

Prime Minister Launches eRezeki To Help People Earn Extra Income
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KUALA LUMPUR, June 17 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak today launched 'eRezeki', a programme to help the low-income group to earn extra income from working online.

He said it was also hoped that the initiative would be the income booster for the households in the bottom 40 per cent (B40) of the income pyramid.

"We must take the initiative as a positive intervention, I don't believe that if we leave it to market forces, in this capitalistic economy, it will give an impact that will increase the income of the B40 group," he said at the launch of the eRezeki programme at the Desa Rejang People's Housing Project (PPR) here today.

The prime minister explained that the eRezeki initiative would bring about major impact that would help increase the income of the B40 group from RM2,500 a month in 2014 to RM5,000 a month in 2020.

"In this digital era, we don't want it to be limited to those in Cyberjaya, but it must be expanded to the grass root, so that it would help create a new group with increased income," he said.

Najib said the programme would also train and match the B40 society with the ability to perform micro digital tasks from foreign and domestic sources so that they would be able to earn extra income.

As such, he said 11 eRezeki centres would be built in stages across the country by end of this year.

He said 22 representatives of e-Rezeki centres would be operational nationwide, including at the 1Malaysia Internet Centre, community colleges, Urban Transformation Centre (UTC) and Rural Transformation Centre (RTC) to enable the public, especially the targeted group, to participate in the programme.

The eRezeki programme is an initiative of Digital Malaysia, which aims at connecting the low income group with the online income channel.

More information can be obtained at www.erezeki.my or by calling 1-800-88-8338.

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