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RM50,000 for MyKasih programme to aid the poor

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LANGSAT Terminal (One) Sdn Bhd recently pledged RM50,000 to the MyKasih "Love My Neighbourhood" charity programme.

The programme uses MyKad technology to distribute the aid by making the identity card as a payment instrument.

The amount was pledged during the launch of the MyKasih programme in Kota Masai, witnessed by Johor Menteri Besar Datuk Abdul Ghani Othman.

The event was launched by Multimedia Development Corporation chief executive officer Datuk Badlisham Ghazali.

Langsat Terminal's donation will help provide for the needs of 50 poor families in Tanjung Langsat and nearby areas for one year.

The programme's newest benefactor, the company will give each family an allowance of RM20 a week for essential food items.

"We hope our contribution will, in its small way, reduce the financial burden of these families," said Langsat Terminal representative Amir Hamzah Azizan.

The MyKasih programme starts with the selection of qualified families with the assistance of non-governmental organisations.

Qualitative and quantitative assessments are done to ascertain the eligibility of families.

Recipient families then nominate a member, usually the mother, to manage the purchases of items at participating retail outlets. The mother's MyKad will be linked to an account using the application developed by ePetrol Holdings Sdn Bhd.

MyKasih Foundation chief executive officer Jeff Perera said ePetrol terminals would authenticate the MyKad holder as the beneficiary of the programme.



Johor Menteri Besar Datuk Abdul Ghani Othman (seated, fifth from right) with the recipients of MyKasih Foundation's 'Love My Neighbourhood' charity programme.

"The recipient is only allowed to buy and pay for selected essential food such as rice, flour, sugar, cooking oil, bread and milk, noodles and other items approved under the programme.

"A PIN known only to the recipient is needed for each transaction to be approved.

"Here, the MyKad is effectively used as a payment instrument, allowing the contribution to reach the recipient in a convenient, accurate, cashless and secure way," said Perera.

Badlisham commended the use of MyKad to distribute welfare funds.

"The use of MyKad as a touch point to the rakyat is in accordance with the government's directive to use MyKad as the single access for services. It is also in line with the initiative for a cashless society," he said.

Since its inaugural launch in April last year, MyKasih Foundation, with contributions from corporations, now gives food aid to more than 500 families in Selayang, Puchong, Jinjang, Sentul, Segambut, and Ayer Itam in Penang.

The foundation aspires to do more than provide food aid -- it wants to rehabilitate poor families through education and skills training to rise above poverty.

Tuition classes are conducted for school-going children of recipient families. These are provided by volunteers from donor corporations, NGOs and universities.

There are plans to make mothers more financially independent, and to provide micro-financing to qualified families for income generation.

The foundation, supported by Dialog Group Bhd, plans to reach out to more families across Malaysia.

Also present at the launch were MyKasih foundation chairman Ngau Boon Keat and the recipient families.