

150 families to receive food aid under community programme

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Photo by ANDRE OLIVEIRO

ONE HUNDRED needy families in Kuching will receive food aid under an AmBank-MyKasih community programme.

Under the programme, the AmBank Group is contributing RM100,000 in monthly allowances towards the cost of purchasing basic food items for the families for one year.

Group chairman Tan Sri Azman Hashim said this was the third such programme to be implemented by AmBank in partnership with the MyKasih Foundation after Kuala Lumpur and Penang last year.

"MyKasih is a food aid and education scheme for those in the lower-income group. With the funds, the families can purchase essential food items such as rice, sugar, flour, milk and cooking oil," he said when launching the programme at Boulevard Shopping Mall on Saturday.

Azman said the monthly allowances were given through the MyKad of the recipients via an electronic payment system developed by ePetrol Holding Sdn Bhd. The families would then be able to pay for their groceries with a swipe of their MyKad.

"We are pleased with this method of distribution as the funds will ultimately reach the family members not in cash but in the form of the goods they purchase from the selected grocer, which in



Kind hearted: Azman (third right), MyKasih Foundation chairman Ngau Boon Keat (second left) and director Tan Sri Megat Najmuddin Megat Khas (second right) posing with some of the recipient families.

Kuching is Boulevard Hypermarket," he said.

He added that AmBank would also conduct a financial literacy programme for the recipient families to attend talks on financial management.

"This is part of our corporate social responsibility sustainability programme which we hope will assist the needy to learn how to cope with difficult times," he said.

MyKasih chairman Ngau Boon Keat said the foundation was set up to reduce poverty by looking after the welfare of needy families with the support of corporate donors.

"Each MyKasih programme begins

with the selection of families based on factors such as household income and the age and number of children, regardless of race or religion," he said, adding that the foundation currently supports more than 1,200 families in the Klang Valley, Penang, Johor, Perak, Pahang and now Sarawak.

Ngau said MyKasih also aimed to improve the lives of families through education and skills training.

"In fact, AmBank has proposed a micro-financing scheme to encourage these families, especially the mothers, to get involved in income-generating activities," he said.