

50 families to benefit from food aid programme

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KUALA LUMPUR: Fifty poor families in Pandan Indah can now enjoy a year of food aid under a project put together by a corporate-NGO partnership.

Under the corporate social responsibility (CSR) programme devised by Quill Capita Management Sdn Bhd and the MyKasih Community Programme, all the 50 registered members need to get the aid is their MyKad.

Deputy Finance Minister Datuk

Donald Lim Siang Chai said that by utilising the MyKad as a means to distribute funds, the recipients could shop, select and pay for exactly what they needed without any cash changing hands.

“Donations are channelled efficiently and accurately as the process is based on information carried by the MyKad with no third party involvement,” he said at the launch of the programme in Pandan Indah here yesterday.

Lim urged companies to commit a fixed percentage of their profits for

CSR programmes.

Also present were Quill Capita Management chief executive officer Chan Say Yeong and MyKasih Foundation chairman and co-founder Ngau Boon Keat.

“Under this programme, RM40 per family would be ‘deposited’ into the specific member’s MyKad on a fortnightly basis, whereby each member would be able to use RM20 per week to buy daily essential food at The Store Supermarket in Mid Point Shopping Complex Pandan Indah.”

As of yesterday, the 50 families

now had access to this aid.

Ngau said the programme was to help families break the poverty cycle that had lasted generations.

“Apart from the food aid, the programme also provides household budgeting and financial skills counselling to participant families,” he said, adding that these education schemes were tailored to the needs of these families.

During the launch, Chan presented a cheque of RM52,000 to Ngau; the contribution would benefit the 50 selected families for a year.