

Company gives RM250,000 to foundation

250 families in Kulim to benefit from food aid programme

INTEGRATED environmental solutions provider, Cenviro Group, has kicked off MyKasih Foundation's "Love My Neighbourhood" food aid programme in Kulim, Kedah, with a contribution of RM250,000.

The money, part of a RM1mil donation earmarked for food aid initiatives in various communities in Kedah, will be administered by MyKasih Foundation.

Cenviro Group clinical waste head Amirul Bahri Abd Malek presented the cheque to MyKasih Foundation trustee Siti Khairon Binti Shariff during the launch ceremony in Serdang, witnessed by state assemblyman Datuk Noor Sabrina Mohd Noor.

"We are pleased to be given this opportunity to work with MyKasih Foundation to reach out and render assistance to families in need," Amirul Bahri said.

"As the leader in providing environmental solutions, Cenviro invests actively in social development through its community, environment and education pro-

grammes. It is our duty to contribute towards community, industry and the growth of the nation," he added.

The RM250,000 will be distributed to 250 low-income households in Kulim, Kedah.

Under the one-year aid programme, beneficiaries will receive a cashless monthly allowance of RM80 through their MyKad account, which they can spend on essential food items at partner retail stores.

The collaboration between Cenviro and MyKasih Foundation started in 2015 with RM1mil being channelled to 1,000 economically-challenged families in Kedah via MyKasih's MyKad-based cashless payment system.

"We chose to continue the partnership with MyKasih Foundation because we have confidence in the efficient, secure and transparent welfare distribution system using the MyKad technology.

"This corporate responsibility programme also helps Cenviro to effectively play its role as a



Amirul Bahri (right) and Cenviro chief finance officer Lim Kwee Yong (second from right), presenting a mock cheque to Siti Khairon (left) while Noor Sabrina and Kulim's Bandar Baru district officer Mohammad Fauzi Mustafa look on.

responsible corporate citizen," said Amirul Bahri. During the event, Cenviro also presented a cheque to SK Tamil Ladang Wellesley and its students for supporting its Recycle for Life pilot programme.

Cenviro credits a certain amount into a smart card for each recyclable item that participants submit. The cash value inside the Recycle for Life smart card can then be used to buy goods at selected supermarkets and bookshops.

This social responsibility recycle programme by the company is the first of its kind in Malaysia and Asia.

"We are happy in the robustness of the Recycle for Life cashless

programme, which has been successfully tested in SK Tamil Ladang Wellesley. This indicates that the system is ready, and we plan to introduce and implement the programme in all schools nationwide," added Amirul Bahri.

The concept of the smart card in Recycle for Life was conceived by Cenviro in line with its objectives of improving public participation in recycling activities and supporting the separation of waste at source initiatives.

MyKasih Foundation managing director Jeffrey Perera and E-Idaman Group chief operating officer Safrul Ridzuan Derani were also present at the launch.

"We are deeply grateful to Cenviro Group for choosing

MyKasih as their partner once again this year to implement their corporate responsibility programme," said MyKasih's Siti Khairon.

"They remain steadfast in their mission to give back to communities where they operate by providing financial relief to low-income households through our cashless food aid programme."

Since its inception in 2009, MyKasih Foundation has reached out to almost 230,000 low-income households in over 400 locations nationwide.

Meanwhile, the MyKasih cashless payment system has, to-date, been used to channel more than RM180mil worth of aid to targeted beneficiaries.