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## TAKAFUL MALAYSIA PROVIDES SMART CANES FOR THE VISUALLY-IMPAIRED AND BLIND IN CONJUNCTION WITH THE WHITE CANE AWARENESS DAY

**TAKAFUL** Malaysia, in collaboration with the Malaysian Association for the Blind (MAB) and Al-Tasneem Sdn Bhd, joined forces to launch the first of its kind – an electronic device called the e-Cane which is used to assist the visually-impaired and blind in mobility and navigation. The launching ceremony, which is in conjunction with the White Cane Awareness Day, also witnessed Takaful Malaysia providing 100 units of the e-Cane worth RM400,000 to the visually-impaired and blind as part of the Company's Corporate Social Responsibility (CSR) Programme under its Takaful myJalinan Kasih CSR initiative.



Takaful Malaysia's Group Chief Executive Officer Dato' Sri Mohamed Hassan Kamil said: "Today's event is one of the platforms for Takaful Malaysia in reaching out to the different segments of the community, particularly the visually-impaired. The e-Cane electronic device will assist the visually-impaired to detect the presence of obstacles by giving an indication in the form of sounds as well as vibrations. It is also equipped with a red flashing light that acts as a

safety feature for them to use when commuting at night for others to be more cautious when approaching them. We are honoured to be part of this initiative that intertwined technological innovation and CSR into one as digital transformation and community engagement have always been an integral part of our corporate business goals and culture."

The e-Cane launching ceremony was graced by MAB Vice-President, Dr S. Hadi Abdullah. Established

in 1951 by the then Department of Social Welfare, MAB is a premier voluntary organisation in Malaysia that serves visually-impaired by providing educational programmes, rehabilitation courses, vocational training and placement service. Al-Tasneem, a specialised company in research, software and multimedia, is the first company to produce the smart e-Cane in Malaysia and the fifth in the world.

Dato' Sri Hassan Kamil explained:

"We believe that the visually impaired and blind should be given the opportunity to ride the wave of technology together with us. This initiative drives us further to do what we do on a daily basis apart from operating in a socially responsible manner that is equally essential to our business. Our collaboration with MAB and Al-Tasneem marks our long-standing efforts in giving back to the community and help to create societies where people and business can thrive by bridging the gap and connecting them to technologies and opportunities. In Takaful Malaysia, we uphold our corporate values by providing employment opportunities for people with disabilities and today's event is more meaningful as two of the e-Cane recipients are our employees."

Speaking to the media, Rusdi Mat Sa'at and Fazilah Rahim, who are among the e-Cane recipients and also Takaful Malaysia employees said: "Thanks to the advent of technology, the visually-impaired community is able to use the available technology to our advantage. We are impressed with the smart cane device that would definitely help us to commute better and safely with its innovative features. We are truly grateful to Takaful Malaysia for reaching out to the visually-impaired community by donating the e-Cane and making our lives at ease. The contribution is helpful and it also touches our hearts to know that our welfare as an employee of the company is well taken care of."

