



## **PRESS RELEASE**

For Immediate Release

### **Contributing laptops to women and children at Rumah Perlindungan Nur Hati**

**5 March 2021, Kuala Lumpur** – In keeping to its commitment towards empowering those in need towards sustainable progress for all, Great Eastern Takaful Berhad has set aside in access of RM21,000 for its Laptop Assistance Programme for underprivileged communities in the first half of 2021.

The first recipients of this CSR initiative is Rumah Perlindungan Nur Hati, a home in Ampang Jaya, made up of 55 patrons consisting newborn babies as young as a week old, to toddlers, school going children, teenagers, single mothers, the physically challenged as well as the old and neglected, aged up to 70.

Chairman of Pertubuhan Kebajikan Nur Hati, Mohamad Zaid Bin Mohamad Shah accepted 3 Lenovo IP3-Y0MJ notebooks and one Canon laser printer on behalf of the children and young adults, who were facing several challenges, namely lack of income and inability to join online classrooms during the extended movement restriction period since late last year.

In discovering their plight, Great Eastern Takaful Berhad reached out to the home to find out their needs.

Chairman Mohamad Zaid explained: “When Great Eastern Takaful contacted us, we told them that our young people had some online business proposals in mind to support their sustenance and livelihood needs over the medium term. These include selling dried food, air fresheners, perfumes, handmade baby accessories among others. Our school-going children were also in need of laptops to continue with online learning as schools remained closed. They then came back and told us that they would like to assist us by donating new laptops. We are truly grateful for their contribution.”

These items are available for sale on the Nur Hati Market page on Instagram and Facebook.

The home is also in need of contributions to pay for monthly rent and utility bills, school supplies for its 26 school-going children and funds for groceries among others.

Said Great Eastern Takaful chief executive officer Shahrul Azlan Shahrman: “We are driven by our purpose, to band together to help those in need, which is aligned to the concept of takaful.

“Our hearts go out to all those who are having a difficult time with getting even the basics in life during this time, such as food, shelter, and in the case of the children in Rumah Perlindungan Nur Hati, an education to help them keep up with rest. Let us all join hands to help in any small or big way we can, towards shared progress for all.”

The takaful operator will also be delivering desktops to its 'adopted' Orang Asli community in Kampung Orang Asli Sg Gabong, Bentong, Pahang as soon as interstate travel restrictions are lifted.

In line with its efforts, Great Eastern Takaful was conferred 2 awards for its CSR work in 2020, namely the Insurance Asia Awards CSR Initiative of the Year and Malaysian Takaful Association's Corporate Social Responsibility Award.

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