

Joint effort to help the poor

Food aid programme to support 1,000 families

JT INTERNATIONAL Bhd (JTI Malaysia) and MyKasih Foundation are supporting 1,000 underprivileged families under the 'Love My Neighbourhood' food aid programme.

In a statement, JTI Malaysia said the joint community initiative was held in Sabah, Sarawak, Kedah, Johor, Terengganu, Pahang, and Selangor.

The food aid programme is a cashless payment system to disburse aid to targeted beneficiaries.

A total of RM40 is channelled every fortnight into the MyKad accounts of each recipient.

Recipients then use their MyKad or MyKasih smartcard to purchase essential food items like rice, cooking oil, and bread at a partner retail outlet nearby.

The programme was launched recently at the Mah Meri village of Kampung Sungai Bumbun in Pulau Carey, Selangor.

JTI Malaysia Corporate Affairs & Communications director Azrani Rustam said the success of the programme lies in its unique distribution system.

"JTI is committed to making a real, measurable difference by engaging in projects that we know will deliver positive benefits to the community like the MyKasih food aid programme," added Rustam.

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— AZRANI RUSTAM

MyKasih Foundation chairman and co-founder Tan Sri Dr Ngau Boon Keat thanked JTI Malaysia for being such a supportive donor.

"We are delighted to work with JTI Malaysia once again to create loving and caring neighbourhoods all over Malaysia," he said.

The MyKasih 'Love My Neighbourhood' programme has reached out to over 190,500 low-income households nationwide since 2009.

Eligible recipients are households with dependants earning a combined monthly income of RM1,500 and below.



Reaching out: Azrani (in black) handing a bag of food items to a recipient from Kampung Sungai Bumbun, Carey Island.