PRESS RELEASE

SAMABANTU.MY TO ASSIST DISPLACED WORKERS IN MALAYSIA

KUALA LUMPUR, 25 JUNE 2020: The Rotary Club of Kuala Lumpur DiRaja with the support of Malaysia Digital Economy Corporation Sdn. Bhd. (MDEC), Rotary District 3300, Kuala Lumpur Rotary Charity Foundation and the Malaysia Retail Chain Association (MRCA) is launching the SAMABANTU.MY project, an online crowd donation and cash disbursement platform to assist Malaysian displaced workers for their basic needs. The SAMABANTU.MY project is targeted to run for six months.

Up to 2.1 million workers may be displaced according to the data of the Department of Statistics Malaysia due to the crisis of COVID-19. In these challenging times, we, the more fortunate people of Malaysia, corporates, NGOs, and businesses can play our role to support the less fortunate in our community to complement the existing initiatives by the Government.

SAMABANTU.MY is a web-based platform where funds can be received from donors in an automated, transparent manner. Donation can be collected from various payment methods. Donors can choose whether or not to be anonymous.

For sponsors and donors of larger amount, Kuala Lumpur Rotary Charity Foundation could issue tax exempt receipt.

SAMABANTU.MY platform can distribute the financial aid to the registered applicants up to the amount of the donation received. SAMABANTU.MY will receive and process applications from the displaced workers, subject to crowd verification for the needy applicants, then distribute the fund to bank accounts of respective successful applicants who meet the criteria.

Successful applicants would get RM 100 per week, or RM 400 a month. Applicants must agree that their profile may be subject to public social verification to prevent or reduce misrepresentation of the applicant’s financial situation.

MDEC’s Chief Executive Officer (CEO) Puan Surina Shukri commented, “Doing good deeds will now be made easier through technology and digitalisation, such as crowdfunding platform. Especially now when the country is hit badly by the Covid-19 pandemic, embracing digital platforms is a great start and important to take the digital economy forward”.

“MDEC has been very supportive in encouraging the use of digital platforms that can enrich people’s lives to become digitally-skilled Malaysians, to digitally-empower businesses and to advance society as a whole. Indeed, digital platforms will enable Malaysia to make that much needed digital leap for the transformation and progress of our nation and in creating a better future for all. Show your support by donating and sponsoring via the SAMABANTU.MY website,” Surina said.

President of Rotary Club of Kuala Lumpur DiRaja and Chairman of SAMABANTU.MY, Zed Zariman Zulkifi commented, “In these extraordinary times, we would like to call upon everyone that is more fortunate to join us in helping those who are less fortunate, especially in these critical times of need. SAMABANTU.MY is a very efficient platform for everyone to donate through.”
About Rotary Club of Kuala Lumpur DiRaja

Rotary Club of Kuala Lumpur DiRaja is a non-profit organisation chartered in 1930 and is one of the oldest and most established clubs of Rotary International in South East Asia. In recognition of the many years of distinguished community service, the then DYMM Sultan of Selangor conferred the royal status on the club in 1997 and the club was named The Rotary Club of Kuala Lumpur DiRaja (RCKL). RCKL, as part of Rotary District 3300, works with various stakeholders in projects that would benefit of community’s wellbeing. Rotary District 3300 consists of 84 rotary clubs and 1,800 rotarians in Malaysia. Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. The Kuala Lumpur Rotary Charity Foundation is affiliated with RCKL in managing the funds of various projects.

About the Malaysian Retain Chain Association (MRCA)

The Malaysian Retain Chain Association (MRCA) was founded in 1992 with the aim of creating a highly supportive environment to build retail businesses and its ecosystem. MRCA is a far-reaching organisation consisting of more than 500 leading retail chain store operators and franchisors with over 30,000 outlets nation-wide. The MRCA members provide more than 200,000 jobs to Malaysians across the country.

About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government’s Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward #DigitalVsCovid

MDEC has also launched a campaign to raise awareness and mitigate against the spread of the Covid-19 threat with a series of short videos across its social media channels that encourage a digital approach to combat Covid-19.

For more information and updates, please visit www.mdec.my or follow us on:

Facebook: https://www.facebook.com/MyMDEC/
Twitter: @mymdec