

Headline	MyKasih Foundation's expansion to state augurs well for underprivileged		
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# MyKasih Foundation's expansion to state augurs well for underprivileged

**KUCHING:** Some 2,000 poor families in Sarawak registered under the e-Kasih programme may soon receive due attention via the MyKasih Foundation.

Welfare, Women and Family Development Minister Datuk Fatimah Abdullah said the foundation through its successful 'Love My Neighbourhood (LMN) Love My School (LMS)' programme was interested in expanding to the state and its collaboration here would only strengthen the state's battle in poverty eradication.

"As such, she believed that it would be best to begin with these group of families, which had yet to receive any form of assistance despite being listed under e-Kasih.

"We welcome MyKasih in wanting to assist us in our poverty eradication programme and the beauty about the foundation is the technology by which they distribute aid to the poor," she told a press conference here after chairing a meeting on the foundation's direction in the state with MyKasih managing director Jeffrey Perera yesterday.

She said that the foundation made use of a cashless payment system, which allowed it to distribute aid in a secure, efficient and transparent manner.

So much so, she said every sen a donor gave would reach the needy. Those eligible for this aid are families with a combined household income of RM1,500.

Elaborating on the system, Jeffrey said the technology enabled the purchasing of essential food items using the MyKad instead of cash or volunteer handouts.

"This enables us to track the purchasing habits of recipients. Help is given in the form of allowance, which is put into their MyKad. The

recipients will visit the retail store and pick out the essential food items."

He said the cashier would scan the items' barcode for approval and the MyKad was used as a debit or credit card.

He said the retailer would then be paid through online banking.

Jeffrey said only specific food items were made available under the programme like rice, sugar, cooking oil, eggs, bread and other basic food to sustain them.

Recently, he said MyKasih ran a pilot project in Long San, Long Keluan and Lusong Laku reaching out to 333 families.

Here, he said additional items like hygiene products such as soap were added as the approved items under the programme.

He said while in the peninsula the allowance rate was RM80, for Sarawak the rate was RM100.

"We hope to do more so today marks the first meeting to come up with the road map to take MyKasih to more households here."

He said it was hoped that more corporate bodies and individuals would join the programme as donors.

He said since the start of the foundation some four years ago, it had helped 167,000 families throughout Malaysia.

It was learnt that Jan 20 next year, a meeting would be held with potential donors in Sarawak to rope them in to support the programme.

Aside from this, LMS also worked in a similar way whereby schoolchildren from poor families were given a special card too where they can swipe at their school's canteen for food.

For Primary school pupils, allowance is set at RM60 while for Secondary school students the amount is RM80.

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**Eradicating poverty:** Fatimah (centre) flanked by Assistant Welfare Minister Robert Lawson Chuat (second from left), Assistant Early Childhood Education and Family Development Minister Rosey Yunus (fourth from left), Jeffrey (second from right) at the press conference.