

**4K Approach To Empower Rural Women - Najib
Bernama
May 6, 2012**

ROMPIN, May 6 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak today outlined the "4K" approach to empower rural women for their own advancement.

The 4Ks are keilmuan, kemahiran, keusahawan and kepimpinan (knowledge, skills, entrepreneurship and leadership).

Najib said since a long time ago, Malaysian women had been given recognition and equal rights.

Now the 4K approach would be able to bring the status of rural women to a higher level, he said.

"The fate of women in this country is far better as they no longer have to fight for gender equality (like in certain countries).

"Currently, 68 per cent of students at the country's higher learning institutions are women, while some of the influential positions like Central Bank governor and director-general of the Economic Planning Unit are held by women, and the previous chairman of the Securities Commission is also a woman," he said when launching a Girl Guides "Turun Padang" (going to the ground) programme, here, Sunday.

Also present were his wife Datin Seri Rosmah Mansor, who is the president of the Girl Guides Association of Malaysian (GGAM), and Tengku Puan Pahang Tengku Azizah Aminah Maimunah Iskandariah, who is the GGAM Pahang branch president.

Najib said in keeping abreast with current developments, women in the rural areas needed to increase their knowledge including in parenting, to hone their skills in certain fields to generate income, and be involved in business and build leadership qualities to further empower themselves and their family.

He said the government would always support whatever programme aimed at empowering women in this country.

Rosmah in her speech said that the community activities carried out by the Malaysian Girl Guides was to build the spirit of concern for the people and volunteerism, to teach and produce more women entrepreneurs, and to improve their knowledge and skills.

Rosmah said themed 'Empowering Rural Women', she said the Girl Guides "Turun Padang" programme was also aimed at providing rural women and those in remote areas the opportunities to increase their income without totally depending on aid.

"In this respect, the Girl Guides Association will act as the facilitator, link and mover in

efforts to assist rural women to acquire knowledge and skills through cooperation from the relevant agencies," she said.

---BERNAMA

Copyright © 2012 BERNAMA

Source:<http://www.bernama.com/bernama/v6/bm/newsindex.php?id=664117>