

**'Creativity boosts female NGOs'**  
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PEKAN: Datin Seri Rosmah Mansor urged female non-governmental organisations (NGOs) to step out of their comfort zones and be more creative in organising activities.

The prime minister's wife said yesterday that NGOs must think out of the box and accept new ideas.

At the same time, she said, they should always help the needy, especially when there were tragedies or natural disasters at home or abroad.

"During fires, floods or when the country faces problems, NGOs must lend a helping hand. After a while, people will realise our presence among them," said Rosmah at a gathering of female NGOs near here.

Present was Pekan Women Institute chairman Datuk Melati Ali.

Rosmah said that such an approach would improve the status of NGOs and make society appreciate their contributions more.

Rosmah said: "We must realise time has changed and, therefore, the psychological and mindset development of our society has also evolved."

She said NGOs must use channels, like government agencies and the media, to carry out their activities smoothly.

She praised NGOs here for resolving social ills, especially among the youth. Some 700 members of NGOs joined the gathering at the Pekan district office.

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