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MyKasih focuses on 3 Penan settlements

BY IBB

KUCHING: MyKasih Foundation has decided to expand its programme to Sarawak, focusing on three Penan settlements namely Long San, Long Keluan and Lusong Laku in its one-year pilot project.

Minister of Welfare, Women and Family Development Datuk Fatimah Abdullah disclosed this after a meeting with MyKasih Managing Director Jeffery Perera and other donors at her office at Baitul Makmur here yesterday afternoon.

Fatimah said the programme launched in Long San on 8 Nov and in Lusong Laku on 14 Nov was the Penan Food Basket aimed to meet the basic needs of nourishment as well as sustainable approach to poverty alleviation.

MyKasih is a revolutionising welfare distribution via a cashless payment system, bringing out efficiency, accountability, sophistication and flexibility. It manages multiple subsidies through one platform by providing the recipients with a MyKasih card.

"It's adaptable and can be set up in rural communities including the interior areas," explained Fatimah, adding that each family in the pilot programme was allocated RM100 worth of allowance a month.

The allowance is cashless as they can use the card to purchase rice, flour, bread and others at any retail outlets registered with MyKasih and based on the approval list of products", she added.

The MyKasih Foundation is a non-profitable organisation which aims to help less fortunate Malaysians regardless of race or

religion.

It was set up with the aim of providing food aid, health awareness, financial literacy and skills training, and establishing caring neighbourhoods all over the country.

Its mission is to enable poor and needy families achieve independence and give their children a chance to break out of the poverty cycle.

Fatimah urged the corporate sector and other major organisations to assist MyKasih in its noble cause.

Earlier, Jeffery Perera informed the media that the programme has now reached out to more than 167,000 families throughout Malaysia.



FATIMAH (seated second left), Jeffery Perera (seated right) and others at the press conference.