

# Dialog's MyKad- based CSR programme

OIL and gas player Dialog Group Bhd has embraced technology, including the use of the MyKad, in its social corporate responsibility (CSR) programme under the MyKasih Foundation.

The MyKasih Foundation was set up with the primary goal of helping less fortunate Malaysians regardless of race, religion and descent. The programme aims to break the poverty cycle by providing food aid, teaching financial literacy and budgeting skills, and providing tuition and job training to poor families.

The MyKasih programme was first piloted in December 2008 with 25 recipient families in Selangor. Some RM10,000 was distributed and funded by Dialog.

The programme was officially launched in April 2009, in Selangor, with 40 more families selected to benefit from the programme. MyKasih Foundation, together with the collaboration of third-party NGOs (local and national), identify, select, evaluate and approve families based on criteria set by the foundation.

In keeping with its commitment to reach out to a new community every month, the foundation now supports close to 2,000 families all over Malaysia, including Sabah and Sarawak.

MyKasih is supported by Dialog not only as a donor partner but also the provider of the technology that supports the programme. The technology utilises the Malaysian identification card, MyKad, as a payment tool, which provides an effective and efficient delivery solution with audit trails to help welfare and charity organisations ensure that the maximum value of donations reach the targeted group.

Dialog adopted the programme as part of its CSR initiative last year with a total contribution of RM200,000. This year, Dialog has pledged another RM400,000 to support more families, particularly those in areas where the company maintains a business presence. In addition, Dialog managed to raise another RM200,000 via the recent Malaysia-New Zealand annual dinner and dance on Sept 25 this year. — **Surin Murugiah**