

Icons ready to play mentor

Princess looks forward to empowering Malaysian women

PUTRAJAYA: Selangor Princess Tengku Zatashah Sultan Sharafuddin Idris Shah and co-founder and chief creative officer of FashionValet Vivy Yusof have a common goal.

Both of them are eager to contribute and share ideas on how to further empower Malaysian women.

They want the authorities and policy makers to assist women in attaining advancement in their careers and also other aspects of their lives.

Tengku Zatashah and Vivy are the faces of the Women Empowerment Year 2018 and they look forward to begin their role as icons to inspire other women.

"This is an honour and privilege for me because empowering women is something that I have been wanting to push. It's great if as an icon, I can give ideas and help inspire others," said Tengku Zatashah when met after the launch of the Women Empowerment Year 2018 official logo by Prime Minister Datuk Seri Najib Tun Razak.

Tengku Zatashah said she has a list of ideas that could be pursued and the top priority is career development and advancement for women.

"For me, it is important to push young girls and women to further their career," she said.

"This is something we can push because women are good at multi-tasking.

"We can juggle between our per-



Woman power: Vivy (left) and Tengku Zatashah at the launch of the Women Empowerment Year 2018.

sonal and professional lives."

Tengku Zatashah said health, fitness and education are some of the other areas that could be developed to improve the lives of women.

In acknowledging that a lot had been done for the betterment and advancement of women, the Selangor princess said there is still plenty of room for improvement.

"I think the Government has done

a lot but governments around the world still need to take a step forward, especially in ensuring equality for women in many areas," she added.

Despite her success, business-woman Vivy was modest of her achievements.

"Every woman has her own strengths and weaknesses. We should all come together and learn

from each other.

"Actually, I am not that successful yet. But I have big dreams and I want to make sure everyone can succeed and achieve their goals," she said.

Apart from Tengku Zatashah and Vivy, celebrity Noor Neelofa Mohd Noor is also an icon for the Women Empowerment Year 2018.

Najib said a nation which does not empower their women would not be able to thrive and be successful.

"That is why, despite having a record to prove what we have done for the advancement of women, we are still not happy.

"We want to do more to help women to pursue their goals and dreams and attain greater success," he said.

Najib also pledged the Government's commitment to continue to empower women and give them a higher role and responsibilities not only in society but also in nation-building.

"There is no denying how important a woman's role is in our lives. In this era of globalisation, their role is even more crucial.

"Let us give them more room and opportunity to grow so that the nation, too, can advance," he said.

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