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Pelaburan Ehsan Wanita to kick off on February 8

KUANTAN, Sun. - The public, especially women who are interested in investing in the Pelaburan Ehsan Wanita will be able to do so from next Sunday.

Wanita Umno chief Datuk Dr Siti Zaharah Sulaiman said 30 counters would be open for collection of the funds after 10am on Feb 8 at the second level of the Putra World Trade Centre.

"Those interested will be able to contribute towards the fund before the Pelaburan Ehsan Wanita campaign is officially launched by Prime Minister Datuk Seri Dr Mahathir Mohamad at 3pm that same day and venue.

"The campaign is to encourage women to save and invest," she added.

Siti Zaharah said at the moment the campaign organisers, Wanita Barisan Nasional, Metrowangsa Asset Management Sdn Bhd and Hijrah Asset Managers Bhd, would only be collecting cash and not jewellery.

"The collection of jewellery will be done in the second stage of the campaign as we have to engage a qualified evaluator for we need to determine the exact value of gold and exchange it into ringgit."

Siti Zaharah said the campaign would initially target Wanita BN leaders and subsequently the grass roots.

She said men could also contribute to the fund "but the benefits are specifically tailored to suit the needs of women".

"We are confident this campaign will succeed.

"Wanita BN has an overall membership of three million women. Besides, non-governmental organisations are also helping us spread the message.

"In light of the current economic problems, we must show that women are able to mobilise their resources.

"We must also demonstrate our power to save," Siti Zaharah told reporters at the Hari Raya open house held here this morning.

Siti Zaharah said the women's trust fund, of which approval from the Securities Commission was still pending, would give women long-term benefits.

"Those who put their money in the fund will not be getting interest but will instead enjoy long-term benefits including having insurance policies for the contributors, death benefits and also for the children's education and business ventures."

She also added that the fund was for women and it would be used to invest in among others, the stock market and properties.

She said women could contribute a minimum of RM100 to the fund.

"Booths will be set up nationwide to collect the money and receive pledges. Those who have contributed will be issued a receipt."

She also said Wanita Umno would organise road-shows, campaigns and seminars nationwide to create an awareness on the importance of the Pelaburan Ehsan Wanita and the benefits that would be enjoyed by the contributors.

Those with enquiries on the campaign can call 03-4702901.

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