

# Selia in the Community

News @ Selia Group



## MYKASIH LOVE MY NEIGHBOURHOOD PROGRAMME.

Selia Group's vision to ensure that it makes a difference to the lives of the people it touches remains at the centre of its CR efforts. Maintaining continuous contact with the community is another core feature. At headquarters level, Selia Group partnered with MyKasih Foundation by joining the growing number of corporate donors to sponsor the MyKasih Love My Neighbourhood programme.

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.



Selia Group contributed RM100,000 to a food and rehabilitation programme which will support 96 low-income families in Gombak for a year. Selia Selenggara Selatan Chairman, Tan Sri Dato' Sri Subhan Jasmon handed over the donation to Datuk Dr Rebecca Sta Maria, Director Of MyKasih Foundation at a ceremony held at the Giant Hypermarket Batu Caves on 5th April 2011.

In conjunction with the ceremony, City UC, the educational arm of Selia Group pledged a scholarship fund worth RM3 million to help deserving students pursue higher education. The scholarships are awarded to students who are qualified academically to attend college but do not have the financial resources to do so. Selia Group also announced that 2 recipients of the bursary/scholarships are the children of MyKasih recipient families.



Also present at the ceremony was Datuk Mohamed Zaini Amran, Selia Group Chief Executive Officer and Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr Hj Megat Khas, Director Of Mykasih Foundation

At a press conference following the handover ceremony, Tan Sri Dato' Sri Subhan Jasmon said the group was proud and honoured