

YourNews...

RM100,000 for MyKasih programme

By Natasha Ilyas

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KUALA LUMPUR: The Selia Group partnered with MyKasih Foundation by joining the growing number of corporate donors to sponsor the MyKasih Love My Neighbourhood programme.

The group gave RM100,000 to a food and rehabilitation programme which will support 96 low-income families in Kelana Jaya and Gombak for a year.

The donation was handed over at a ceremony at the Giant Hypermarket Batu Caves recently.

Selia Group is recognised as one of the leading engineering and construction companies in Malaysia and a major player in the ownership of infrastructure regionally and globally.

Selia Selenggara Selia Group chairman Tan Sri Subhan Jasmon said the group was proud and honoured to be a part of the initiative to help the needy in the community where they have a business presence.

"The MyKasih Foundation offers a unique approach to the provision of aid to Malaysian families in need of help. The use of the Malaysian identity card as cash card is an efficient and transparent way to distribute food aid.

"It ensures that all contributions are used to help selected families to purchase necessary food items and monthly itemised reports are sent to donors to show them what the money was spent on," he said.

The group is currently coordinating an array of programmes with MyKasih Foundation, specifically the



Tan Sri Subhan Jasmon (second right) giving a goodie bag to a poor family at Giant Batu Caves. — Picture by Lim Poh Chin

scholarship awards.

Through their educational arm, City University, the group has allocated RM3 million to help deserving students pursue higher education.

"The scholarships are awarded to students who are qualified academ-

ically to attend college but do not have the financial resources to do so," added Subhan.

MyKasih Foundation director Datuk Rebecca Sta Maria said rising energy prices would continue to drive up the cost of food production and the

less privileged would be the most affected.

"The foundation was set up primarily to help families cope with food expenses so that children would no longer have to go to school hungry.

"MyKasih Foundation is proud that

two recipients of Selia Group bursary/scholarships are the children of MyKasih recipient families."

MyKasih Foundation launched its first programme in April 2009 and has supported 7,000 households in 72 locations in the country.