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# Talian Nur 'must ensure speedy assistance'

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**PUTRAJAYA:** Light at the end of the tunnel.

That's what Talian Nur, launched yesterday, represents for Malaysians caught in the web of social problems.

It was, therefore, apt that the first caller to the helpline was someone who held the less fortunate close to his heart — Datuk Seri Abdullah Ahmad Badawi.

The prime minister, whose call was promptly answered, said the helpline was the latest in efforts to help those facing social and health problems.

Abdullah said he expected callers to "15999", the 24-hour helpline number, to receive the same speedy treatment that he did.

"I expect the line to be functional at all times so that assistance can be rendered speedily.

"I also hope this line is not abused by prank callers. Prank calls to emergency numbers are not only mischievous but evil as they are at the expense of someone else facing a true emergency," he said after launching the helpline.

Talian Nur is an integrated one-stop call centre which is the result of merging TeleDera and Healthline under an expanded platform.

It will also deal with problems, among others, involving poverty, single mothers, neglect and disability.

Those in need of counselling and care can also call for help.

Abdullah advised those handling the helpline to immediately alert the Women, Family and Community Development Ministry, which is behind the initiative, if they faced problems in dealing with calls.

Also present were Women, Family and Community Development Minister Datuk Seri Shahrizat Abdul Jalil, ministers and Deputy Inspector-General of Police Datuk Ismail Omar.

Meanwhile, Shahrizat said the helpline would also respond to requests related to natural disasters.

"With this one-stop call centre, we will be



Datuk Seri Abdullah Ahmad Badawi launching the helpline, Talian Nur 15999, in Putrajaya yesterday. With him are Datuk Seri Shahrizat Abdul Jalil (left) and the ministry's parliamentary secretary, Datuk Faizah Mohd Tahir.

able to provide fast assistance to victims of all types of social woes. This line is not an option but a necessity, especially with the increase in social problems and natural disasters."

Shahrizat pledged that calls would be picked up by the third ring with cases relayed to the district welfare offices.

Initially, the centre will have 29 trained call agents working on three shifts.

At another function in the evening, Abdullah said there had been fewer complaints about the public delivery system since the govern-

ment established the special task force to facilitate business or Pemudah.

He said complaints about the civil service used to top grouses about the government, but this changed after Pemudah instituted several reforms.

"There are fewer complaints about the public delivery system. I hope you continue your good work," he told civil servants from the Public Service Department (PSD) at their annual dinner.

Pemudah is a joint committee between the public and private sector. It was set up in February and has since simplified application procedures for various business permits and licences, and shortened processing times for passports and income tax refunds, among others.

Abdullah also said the PSD could be an "agent of change" to bring new ideas and approaches to work in the civil service.

"The PSD is one of the most influential agencies in the civil service, being in charge of placements, training, promotions, pensions and salary increments.

"Hence, it is well placed to generate change to move the civil service forward."