

Tax breaks urged for 'family first' firms

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KUALA LUMPUR: The Women and Family Development Ministry has asked the Finance Ministry to provide tax incentives to companies which take part in family-oriented activities which support the "Family First - Bring Your Heart Home" campaign.

Minister Datuk Seri Shahrizat Abdul Jalil said such incentives for activities such as family day and parenting courses would encourage more from the corporate sector to take part in the campaign.

"We are also talking to insurance companies and banks to see how they can support the campaign," she said yesterday after launching the campaign's car stick-

ers at the Jalan Duta toll plaza.

"The Government has not spent anything yet for the campaign this year because we have been working with the private sector. We hope to get a budget allocation for next year," she added.

Shahrizat urged other private companies to team up with the ministry as smart partners in the campaign.

The "Family First" campaign, which was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad in July, contains 10 principles namely, love and affection, family fun time, effective communication, noble family values, parenting excellence, balancing career and family life, security and health, family economics, education and skills, and family-friendly policies.