

GLC joins food aid programme

Sime Darby contributing RM40 a month to families under MyKasih

By **VIJENTHI NAIR**
vijenthi@thestar.com.my

GOVERNMENT-linked company (GLC) Sime Darby is collaborating with MyKasih Foundation in its "Love My Neighbourhood" programme to provide food aid where RM40 will be credited to each family through the MyKad of one family member to purchase essential items such as rice, bread, milk, cooking oil, sugar and flour at participating retailers.

Special retrofitted bar code scanners are installed at participating retailers to ensure smooth transactions as each beneficiary spending is verified and monitored.

This method not only enables a direct and cashless transaction but also a more transparent and secured system to prevent abuse of funds.

Sime Darby Group human resource executive vice-president Zulkifli Zainal Abidin said given the size of their business, it was their responsibility to help the community that works and lives in their business areas.

"Every success of ours is due to the commitment of our 100,000 staff members across 20 countries. Our staff are our asset. It is only right for everyone to share the responsibility of developing the nation," he said at the official launch of their programme *Jalinan Ikhtiar* at Brem Mall recently.

MyKasih Foundation chairman Tan Sri Megat Najmuddin Megat



Here you go: Nong Chik helping a recipient as Zulkifli (right) looks on.

Khas said to be eligible a household's income must be lower than RM1,000 a month.

"These are the urban poor and living in the city is very difficult to sustain even with a monthly salary of RM1,000," he said.

FT Minister Datuk Raja Nong Chik Raja Zainal Abidin was also present.

"The move by Sime Darby is not only in support of the government's effort but also helps families to be more independent and smart in planning their expenses," he said.