

# Murphy Sarawak sponsors 100 families under MyKasih programme

By CALVIN JEMARANG

sarawakstar@thestar.com.my

**BINTULU:** Murphy Sarawak Oil Company Ltd is contributing RM104,000 to the MyKasih Love My Neighbourhood food aid and training programme.

The donation will support 100 selected low-income families, 50 from here and the rest from Kota Marudu, Sabah, in their purchase of grocery items for a one-year period.

This is the first time that Murphy Sarawak is partnering with MyKasih Foundation for the programme. Under the programme, Murphy Sarawak will provide an allowance of RM40 per family, once every two weeks, for them to purchase essential food items such as rice, sugar, flour, milk, bread, eggs and cooking oil.

The amount will be credited into the recipients' MyKad for them to make their cashless purchase of groceries at selected stores.

The families residing here are to make their purchase at the New World Mart supermarket located in Park City Mall, while the families in Kota Marudu are to make their purchase at Milimewa supermarket.

Murphy Sarawak director of operations Hoh Swee Chee handed over the donation to MyKasih Foundation CEO Jeff Perera at a symbolic ceremony held at the Park City Mall here yesterday. Also present to witness the ceremony were some of the recipients and

officials from Murphy Sarawak and MyKasih Foundation.

"We're happy to team up with MyKasih Foundation on this initiative and we hope our support for these families will help them in some small way to defray the cost in purchasing daily food items," said Hoh.

Perera said MyKasih Foundation was very proud of the cashless method of distributing the welfare to the needy.

"Mishandling of aid may occur in the process resulting in aid not reaching recipient in full," he disclosed.

With the use of MyKad, MyKasih programme addressed these concerns with an innovative way of delivering the aid to target recipients in an accurate and efficient manner.

In 75 locations nationwide, MyKasih programme is now helping close to 8,000 families with their purchases of grocery items at partner retail stores.

Keith Pointer, CEO of Destiny Properties which owns New World Mart, said the system was fair, uncomplicated and ensured that the funds went directly to those in need without any unnecessary administration.

"New World Mart will also be a secondary sponsor contributing a further 10% of the Murphy fund which will be used in educational programmes for children and adults alike in efforts to get the beneficiaries into the workplace," he said.



**Helping hand:** A MyKasih recipient making her first cashless purchase using only a MyKad while Ho (third right) and Pointer (second right) look on.