

## KERATAN AKHBAR

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### Plan to boost income lauded

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## ► B40 individuals eager to participate in Economy Ministry programme to eradicate poverty

**MERSING:** Members of the B40 group are ready to take advantage of efforts by the unity government to help them increase their family income through the people's income initiative, but there should be more information as many are still not aware of it.

Many in the B40 group have expressed interest to participate in the programme under the farmer entrepreneur initiative (Intan), food entrepreneur initiative (Insan) and services operator initiative (Ikhsan).

Farmer Nizam Ali, 32, said the implementation of the programme reflects the government's concern in helping to reduce the income gap, especially for rural communities.

"Therefore, I will recommend all those who are eligible to take the opportunity as an alternative to increasing income, especially in the face of the rising cost of living.

"At the same time, maybe the relevant

parties could go to the ground to disseminate information to the target groups, to enable them to apply," he said, adding that he found out about the programme through a friend.

The initiative is one of the government's efforts through the Economy Ministry to eradicate hardcore poor by leveraging on the capability of participants to generate income of at least RM2,000 per month, Bernama reported.

Another individual in the group wants the government to intensify efforts in promoting the initiative to ensure information reaches the correct target group.

Food trader, Sofia Saleh, 35, said she wants to seize the opportunity but needs more information because she only got to know about it through social media.

"I don't know how to apply since there is not enough information. So far, none of my

fellow traders has shared it on social media, although we usually exchange information with one another.

"However, I will try to get more information about the initiative and take the opportunity to increase my source of income," she said.

A youth activist, Nor Azilahazah Ramlee, 30, said many are still unclear about the facilities provided.

"For example, the initiative focuses on the capabilities of low-income groups in increasing their income potential, but many do not know where to go (to apply).

"Therefore, we hope local leaders could coordinate with the government in announcing the assistance available, especially those who have been affected financially post-Covid pandemic," said Azliahazah, who is active in humanitarian missions, including flood relief and helping the Orang Asli community.

Earlier, local media reported that Prime Minister Datuk Seri Anwar Ibrahim was expected to hold a meeting with all district officers to discuss efforts to eradicate the problem of hardcore poverty.