

Meal packets to aid needy

Manufacturer also rolling out food bank project in two varsities

BRAHIM'S Dewina Group of Companies has launched #BrahimsCares, its latest corporate social responsibility (CSR) programme aimed at providing aid in the form of food contributions to the needy, especially in cases of natural disasters, as well as a food bank for students.

The group's executive chairman Datuk Seri Ibrahim Ahmad said the programme was not the first of its kind by the group.

"We have been actively partnering Food Aid Foundation in this exercise, as well as other food aid partners locally and regionally," he said.

"We also partnered with a local TV station for their 'Gerobok Rezeki' programme for university students last Ramadan.

"For the initial stage, the #BrahimsCares food bank has been rolled out at two public universities — Universiti Kebangsaan Malaysia (UKM) and Universiti Putra Malaysia (UPM)."

Ibrahim said the #BrahimsCares food bank initiative aimed to help in providing food aid to university students who lack the financial capability, especially those from poor families.

"A total of 4,000 packets of food allocation comprising 1,000 packets of Brahim's MRE (meals-ready-to-eat) Light Meal Rice and 1,000 packets of MRE dishes will be allocated to 100 students from each university for a period of 10 weeks or approximately one semester," he said.

"The universities have been given the freedom to decide how best to effectively execute the food allocation to their respective students," Ibrahim said, adding that the #BrahimsCares food bank would include more universities in the next stages.

"It will be an ongoing initiative. The number of students receiving the aid will vary



(From left) Dewina Group of Companies managing director Nur Fatin Ibrahim, UKM Student Affairs and Alumni deputy vice-chancellor Professor Datuk Dr Osman A. Karim, UPM Faculty of Science and Food Technology dean Professor Dr Nazamid Saari and Ibrahim at the launch of the #BrahimsCares CSR programme.

according to the universities," he said.

Citing a local news report, Ibrahim noted that some university students, mostly from the B40 group, had adopted a frugal lifestyle to ensure they had something to eat the next day.

"We believe the #BrahimsCares food bank initiative will benefit students in need,"

he said.

In conjunction with the launch, 75 children from Pertubuhan Kebajikan Islam Peribadi Mulia Kajang and 16 children from Rumah Kanak-Kanak Angels Kuala Lumpur were invited to join the event where they enjoyed a Hari Raya treat and received *duit raya*.