

# They can now buy groceries with MyKad

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**KUALA LUMPUR:** Fifty needy families in Jinjang will now be able to buy groceries with just a swipe of their MyKad.

Using a specially-developed electronic payment system, the families under the MyKasih "Love My Neighbourhood" programme, will now be able to get their goods without using cash.

Under the programme, RM40 will be credited into their MyKasih account twice a month.

MyKasih Foundation director, Tan Sri Megat Najmuddin Megat Khas, said the programme was part of their efforts to reach out to the less fortunate families in the Klang Valley.

The foundation aims not only to give food to poor families, but to also equip them with the skills to break out of the poverty trap.

"Our aim is to enable the poor and needy families to achieve more independence and to give their children a chance to break out of the cycle of poverty," he said.

Najmuddin said two similar projects were launched at Selayang and Puchong early this year.

"The families in the MyKasih community programmes in Selayang and Puchong tell us that the financial literacy programmes have been useful. They are now spending their money



Datuk Badlisham Ghazali (right), Tan Sri Megat Najmuddin Megat Khas (second from right), Living Hope chairman Dr Peggy Wong (fourth from right) and Ho Mun Hao (third from left) with the families under the MyKasih "Love My Neighbourhood" programme. — Picture by Muhamad Afendy

more wisely," he said.

Over 160 families are being helped and the foundation hopes to increase the number of programmes throughout the country.

Multimedia Development Corporation chief operating officer Datuk Badlisham Ghazali, who launched the programme at Kepong Brem Mall, said it was in line with MSC Malaysia's vision of using ICT to touch the lives of the people.

"MyKad is more than just an identification card. It's convenience in your hands.

"I hope more NGOs and corporations will make use of MyKad and this welfare distribution model to help the underprivileged," he said.

Badlisham also stressed that with MyKad, all transactions were transparent.

"The families can only shop at the Kepong Brem Mall Giant and they can only buy 10 categories of items. This is to prevent any abuse," he said.

Giant marketing director Ho Mun Hao, who presented RM20,000 to Najmuddin for the fam-

ilies' MyKasih account for one year, said the company believed that every Malaysian deserved to experience a better life.

"Our corporate social responsibility programme is deliberately diversified so that we can reach out to as many underprivileged groups as possible.

At the same time, we also need to account for the money we spend on these programmes to our management and shareholders. The transparent system of MyKasih helps us to achieve all these," he said.