivational courses, specialised training and assistance.

He said as of Sept 15, there were 3,112 hardcore poor families in Kuala Lumpur living in people's housing projects (PPR) and public housing (PA).

Of the total, 172 were from PPR Kerinchi, PA Desa Rejang, PPR Kampung Muhibbah and PPR Taman Mulia.

However, he noted, only 132 heads of families had given their

commitment to becoming productive and enrolled in the programme.

"We are collaborating with Universiti Malaya which will be in charge of the training, profiling and monitoring of the candidates," said Mustapa.

"Recipients were asked to sign a letter of undertaking to make good on their commitment to the BMTKM programme."

He said Kuala Lumpur City Hall (DBKL) officers and residents' associations would also help to ensure that the equipment given to these families were not sold off or left unused.

"The experience and feedback from the first phase will go towards improving the programme in future," he said after the presentation of equipment at Kompleks Komuniti Muhibbah in Kuala Lumpur.

Mustapa said 67 localities nationwide were involved in the first phase, with 1,409 heads of families enrolled in the programme.

Also present at the event were Federal Territories Minister Datuk Seri Shahidan Kassim and Kuala Lumpur mayor Datuk Seri Mahadi Che Ngah.

Shahidan said many hardcore poor families depended on handouts, which was not wise.

"Having small businesses can generate another flow of income and slowly these families can break the poverty cycle," he added.

Among the recipients was Zarina Abu Safian, 38, from PA Desa Rejang, who is disabled and a single mother of two. She received a food blender.

Zarina, who runs a food stall, said the machine would allow her to blend more ingredients in less time.

Azman Hasan, 56, from PPR Kerinchi, who has been running a *kuih* stall in Bazaría Pantai since 2014, received a cake mixer.

"Now I have two mixers, which means I can make more dough and mix in less time," he said.

Marianna Ellia, 50, from PPR Kampung Muhibbah, who makes home-made snacks, also received a cake mixer.

"I am the sole breadwinner in my family.

"My husband is too sick to work and my daughter is in university.

"I sell snacks like jam tarts and *murukku* to earn a living.

"I have been using a small mixer.



Shahidan (left) and Mustapa (standing, in black shirt) presenting the products to heads of families enrolled in the BMTKM programme.

Now with this big one, work will be made easier," she said.

Meanwhile, Natasha Jamaluddin, 53, from PPR Taman Mulia, said she was eager to start her own tailoring business after completing the programme.

The single mother of three has been dependent on financial aid since 2014, after an accident forced her to quit her job as a retail assistant.

"I live a frugal life. My youngest child is 17 years old and the older children are independent. I get by.

"But I have always wanted to do something productive. I have an interest in mending clothes, so I thought of learning tailoring.

"I will be receiving a sewing machine and other supplies to help me learn the trade.

"I am very thankful for the opportunity," Natasha added.