

## PRESS RELEASE

For Immediate Release

### Great Eastern Takaful continues CSR programme in Kampung Orang Asli Sg Gabong

22 June 2020, Kuala Lumpur – In accordance with the concept of takaful, which is to band together to help those in need, Great Eastern Takaful Berhad delivered food and sundry items to 96 families in Kampung Orang Asli Sg Gabong, Bentong, Pahang on June 20.

Jabatan Pertanian Bentong also supported the event by giving a talk to the community on farming best practices. The department officer, Encik Anwar Abdul Karim distributed long beans, *sawi* and *jagung* seedlings to the community members who were keen on farming.

In dispensing advice, Anwar said: “If you don’t succeed in the initial attempt, try and try again. Look after the plants as if you are looking after yourselves,” he said.

Great Eastern Takaful Berhad chief executive officer Encik Shahrul Azlan Shahrman was also at hand to deliver the care packages made up of essential goods to representatives of the families there. The items, made up of rice, flour, cooking oil, sardines, soap, toothbrush and toothpaste, were donated by the Great Eastern Malaysia workforce.

“You have become family to us. We started our CSR here close to three years ago, providing solar panels, water filters, and setting up a children’s library. We are sincere in our efforts to help empower you towards better livelihood.

“What is important to us is sustainability, we want to continue supporting you. Today, we have invited an expert from Jabatan Pertanian Bentong to share best practices to help you succeed in your farming efforts,” he added.

Great Eastern Takaful has been supporting the community here since 2018, starting-off with providing solar panels and water purification systems. This was followed by setting up a children’s library, sprucing up of the community hall and organising, among others, an oral hygiene programme and a story-telling competition for the children to boost their confidence.

Last October, a group of 60 volunteers from Great Eastern Takaful helped 20 families in the community plant 2,000-chili seedlings, as part of efforts to diversify their income.

A women empowerment programme has also been ongoing since mid- 2019, where the women in the community were provided with jute bags and taught how to sew embroidery. The bags were subsequently sold to employees of Great Eastern Takaful. This project is ongoing, where the women are taught to reinvest the income from selling the bags to purchasing new ones to repeat the same process.



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Representatives from mySalam were also present to help four eligible recipients of the Government's takaful protection scheme submit claims, after being recently hospitalised.

For more information on the benefits of mySalam, please visit:  
<https://www.mysalam.com.my/b40/info/>

About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010. The company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai. In 2018, Great Eastern Takaful Berhad won an award for the 'Fastest Growing Takaful Company in Malaysia' by International Finance, a premium and business analysis publication in United Kingdom and Takaful Solutions Provider of the Year - South East Asia Award by Wealth & Finance International from United Kingdom. In 2019,

i-Gr8 Harapan was named 'Best Takaful Product' by International Finance Awards and also clinched the 'Insurance Initiative of the Year' by Insurance Asia Awards. 2019 also marked its appointment by the Government as the trusted Takaful Operator of the free national health protection scheme, mySalam, giving it the opportunity to fully realise the concept of Takaful.

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