

A great way to help needy

Wan Azizah: Donating via e-wallet apps easy and convenient

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KUALA LUMPUR: Malaysians should not wait for a crisis or occasions such as Ramadan or Hari Raya to help others, says Deputy Prime Minister Datuk Seri Dr Wan Azizah Wan Ismail.

In encouraging Malaysians to contribute, Dr Wan Azizah said e-wallet applications such as Boost, which introduced its e-donation feature in May last year, could easily be used to make donations in a convenient and cashless way.

"Boost's built-in e-donation feature is a great example of how technology can mobilise the rakyat to become more socially responsible, and help inculcate the habit of giving back and working towards a common good.

"I am also encouraged to hear that Boost is currently supporting 81 religious institutions in providing an alternative cashless channel for donations and assisting these institutions to become more digital-savvy," she said in her speech at the Boost e-donation programme at Axiata Tower yesterday.

Boost, which was developed by Axiata Digital Services Sdn Bhd, has within a year of launching the e-donation feature donated RM317,000 to 32 NGOs, charities and organisations via its platform, she said.

Dr Wan Azizah, who is also Women, Family and Community Development Minister, said Malaysians should strive to help others, even if the aid was not in monetary form.

"Reading to the blind, tutoring poor students and spending time with those in old folk's homes are all part of giving back to society.

"Of course, if you have the means, then donating to the needy is always encouraged," she added.

At the event, the National Welfare Foundation (YKN), a charitable fund under



Going cashless: Dr Wan Azizah launching the Boost e-donation programme at Axiata Tower in Kuala Lumpur. With her are (from left) Axiata Group Bhd president and group CEO Tan Sri Jamaludin Ibrahim, Axiata Digital Services CEO Mohd Khairil Abdullah, Axiata Group Bhd chairman Tan Sri Ghazzali Sheikh Abdul Khalid and Yayasan Kebajikan Negara CEO Datin Paduka Che Asmah Ibrahim.

the ministry's purview, was introduced as the newest partner organisation in Boost's e-donation family.

Persatuan Kebajikan Anak-Anak Istimewa Selangor (Orkids), which joined the list in January, said the children under its care had benefited greatly from donations made by caring Malaysians via the Boost app.

"We run completely on public donations, and we've been getting about RM7,000 per month in donations via Boost.

"It really helps us in operational costs such

as paying for rental, utilities and learning material? for the children," said Orkids president Noora Mat Riffin.

Boost is available for download on Android's Play Store and iOS App Store.

For details, visit www.myboost.com.my.

Watch the video
thestartv.com