

# 50 families chosen for charity programme

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THANKS to the EON Bank Group and MyKasih Foundation, 50 poor families in the Puchong area need not worry about their monthly household basic needs.

They have been chosen to be part of the foundation's "Love my Neighbour" food-aid charity programme.

A RM50,000 sponsorship by the bank will help these families buy essential groceries for a year, by using the MyKad as a cashless payment tool at the Bandar Kinrara Giant hypermarket.

Each family in this MyKasih programme has a combined income of less than RM1,000. The community effort will serve as a role model for many programmes in the future.

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

"The use of the single identification number in the MyKad provides easy personal transaction for goods.

"The efforts by the partners in this programme will go a long way in helping to make life better for these families," he said.

The MyKasih programme is an initiative with partners EON Bank

and the Bandar Kinrara Giant hypermarket that allows the families to budget their spending with the RM80 that is given to them each month.

MyKasih Foundation chairman Ngau Boon Keat said the community effort should be embraced by more companies so that the programme could be expanded to other parts of the country to support more communities.

"The programme in Puchong follows the successful launch of the first MyKasih programme sponsored by Dialog Group Berhad and the Caltex Station in Selayang which involved 25 families in April this year.

It has now grown to involve 84 families," said Ngau, who is also the chief executive officer of ePetrol.

Under the current programme, only the housewife in the recipient family is credited with the monthly allowance, which is deposited in her MyKasih account.

After she has picked the groceries, she completes the transaction with a swipe of her MyKad and her PIN number.

Ngau added that the CSR programme by their partners was a long-term commitment to help families in need, who were identified with the help of welfare agencies.



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