



Children work together to carry rubbish which can be turned into cash at the event in Pandan Indah. (Right) A resident bringing recyclables to the trash-for-cash event.

Zuraida helping to weigh the recyclables collected by a resident in Pandan Indah. — Photos: NORAFIFI EHSAN /The Star

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AMPANG residents have become trendsetters in turning trash into cash, thanks to a campaign mooted by Ampang Jaya Municipal Council (MPAJ).

Housing and Local Government Minister Zuraida Kamaruddin said the Ampang trash-for-cash model would be extended nationwide to promote cleanliness and help supplement income.

"People can use the proceeds to offset their monthly maintenance fee. Schoolchildren can use it as pocket money," she said after launching the "plogging" campaign, organised by MPAJ in Pandan Indah.

Under the campaign, residents are encouraged to collect discarded plastics, bottles, paper, cans and other items that can be recycled and sold.

"We are also looking into providing a platform for residents to sell their food waste (for composting purposes)," said Zuraida.

She said the ministry was aggressively pursuing the campaign

Residents turning in trash for cash

MPAJ programme teaches people value of waste and breaks their littering habit

because 60% of the 32 million Malaysians were habitual litterbugs.

"By providing a platform for people to make money out of rubbish, we may succeed in cleaning up Malaysia."

She added that keeping one's neighbourhood clean was also crucial in preventing diseases spread by animal vectors such as rats and mosquitoes.

So far, "plogging" campaigns have been organised in four areas namely Lembah Jaya, Ukay

Perdana, Pandan Indah and Bukit Indah, where residents succeeded in trading in 2,000kg of rubbish for money.

"We want to organise the campaign in all of the areas under the purview of MPAJ by year end.

"Once that is done, we will use this plogging trash-for-cash model throughout Malaysia," Zuraida revealed.

She said the initiative was part of the National Community

programme.

"We are promoting shared prosperity and responsibility culture," she said.

On the recent demolition of squatter houses in Paya Jaras in Sungai Buloh, Zuraida said the ministry would look into offering PPR (Projek Perumahan Rakyat) and Selangorku homes to those eligible.

"We have obtained the list of names and it is being processed now," she said.