



*Najib listening to the plight of one of the MyKasih programme recipient at its national launch during the MSC Malaysia's Implementation Council Meeting last year.*

Malaysia is fortunate that its former Premier Tun Dr Mahathir Mohamad launched an initiative called the Multimedia Super Corridor (MSC). MSC Malaysia, as it is now known, is the country's formula to achieve the developed nation status.

Since then, over 2,500 ICT companies have been awarded MSC Malaysia Status. From this pool, 144 locally-owned companies offering various ICT products and services are recognised as World-Class Companies by MSC Malaysia for achieving international successes.

At home, some of these companies have certainly contributed to the well being of Malaysians as well. One example, which others should take note, is the aid distribution model called MyKasih, which uses Malaysia's unique identity card ~ MyKad, to provide food aid to the poor and needy using an electronic payment system.

The MyKasih Love My Neighbourhood programme is targeted for the urban poor in the capital. The food-aid programme run by MyKasih Foundation identifies low-income families to receive a fixed

monthly donation from corporate donors, using an e-solution that is both transparent and efficient. Using their MyKad as a payment tool, the recipients can purchase essential food items at selected stores. The programme also provides workshops on financial literacy and budgeting for the families to address short-term and long-term issues concerning urban poverty.

The programme is certainly exemplary as it paves the way for the poor and needy to break from the poverty cycle through a systematic digital inclusion programme, engaging the technology in MyKad, the innovation of ICT and the passion in humanity.

Government ministries and agencies, especially those involved in welfare and distribution of subsidies should certainly make use of this technology to reach out to the people and its target groups. ICT has provided the means - for the Government to be more efficient and transparent and in this instance, it can maximise the database provided by the National Registration Department and to identify those deserving through their MyKad.