



Main Sponsor

venient  
Highly Convenient Banking  
View You Need It To Be

EON BANK GROUP

TARIKH DATE 7 July 2009

NON PAYEE ONLY

BAYAR PAY

MYKASIH FOUNDATION

RINGGIT

FIFTY THOUSAND ONLY

RM50,000.00

**MYKASIH'S HELPING HAND TO THE NEEDY...** EON Bank head of cards and unsecured lending Aaron Tan (right) presenting a mock cheque for RM50,000 to Dialog Group chairman and group MD Ngau Boon Keat (left) as the bank's sponsorship for the MyKasih Love My Neighbourhood welfare programme in Puchong, Selangor, yesterday. The programme, aimed at assisting poor and needy families in Puchong, was launched by Multimedia Development Corp CEO Datuk Badlisham Ghazali (story on page 6). Photo by Chu Juck Seng

## EON Bank to launch MyKad payment service

by **Ellina Badri**  
FD@bizedge.com

SUBANG JAYA: EON Capital Bhd's banking arm, EON Bank Bhd, is working with MyKad payment solution provider ePetrol Holdings Sdn Bhd to launch a cashless payment programme using the MyKad by year-end, the banking group's head of cards and unsecured lending, Aaron Tan, said.

"The MyKad has proven to be a secure and efficient payment system and we are currently working with ePetrol to look at it as an alternative payment tool.

"There is a huge potential for the bank to use the applications for cashless payment that the identity card provides," Tan said. ePetrol is an MSC-status company that conceptualised and pioneered the use of the MyKad as a payment instrument for purchases in retail outlets.

Tan said, however, the bank did not have a specific number of customers targeted to take up the new payment service.

He was speaking to reporters yesterday after the launch of the MyKasih Love My Neighbourhood welfare programme at Giant Bandar Kinrara, aimed at assisting families in Puchong. EON Bank had sponsored RM50,000 for the programme.

The programme is carried out by the MyKasih Foundation, a privately

funded charity aimed at alleviating the financial burden of the poor and needy in Malaysia.

Founded and chaired by Ngau Boon Keat, the charity's board of directors includes *The Edge* managing director and editor-in-chief Ho Kay Tat.

The charity had pioneered the distribution of food aid via ePetrol's electronic payment system, under a programme which credited a monthly allowance to the MyKasih account of the housewives of the recipient families. The MyKad is then swiped when making purchases, while a PIN number is also used.

The welfare scheme in Puchong currently benefits 50 families, with EON Bank's sponsorship to be channelled to the families to purchase essential food items at Giant Bandar Kinrara. The families would receive RM40 every two weeks, or RM80 a month, for one year under the scheme.

Ngau said the MyKasih scheme was aimed at helping families break out of the poverty cycle, while providing household budgeting and financial skills counselling to the participating families.

The charity also channelled after-school tutoring to the families' children, provided by students of HELP University College, Ngau said.

The Puchong programme represented the second rollout of the welfare programme, following a pi-



Tan. Photo by Chu Juck Seng

lot programme in Selayang, which is currently assisting 84 families, from an initial 25, via a sponsorship from Dialog Group Bhd to purchase food essentials at the Caltex petrol station there.

Ngau, who is also chairman and group MD of Dialog, said criteria for selection of the families included an income of less than RM1,000 a month, while the charity also considered criteria such as the number of children in the family, and the families' medical condition. He added priority would be given to single parents.

Ngau said MyKasih worked with local non-governmental organisations to identify suitable families, after which the charity would conduct the final screening and selection of aid recipients.

He also said the charity was considering launching the aid programme in other parts of Kuala Lumpur, such as Sentul, and nationwide, while the number of families helped would depend on donations received from firms, and hence appealed to more companies to join in the initiative.

Meanwhile, the MyKasih Love My Neighbourhood food-aid charity programme was also in line with GCH Retail (Malaysia) Sdn Bhd's corporate social responsibility policy, its marketing director Ho Mun Hao said. GCH Retail operates the Giant hypermarket chain.

"We recognise that MyKasih is an innovative programme that not only effectively delivers assistance to those in need of support, but also allows those giving the assistance to know that the money is well-spent," he said.

Multimedia Development Corp chief executive officer Datuk Badlisham Ghazali, who launched the programme yesterday, said the platform allowed for confidence in the delivery of charity, as the use of the MyKad for purchases ensured aid was utilised by those who were meant to receive it.