

Zaliha: Dapur Digital programme expands to empower more B40 communities

KUALA LUMPUR: The Dapur Digital programme has been expanded to another 10 People's Housing Projects (PPR) and Public Housing (PA) areas in the Federal Territories, following its positive impact in empowering the B40 community as the initiative enters its second year.

Minister in the Prime Minister's Department (Federal Territories) Datuk Seri Dr Zaliha Mustafa said the first phase of the initiative, implemented across five PPR areas, recorded over RM1 million in total sales last year.

The new locations include PPR Seri Semarak, PPR Hiliran Ampang, PPR Seri Alam, PPR Raya Permai, PPR Kampung Muhibbah, PPR Taman Mulia, PPR Beringin, Pangsapuri Sentul Utara, PA Sri Kedah, and PA Seri Perlis II.

"The initiative, under the Usaha Jaya Insan programme, is aimed at strengthening the local economy. It adopts a public-private partnership model involving industry players, non-governmental organisations and key implementation partner Pepper Labs, alongside support from private companies, media and others.

"This entrepreneurship platform not only provides culinary training but also equips participants with digital marketing and financial management skills.

"All training is conducted near the respective PPR communities," she said after the 2025 Dapur



Zaliha speaks to the press after the ceremony. — Bernama photo

Digital key presentation ceremony at Kuala Lumpur City Hall (DBKL) yesterday.

Earlier in her speech, Zaliha said that in addition to modern kitchen facilities, the programme also provides a food processing centre, e-commerce hub, lifelong learning and skills training centre, as well as a platform for community activities.

She added that the programme also guides participants in obtaining key certifications, including Halal certification from the Department of Islamic Development Malaysia (Jakim), the 'home-based food' certificate, and the BeSS certification from the Ministry of Health.

"I've asked Pepper Labs to

assist participants in securing these certifications so they can grow their market presence and remain competitive," she said.

Meanwhile, PA Seri Perlis 2 Residents Association chairman Latiff Abu Hassan said the initiative has created meaningful income-generating opportunities for women, particularly single mothers and senior citizens, within the housing community through home-based food businesses.

Dapur Digital is Malaysia's first public-private-philanthropic partnership of its kind, supported by the Ministry of Finance, the Federal Territories Department, DBKL and Yayasan Hasanah. — Bernama