

Inspiring single mums to create trade opportunities

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PETALING JAYA: Adrina Mohamed Ali is a single mother who does two jobs to provide for her two school-going children.

The programme coordinator started selling homemade cakes two years ago.

This year, Adrina put together a #BakingSomethingNice workshop for single mothers and housewives to learn cake decoration skills from trainer and business owner Tuty Lizawati Genger.

"I wanted to encourage and inspire more single mothers to create business opportunities for themselves," said Adrina, 42, who joined some 10 participants in the workshop here yesterday.

During the free workshop, Tuty shared tips on baking and decorating with the women.

The programme is under the #SaySomethingNice campaign organised by Zubedy (M) Sdn Bhd since 2011.

Zubedy is a marketing, training and human development company.

"I usually sell cheesecakes but after watching a demonstration on decorating sponge cakes with cream frosting, I was inspired to try my



Baking news: Tuty (left) showing participants how to decorate a cake with cream topping.

hand at making this type of cakes," Adrina said.

One of the participants, homemaker Kasmah Lansang, 40, said she had always planned to start a cake business but wanted to hone her skills first.

"When I heard about this programme, I decided to join with my two friends, who are also housewives," she said.

"I wanted to gain more experience before venturing into business

and this class enabled me to do so."

Zubedy's business head Aby Mahmood said the event, which is one of some 50 programmes under the #SaySomethingNice campaign this year, is aimed at helping women find new opportunities.

"All of our staff members are encouraged to conduct their own programmes in conjunction with the campaign. The public is welcome to do so, too," he added.

Last year, the #BakingSomething-

Nice initiative collaborated with Leah Choy, now eight, and helped her raise funds for the treatment of her younger sister Adele, five, who suffers from microcephaly, a birth defect whereby the brain's development is incomplete.

The annual #SaySomethingNice campaign, which was launched on Aug 25 this year, runs from National Day to Malaysia Day and is aimed at promoting unity among Malaysians via do good initiatives.