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AmBank donates RM50,000 to less privileged

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AMBANK Group recently donated RM50,000 to 50 less privileged families in Sentul under its MyKasih Foundation "Love My Neighbourhood" group community programme.

The programme is unique as it effectively combines innovative use of technology with support from volunteers to go beyond conventional methods of aid distribution.

"Essentially, under this programme, AmBank Group will provide each family with an RM20 allowance per week for one year to help defray the cost of essential daily food items for example rice, sugar, flour, milk, and cooking oil," said AmBank Group chairman Tan Sri Azman Hashim.

"We are very pleased with the distribution method of funds to the chosen families as developed by ePetrol – ultimately reaching family members directly in the form of goods they purchased from OTK supermarket," said Azman adding that the distribution is transparent and there should be no question of abuse by any party.

Each family will be given a user guide that lists all the items they

may purchase and their spending will be capped at RM80 per month; no balance can be carried forward to the next month.

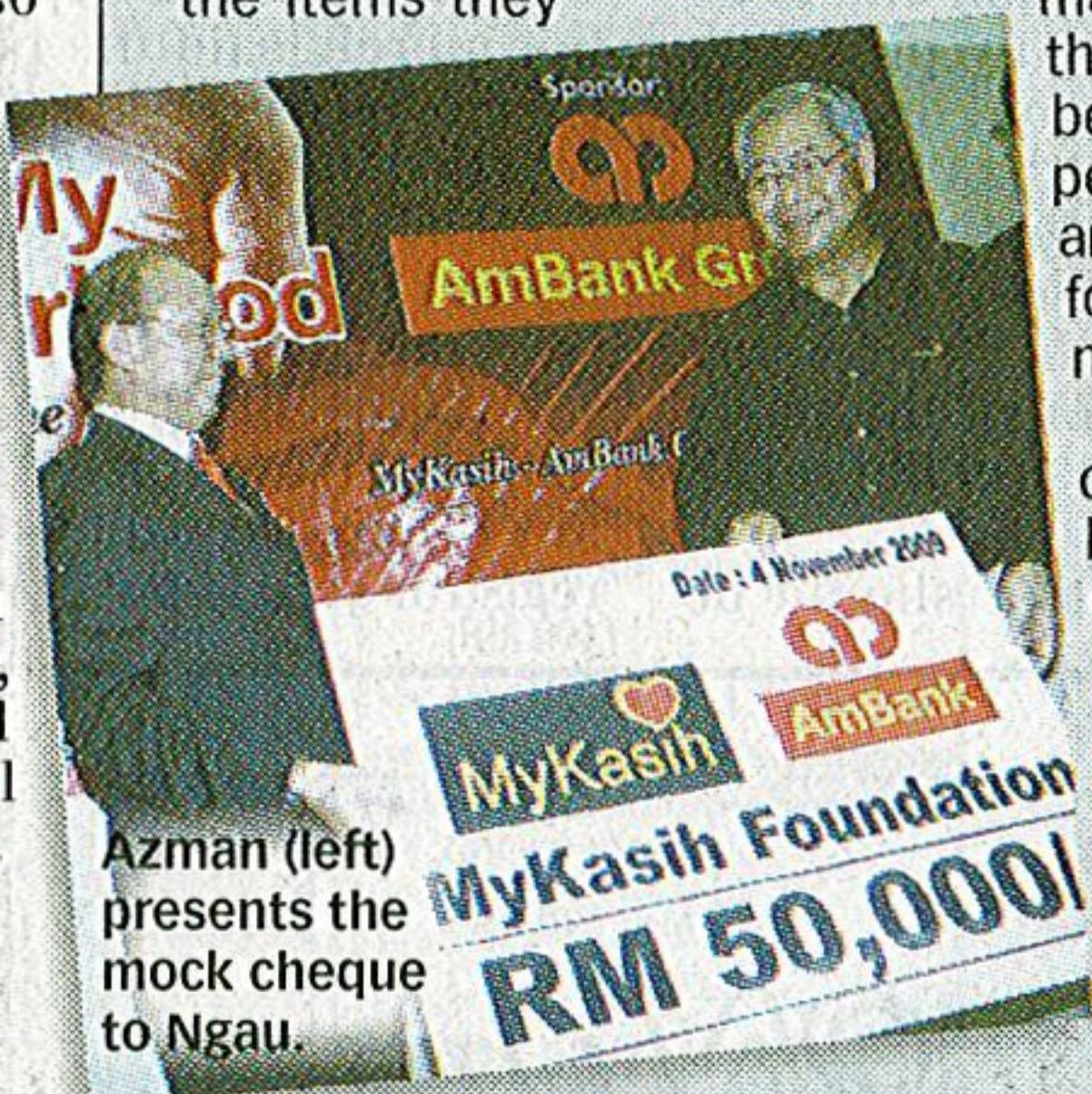
"Funds are channelled to the housewife of each recipient family as a monthly allowance in her MyKasih account. She will be able to buy selected essential grocery items using just her MyKad and

a PIN number," said MyKasih foundation chairman Ngau Boon Keat.

Ngau explained that by using the MyKad as a payment instrument, the funds credited to each family's account will enable them to shop without using cash at Ong Tai Kim (OTK) supermarket located in Menara Sentul.

"The programme is more than just about subsidising the purchase of essential groceries; it also incorporates financial literacy courses and skills training for the recipients – ultimately aiming to help them break out of the poverty cycle," said Ngau.

Multimedia Development Corporation (MDEC) chief executive officer Datuk Badlisham Ghazali who also launched the MyKasih programme in Jinjang, Puchong, and Selayang said that the programme is a touch point to help less fortunate Malaysians through the convenience of ICT.



Azman (left) presents the mock cheque to Ngau.