



Tan Sri Azman Hashim (left) looking at Salmah Awaludin (second from left) making her purchases using her MyKad at Pasaraya OTK Sentul during the launch of the MyKasih programme yesterday.

AmBank helps ease grocery bills

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KUALA LUMPUR: With 14 children, seven of whom are schooling, and a sick husband, unemployed Zubaidah Hanim, 49, was staring at uncertainty.

That was until yesterday when she was selected as one of the recipients for the MyKasih "Love My Neighbourhood" programme.

Under the programme, she can buy groceries with just a swipe of her MyKad.

Through a specially-developed electronic payment system, RM40 will be credited into her MyKasih account twice a month.

Zubaidah was among 50 needy families from Sentul who will benefit from this programme.

Speaking at the launching of the programme, AmBank Group chairman Tan Sri Azman Hashim said: "Under this programme, AmBank Group will provide an allowance of RM20 per family per

week to help defray the cost of essential food items."

AmBank Group donated RM50,000 towards the MyKasih programme to help selected households in Sentul to buy groceries for a year.

MyKasih Foundation chairman Ngau Boon Keat said the programme was more than just subsidising the purchase of groceries as it also incorporated financial literacy courses and skills training for the recipients.

"From the RM40 that will be credited into their accounts twice a month, the housewives will learn how to budget when buying necessities."

However, the families can only shop at the participating outlet, namely Pasaraya OTK in Menara Sentul. They also cannot convert the amount to cash.

To date, more than 200 families from Selayang, Puchong and Jinjang have benefited from the programme.