



**OFFICIATING ADDRESS**

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DIRECTOR GENERAL,  
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**“IBU NAKHODA HIDUP 2023”  
30<sup>th</sup> MAY 2023 (TUESDAY), 2.55 PM  
Mydin USJ, SUBANG**

*updated: 29<sup>th</sup> May 2023*

Bismillahir Rahmanir Rahim, Assalamualaikum Warahmatullahi Wabarakatuh, A Very Good Morning and Salam Malaysia Madani.

**(SALUTATIONS)**

- 1. Yang Berhormat Michelle Ng Mei Sze,**  
Member of the Selangor State Legislative Assembly
- 2. Yang Berbahagia Datin Wira Dr. Hajah Siti Hawa Mohd**  
Director of MYDIN Mohamed Holdings Bhd
- 3. Ms. Low Ngai Yuen**  
President of WOMEN:girls (*pronounce women girls*)
- 4. Mr. Nantha Kumaran Kalimuthu**  
Country Manager of P&G Malaysia and Singapore

**Ladies and Gentlemen.**

**(A) INTRODUCTION**

1. First of all, I would like to extend warm regards from the Honourable Dato' Sri Hajah Nancy Shukri, Minister of Women, Family and Community Development Malaysia who is unable to grace today's occasion as she has another official engagement to attend. On her behalf, I am honoured to be here with all of you for today's event.
2. It gives me great pleasure to be here this evening in commemorating and celebrating the launch of the **Ibu Nakhoda Hidup 2023 programme**. I am

thrilled to meet all of you, as we celebrate these incredible women, the mom entrepreneurs to be specific, who have made a difference in our communities. Let us give a round of applause to the organisers **P&G, MYDIN, and WOMEN:girls**, for this momentous occasion and their joint effort to empower aspiring mom entrepreneurs and uplift the lives of women across our country.

3. Today, we gather here with a shared vision - a vision of Malaysia where women are equal partners and leaders in driving economic growth and social progress. I congratulate P&G, MYDIN, and WOMEN:girls for relaunching the Ibu Nakhoda Hidup programme post COVID-19 pandemic. This year's programme marks the sixth year of this noble initiative to support mom entrepreneurs in Malaysia.

## **(B) WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP**

**Distinguished Guests, Ladies and Gentlemen,**

4. The past years have been a difficult time for us following the spread of COVID-19 pandemic and then moving into the endemic phase. In terms of well-being, health and economy, it was not an easy battle to combat. In fact, the impact of this pandemic has left a domino effect on social welfare and development, primarily in circumstances involving children, youth, women, older persons, persons with disabilities and family institutions.

5. Yes, it is irrefutable that the pandemic and a global economic slowdown have brought unprecedented challenges for individuals, families, and businesses. Mothers, in particular, have borne a significant brunt of these challenges. However, it is precisely during these trying times that the resilience and determination of Malaysian moms shine through.
  
6. In order to support these vulnerable groups of people, especially women, and to ensure their quality of life, the Ministry through the Department of Women Development (DWD) had and still is conducting various **income generating programmes** that aim to increase the participation of women, especially single mothers, in economic activities that involve elements of entrepreneurship, financial literacy and the digital economy.

7. One such initiative is the “**Wanita Bangkit@KPWKM**” which was launched on 1 September 2021 with the aim to uplift the lives of women from poverty and to address the economic crisis faced by women during the COVID-19 pandemic which was more than just a health issue that affected the lives and the livelihoods of the community.
  
8. To date, this initiative upholds the torch in focusing on income-generating activities by connecting women to various platforms that offer employment, business or entrepreneurial opportunities through government agencies, private sectors and industries to become business owners or drop-ship agents. This initiative has touch more than **7,000 women** who have benefitted since 2021.

9. As the saying goes “Alone we can do so little, together we can do so much”, the success of this initiative was made possible through collaboration with various agencies and companies that have similar aspirations to help the target group especially women to generate income. Similar aspirants came forward to offer various opportunities. Agencies under the patronage of the Ministry, private trust bodies and companies are the key players to name a few who came forward in lending a helping hand to uplift women economically during the global crisis.
  
10. Another initiative undertaken by the Ministry is the **MyKasih Kapital programme**. This is a form of entrepreneurship assistance and welfare given to women by providing incentives through basic business capital assistance of



RM500 on a one-off basis as a start-up effort to encourage women to do business. To date, a total of **14,670 participants** have received this benefit.

11. In addition, and as an effort to increase women's participation in various sectors, **Capacity Development Programme** are also implemented, which include knowledge sharing to unearth and identify women's abilities and potential. It is also to improve the standard of living of the individual, family and community and prepare women to reduce their dependence on others for survival. For the year 2022, a total of **1,411 capacity development programmes** have been implemented throughout the country that has benefitted more than 300,000 participants.

12. Recently, during the International Women's Day celebration on the 8<sup>th</sup> of March 2023, which was officiated by the Honourable Prime Minister, five (5) inspirational women throughout the nation were identified and were awarded the "**KASIH Wanita**" award, where two (2) of the awards were accorded to women entrepreneurs. The first one is **Puan Rosmani Ismail**, the founder and manager of "**Restoran Kak Mie Sup Meletop Kampung Kulim**", is a product of the Wanita Bangkit initiative. Today, she is a successful entrepreneur, providing job opportunities and uplifting the lives of single mothers in Kelantan.
13. The other one is **Puan Azrina Salleh**, a successful **Kuih Bongkol** entrepreneur, a traditional sweet delicacy of Sarawak. She was also a domestic violence survivor who has experienced multiple near-death encounters and admission to the Intensive Care Unit (ICU) due to the abuse, chose to rise to

become an entrepreneur and crafted the life she deserved to live. Today, she is seen as an icon by her community in Sarawak and is actively teaching and guiding women from vulnerable groups in Sarawak. The determination and willpower these women possess are truly commendable and very inspirational.

14. The commitment towards women's development has always been unwavering due to its importance, the status of women and the roles they play in the development of the country. The **2020 World Economic Forum report has stated that women in Malaysia are very creative, have excellent communication skills and are impressively good in problem-solving** which is in line with future job requirements. These capabilities are in line with the needs of 4.0 Industrial Revolution (IR 4.0), which ensures that women can

continue to contribute to the development of the country, especially in the economic field.

15. Women's participation in all aspects of the economy, and indeed the society at large, is something that will be beneficial to all. According to the **World Bank 2019 Malaysia Country Report: Breaking Barriers**, "If all economic barriers are removed for women in Malaysia, the country's income per capita could grow by **26.2 percent** – implying an average annual income gain of RM9,400". In other words, women's participation in the economy can be a game-changer.

## **(C) CLOSING**

**Ladies & Gentlemen,**

16. As women, we often underestimate the power we hold and the impact we can make especially in the economic sector. But when we come together, we create an unstoppable force. Through collaborative initiatives like the Ibu Nakhoda Hidup, we can make a meaningful difference and create an inclusive society where working mothers are not left behind but given strong support and every opportunity to thrive.

17. We at Department of Women Development (DWD) also encourage participation from the corporate sector such as P&G (Malaysia) and MYDIN to join us in collaboration for women empowerment in economy and in social well-being. Currently, we are collaborating with The Asia Foundation & DHL to provide free training sessions for women entrepreneurs to start and grow their businesses through e-commerce platform and optimize business digital marketing strategies.
18. I hope that this event is a door-opening opportunity for us working together for the betterment of women in this country.
19. I once again would like to thank the organisers for inviting me to deliver the officiating keynote address and wish success to the discussions that will take

place shortly. I hope that this platform would be utilised in the best way possible to be the catalyst for transformative change in the lives of mom entrepreneurs across our nation. I hope this **Ibu Nakhoda Hidup programme** would be continuously rolled out in the coming years, so it touches and improves the lives of more mothers and families.

20. Together, let us strive to create an environment where women entrepreneurs can flourish and reach new heights of success. I am confident that our collective efforts can build a brighter future for women, families, and communities in Malaysia.

**Thank you.**