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Scheme helps raise poor's living standard

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RAUB: Low-income households can look forward to improvements in living standards with benefits provided through the Teman IAzam "Akhiri Zaman Miskin" (End the Era of Poverty) programme.

Launched yesterday by Women, Family and Community Development Minister Datuk Seri Shahrizat Abdul Jalil, the community-based programme will be conducted at all parliamentary and state constituencies.

Over 500 residents and local leaders attended the launch, which saw financial assistance and food baskets donated to 137 heads of low-income and hardcore poor households from the Raub district.

The households were registered under the ministry's e-Kasih system.

A hundred students from seven schools in the district were also given assistance in the form of school uniforms, bags and shoes.

The programme will also comprise religious activities, motivational and critical thinking workshops, family health services and the Jiwa Malaysia volunteerism workshop for university students.

"We hope to reduce the burden on the nation's impoverished groups especially as we near the holy month of Ramadan and the Hari Raya Aidilfitri celebrations," Shahrizat said.



Teman IAzam is an initiative carried out under the National Key Result Areas and forms part of the ministry's overall IAzam project, which also includes the Azam Tani, Azam Niaga, Azam Kerja and Azam Khidmat programmes.

Among the IAzam initiatives is a financial grant, part of an effort to encourage low-income and hardcore poor families to start their own businesses and take an active part in raising their living standards.

Based on the concepts of social enterprise productive welfare, the project is focused on maximising individual potential and improving skill sets so as to reduce dependency on government assistance.