

For Immediate Release

MALAYSIAN RUBBER COUNCIL (MRC) TOGETHER WITH YAYASAN AMAL MALAYSIA (YAM) LAUNCHES AMAL KONGSI REZEKI TO HELP ASNAF AND THE UNDERPRIVILEGED AFFECTED DUE TO COVID-19

KUALA LUMPUR, 2 JULY 2021 – The Malaysian Rubber Council (MRC) and Yayasan Amal Malaysia (YAM) have launched the *Rak Amal Kongsi Rezeki YAM-MRC* program located at Legasi Sabasun HyperRuncit, Kg. Baru today. Through this Corporate Social Responsibility Program, MRC and YAM will provide an exclusive shelf called Rak Amal Kongsi Rezeki YAM-MRC to encourage the public to share sustenance with the less fortunate, especially those who are suffering from hardship due to the COVID-19 pandemic.

The brief launching ceremony of *Rak Amal Kongsi Rezeki YAM-MRC* was officiated by the Minister of Plantation Industries and Commodities, Yang Berhormat Dato' Dr. Mohd Khairuddin Aman Razali. He said, "I fully support the joint venture between MRC and YAM in implementing initiatives to help the needy, especially the asnaf (poor), to get food supply assistance for survival and to some extent to ease their burden."

With a contribution of RM260,000.00 from MRC, a total of 200 locations throughout Malaysia will house the *Rak Amal Kongsi Rezeki YAM-MRC* with Legasi Sabasun HyperRuncit at Kg. Baru as the first location.

"This initiative can not only help the less fortunate, but it can also strengthen and enhance the economy of the retail business community in the involvement as an intermediary between donors and recipients. This is the right time for us to implement such initiatives to help the people and businesses," said Yang Berhormat Dato 'Dr. Mohd Khairuddin.

Also present at the launch were Encik Nurul Islam Mohamed Yusoff, Chief Executive Officer of MRC, Tuan Haji Hussin bin Ismail, President of Yayasan Amal Malaysia and Tuan Haji Che Salmi bin Che Ibrahim, Managing Director of Sabasun HyperRuncit Sdn. Bhd.

According to Nurul Islam, among the locations that have been identified to place the *Rak Amal Kongsi Rezeki* are around the Projek Perumahan Rakyat (PPR) area, Muslim grocery stores, university and college cooperatives, as well as M40 and T20 housing areas in order to encourage them to donate to this food bank program for the target group.

Tuan Haji Che Salmi bin Che Ibrahim, Managing Director of Sabasun Hyperruncit Sdn. Bhd. said, "As the first location selected for the placement of this shelf, we at Legacy Sabasun HyperRuncit will carry out the trust given as best as possible in distributing the food aid supplies donated to the needy groups."

Tuan Haji Hussin bin Ismail, President of Yayasan Amal Malaysia, expressed his gratitude to MRC for the trust given to collaborate in making this program a success. He said, "Rak Amal Kongsi Rezeki is more focused on the affected groups who lack basic food during the COVID-19 pandemic. People can donate food items such as flour, rice, canned food, milk, oil and so on to help them."

Visits to these shelf locations will be conducted from time to time for monitoring purposes. However, it still depends on the phase and terms of the PKP enforced by the government.

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