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KELUARGA DAN MASYARAKAT

PRESS RELEASE

KPWKM URGES WOMEN TO ESTABLISH CAREER AS PROFESSIONAL CAREGIVERS THROUGH KIDDOCARE

CYBERJAYA, 8 MARCH 2018 – The Ministry of Women, Family and Community Development (KPWKM), in collaboration with a local women-led social impact start-up, is urging women to build a solid career as professional caregivers through KiddoCare. This was announced during the Kiddocare’s official launch held in conjunction with the International Women’s Day 2018 at Limkokwing University, Cyberjaya earlier today.

KiddoCare is a platform that includes mobile application and a developmental programme for aimed at connecting families with professional and certified caregivers. The holistic programme is poised to empower the modern women by offering a supportive environment for reliable and flexible caregiving for children. It also opens up opportunity for women to participate in economic activities as well as establish a good balance between family and their careers.

To meet the needs of different families, the caregiving packages include basic and premium option. The former consists of basic caregiving, or babysitting services, while the latter offers a more comprehensive service which extends to smart play activities and expanding the child’s imaginations without gadgets. Caregivers will be subjected to necessary trainings in order to successfully deliver these services.

Speaking at the event, *Minister of Women, Family and Community Development* YB Dato’ Sri Rohani Abdul Karim said, “I am happy to be part of the launch of this innovative application that will surely help to support the lives of the modern Malaysian women and their families.” This includes developing their careers as professional caregivers and subsequently developing themselves as impact entrepreneurs with certified KiddoCare caregiving centres. By utilizing this application, other women can also be empowered to return to work or choose to pursue entrepreneurship; knowing that they have trusted helpers at their fingertips.

Nadira Yusoff, *Managing Director of KiddoCare*, explained, “Women who sign up as a caregiver will be required to undergo background check and health screening. They will also need to undergo a professional certification program, established by KiddoCare in collaboration with KPWKM and other relevant regulatory bodies before they can begin to offer their services.”

“The application **KiddoCare** ties up good intention and technology in a seamless way. This is the kind of application that is needed in the world today – the ones where women’s quality of lives is continuously improved by providing more job opportunities that suit the needs of women from all walks of life. We also want more women to take advantage of this opportunity, by coming on board as a professional caregiver, or better known as Nanny. We’d like to help grow the talent of our women in the childcare area, as this is also an exportable talent, and can further be groomed into an entrepreneurial venture,” added YB Dato’ Sri Rohani.

KPWKM spearheads this collaboration through its regulatory agencies, to make sure all concerns pertaining childcare, as addressed at best. Rohani also commended the Malaysian Global Innovation & Creativity Centre (MaGIC) for demonstrating their support for the Women Empowerment Year 2018, facilitating KWPKM-Kiddocare private-public partnership through its Government Activate program.

This is the true nature of NBOS and spirit of empowerment, where a group of women took lead to empower other women by solving their problems. She stressed, it is the role of the government to support private sectors with innovative ideas and solutions, and provide the support to ensure best deliveries of their services. Women who are interested in becoming a caregiver are invited to download KiddoCare via the Google Play or registration on www.kiddocare.my to be a part of this caregiving career opportunity.

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