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MyKasih system secure, efficient

BY DOREEN LING

KUCHING: Corporate bodies and individuals in the state are encouraged to play a role in the well-being of the underprivileged by participating in the MyKasih Foundation.

The foundation's managing director Jeffrey Perera said MyKasih is unique in its use of technology, which is more secure and efficient.

"Most traditional charities work on cash handouts and we all know that sometimes, the cash is not used for the intended purpose.

"So six years ago, we developed this programme aimed at ensuring that whatever is donated is used for the specific purpose.

"MyKasih is aiming to develop a comprehensive set of programmes to improve the wellbeing of low-income families," he said.

Perera said this during a press conference held by Welfare, Women, and Family Development Minister Datuk Fatimah Abdullah, after a focus group meeting on the

poverty eradication at state-level, at Dewan Majma, Sarawak Islamic Complex here yesterday.

He said they wanted to reach out to the people more in order to complement the government's effort by working alongside them.

"In that sense, we have a good delivery mechanism which is efficient, transparent and secure. Whatever welfare aid we receive goes directly to the recipients, not through a third party. The donors will be provided with a detailed report at the end of each month.

"At the same time, recipients can only use the money to purchase basic necessities, not for things that they don't need, such as luxury items.

"We want to communicate this message to the local companies and individuals as the government cannot do everything. We in the private sector believe that we equally responsible towards the community we live in," he said.

Meanwhile, Fatimah said they welcome more corporate bodies

and individuals as welfare is a shared responsibility.

"MyKasih uses a good system. Whatever donation we received the exact amount will reach the target.

"Because the money is credited into the recipients' MyKad which is a cashless system, the recipients can go to the shopping centres to buy what they need. Hence, the donors will know where their money has gone to and that it has been properly accounted for.

"This is important as it directly benefits the recipients, allowing them to buy the basic necessities, especially food as we know that the prices of goods are increasing," she said.

For more about MyKasih may visit www.mykasih.com.my



ACCOMPANIED by MyKasih Foundation Managing Director Jeffrey Perera (right) and principal assistant director from the Prime Minister's Department Masnah Abang Abu Bakar (left), Datuk Fatimah stresses a point to the media.

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PENGHULU Mot (right) receives his appointment letter from Masing as others look on.



THE sole woman village chief in Baleh, Tuai Rumah Sayon (fifth right) receives her appointment letter from Masing.

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MASING (eighth from right) and the invited guests with the newly appointed Iban community leaders of Baleh.



DATUK Fatimah (fifth right), Jeffrey Perera (fourth right), Masyitah Mawi (third right), Masnah Abang Abu Bakar (third left) and others in a group photo at the Sarawak Islamic Complex, Kuching. PHOTOS: JOHN CHAN