

REBRANDING OF PPR

ZURAIDA: PPM HOMES WILL BE BIGGER

Minister also says they will be built in strategic locations

BEATRICE NITA JAY
AND FAEZATUL SABRI
KUALA LUMPUR
news@nst.com.my

HOUSING and Local Government Minister Zuraida Kamaruddin defended her ministry's move to rebrand the People's Housing Project (PPR) to Malaysia's Housing Project (PPM), saying they were different concepts.

Though the rebranding still focused on the B40 group, she said the concept would be different as

the homes built would be bigger with better facilities.

However, when asked if the prices of the rebranded homes would increase, Zuraida said: "I cannot tell you everything. You will misquote me and everything will go crazy. But this (the rebranding exercise) is a different concept. The houses are bigger with at least 900 sq ft, compared with the current PPR houses which are only 700 sq ft."

She also said the homes would be situated at strategic locations, unlike the current PPR locations and would focus on ensuring ten-

ants obtain a bank loan.

"Currently they have no accessibility to bank loans. But when they enter a rent-to-own scheme, they can upgrade themselves to an ownership scheme where banks will look at their rental payment record," she said.

She also said there might be a quota, not based on ethnic groups but by economic groups to promote integrated living among Malaysians. The rebranding, she said, was to uplift the morale of PPR residents.

Zuraida was responding to crit-

icism from Penang Chief Minister Chow Kon Yeow, who said the rebranding exercise would result in higher market prices and the homes would be out of the reach of the B40 group.

He had urged the ministry to review its decision as the minimum price of the yet-to-be-announced PPM is expected to be RM90,000. Currently, PPR homes cost between RM35,000 and RM40,000.

Zuraida was speaking at the Smart Cities Asia Annual Conference and Exhibition at the Kuala

Lumpur Convention Centre yesterday. BERNAMA PIC

On smart cities, Zuraida said Malaysia had yet to reach the maturity level for a smart city development. She said if the concept was brought to Malaysia, it should be done in a more systematic and holistic manner, instead of on a piecemeal basis.

"When smart cities are developed on a piecemeal basis, it does not take into account the long-term effects. There would not be any connectivity, mobility or sustainability."



Housing and Local Government Minister Zuraida Kamaruddin (left) viewing an exhibit at the Smart Cities Asia Annual Conference and Exhibition at the Kuala Lumpur Convention Centre yesterday. BERNAMA PIC