

Discount card a boon for university students

PETALING JAYA: The 1Malaysia Student Discount Card (KDS1M) has been introduced for university students.

Deputy Prime Minister Tan Sri Muhyiddin Yassin launched the KDS1M initiative on July 2 to help alleviate some of the financial burden faced by students in light of the rising cost of living.

Higher Education Minister Datuk Seri Mohamed Khaled Nordin said the card would be given to all Malaysian students of both private and public establishments, including those from teaching and industrial training institutes.

He said the distribution of the cards would begin with final-year students.

He added that registration for the card was not required.

The KDS1M entitles students to discounts of up to 60% on a variety of items, including food and services.

The card provides benefits at retail outlets such as KFC, The Chicken Rice Shop, A&W, Mydin, Menara Optik, Borders Malaysia, MPH Bookstores and Bata.

Several educationists have lauded this initiative as it is in line with the Government Transformation Programme's (GTP) Cost of Living NKRA.

Sunway Education Group senior executive director Elizabeth Lee said the discount card would be especially useful for students living on a tight budget.

She hoped that other merchants would consider offering discounts



Easing financial burden: Universities students posing with a mock 1Malaysia Student Discount Card at PICC in Putrajaya.

for flight tickets, computer hardware, software and telecommunication services.

Taylor's University president and vice-chancellor Professor Datuk Dr Hassan Said said the card would help relieve some of the financial pressure faced by students.

He said the card was student-

friendly and would be most welcomed by parents.

Universiti Putra Malaysia vice-chancellor Datuk Dr Radin Umar Radin Sohadi said the card would be of great help to all students, especially those waiting for scholarships or loans from the National Higher Education Fund

Corporation (PTPTN).

Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob said the distribution of the cards would be managed by Bank Rakyat.

The KDS1M is expected to benefit over 1.5 million students nationwide.