



## Essential aid for the poor

The needy are able to buy necessities through cashless 'Smart Food' programme

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PASIR GUDANG: Recipients were all smiles while queuing up to purchase basic necessities via cashless transactions at Koperasi Iskandar Malaysia Berhad (imCoop).

Single mother of four T. Sugumari, 42, said the cashless 'Smart Food' programme initiative had helped ease her burden as she has to support her children, aged between 11 and 13 years old.

"I don't earn much as a school van driver, "Most of my salary goes towards paying my children's educational expenses includ-

ing various fees.

"Since this programme was introduced last year, it has helped me a lot," she said. Sugumari spent about RM100 buying

Sugumari spent about RM100 buying essentials like rice, sugar, flour and other provisions that day.

She was among 120 low-income recipients who shopped for the basic items using the allowance they received from the Pasir Gudang Foundation and MyKasih through

their MyKad.

Housewife Sharifah Othman, 48, said that she was thankful to be selected for the programme as she and her fishmonger husband often faced problems making ends meet.

"My husband is the sole breadwinner and we have two schoolgoing children," she said.

Single father Abdul Rahim Ali, 60, who shopped for cooking oil, rice, soy sauce, sardines and flour, said the programme would ensure his four children had enough to eat.

"It is hard for me to cope after my wife passed away last year," he said.

MyKasih managing director Jeffrey Perera said that the recipients of the cashless "Smart Food" programme are those from households earning below RM1,500 a month.

"Those in the programme receive RM80 monthly which is channelled via their MyKad.

"They can make purchases at all imCoop outlets," he said, adding that this was the second year the programme had been operating.