

Publication	The Star	Section/Page No.	StarMetro, 14
Date	Monday, 21 July 2014	Lead Article	
Headline	Shopping for Raya Necessities		

Shopping for Raya necessities

Company gives each underprivileged child RM250 to spend during trip

By **OOI MIN JYEH**
metro@thestar.com.my



A SHOPPING treat organised by Syarikat Takaful Malaysia Bhd (Takaful Malaysia) brought smiles to the faces of 64 children from Pertubuhan Kebajikan Anak-anak Yatim Al-Nasuha (Rumah Al-Nasuha) recently.

Each child was given up to RM250 to shop for new clothes at AEON, 1 Utama Shopping Centre in Petaling Jaya.

Takaful Malaysia group managing director Datuk Mohamed Hassan Kamil, who joined the children on their outing, said the company's corporate social responsibility (CSR) programme was an integral part of its corporate culture.

"We always remember the less fortunate during this festive season and lend a hand whenever possible.

"This is why we are treating the children from Rumah Al-Nasuha to some Hari Raya shopping, thus giving them a chance to pick out their own *baju raya*," he said.

Mohamed Hassan added that this was the fourth Ramadan shopping treat Takaful Malaysia had organised since 2011.

Apart from the shopping, Takaful Malaysia also donated RM26,000 to the home.

"We wanted to give the children an opportunity to experience the excitement of preparing for Hari Raya rather than just presenting them with monetary aid.

"We realise it may be difficult to

fulfil the emotional void in them, particularly during festive seasons. However, through this CSR initiative, we hope to put smiles on their faces," said Mohamed Hassan.

Rumah Al-Nasuha in Pinggiran Batu Caves, Gombak was founded in 2010. It provides shelter and guidance to underprivileged kids, particularly orphans.

Its principal Fatimah Husin, said they strived to provide the basic needs for the children. "We are, therefore, thankful for being selected by Takaful Malaysia to be a part of this noble initiative.

"The contribution made is indeed helpful and it touches my heart to see the excitement among the children," she added.

"This CSR initiative has become a much-anticipated event for the staff of Takaful Malaysia. Today, 30 of our staff volunteers became the children's 'foster parents' for the day as they helped them shop," Hassan said.

One of the staff volunteers, Haslina, 33, said she was glad to have been part of the meaningful event during Ramadan.

"We are pleased to have been able to make a difference and bring some happiness to these children," she added.

Later, Takaful Malaysia's senior management team presented *duit raya* and goodies to the children.



1 Mohamed Hassan holding up a mock cheque for RM26,000, which was presented to the Rumah Al-Nasuha.

2 Mohamed Hassan assisting some the boys as they pick out songkok to match their baju raya.

— Photos by ART CHEN