

Food and fuel aid for poor families

40 households benefit from cashless welfare management system

BHPETROL and MyKasih Foundation renewed their collaboration by co-sponsoring food and fuel aid for 40 families in Kelana Jaya and Kampung Sungai Kayu Ara, who were beneficiaries of the MyKasih "Love My Neighbourhood" programme.

In addition to the RM80 monthly food aid allocation, the MyKasih recipients are given RM20 monthly fuel allowance to make the purchase using their MyKad at the BHPetrol petrol station in Kayu Ara.

The fuel aid scheme, sponsored by BHPetrol, was jointly launched with MyKasih in 2014 to provide assistance to recipients who used motorcycle as their primary mode of transport.

MyKasih Foundation chairman and co-founder Tan Sri Dr Ngau Boon Keat said the food and fuel aid programme was consistent with MyKasih's efforts to reach out to the lower-income group to support their livelihood and uplift their quality of life, particularly those who are self-employed or operating small businesses from home.

He went on to highlight the advantages of the cashless welfare management system that was developed by ePetrol, a subsidiary of

Dialog Group Berhad.

"The versatility of MyKad technology enables MyKasih Foundation to implement welfare schemes that suit different segments of society with fitting products or services.

"We started out eight years ago with cashless food aid, and have since expanded the scope of the cashless welfare programme to include student bursaries, public transportation, payment of utility bills, medical treatments and fuel," said Dr Ngau.

"The cashless payment system is proven to be effective in eliminating leakages of funds. As aid is channelled directly to targeted recipients via their MyKad, it is able to track all contributions and how the money is being used," he added.

"We hope to work with supportive donor partners – from individuals to corporations, as well as government agencies and state governments, to jointly implement more programmes that will help improve the quality of life of the lower-income group," he said.

BHPetrol managing director K.T. Tan said the collaboration was one way to help low-income households cope with the escalating cost of living.



Representatives from BHPetrol and MyKasih Foundation with recipients of the food and fuel aid.