

Reaching out to city's poor

First MyKasih programme launched in Petaling Jaya

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THE MyKasih 'Love My Neighbourhood' community programme made inroads in Petaling Jaya as mayor Datuk Mohamad Roslan Sakiman launched the city's first MyKasih programme recently at the Giant Hypermarket in Atria shopping centre, Damansara Jaya.

The event also saw Dialog Group Berhad donating RM400,000 to the MyKasih Foundation, of which

RM52,000 was to support 50 families in Kampung Sungai Kayu Ara for one year.

The group was already supporting families in two communities – Selayang and Jinjang – when they contributed RM200,000 to the foundation last year under their corporate social responsibility commitments.

The group has also dedicated the annexe of its new headquarters in Mutiara Damansara to MyKasih Foundation upon completion.

Roslan lauded the MyKasih move-



All smiles: Families from Kampung Sungai Kayu Ara with (second from left, middle row) MyKasih Foundation co-founder Jean Ngau, Dialog Group's executive chairman Ngau Boon Keat, Roslan, MyKasih Foundation directors Senator Back and Tan Sri Megat Najmuddin Megat Khas at Giant Supermarket, Atria shopping centre.



Shopping made easy: (From left) Back, Roslan and Ngau looking at the families from Kampung Sungai Kayu Ara making purchases at the Giant Hypermarket.

ment and Dialog Group's commitment to help the poor with food aid for one year, adding that the use of MyKad to buy goods from selected hypermarkets was a people-friendly move.

"The Petaling Jaya City Council (MBPJ) is pleased with the initiatives by NGOs and corporate sector to complement the government's effort in helping this segment of our society," he said.

He added that the council had

identified 472 families within the low-income group (with household income less than RM1,500 per month) to benefit from free transportation and medical check-up.

Dialog Group's executive chairman Ngau Boon Keat said the company was proud to be playing a role not only as a donor partner to MyKasih Foundation, but also in the programme to use MyKad as a tool to channel aid directly to target recipients through its subsidiary

ePetrol Services.

"Dialog is happy to note that two recipient families have graduated from the first MyKasih programme in Selayang, while four mothers have now started their own little enterprise with micro financing loans through Amanah Ikhtiar.

MyKasih Foundation director Senator Dr Christ Back commended that the technology developed by ePetrol had made distribution of provisions much easier.