
PRUkasih to empower urban poor

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PRUDENTIAL Assurance Malaysia Bhd (PAMB) recently unveiled PRUkasih, its latest corporate social responsibility (CSR) project aimed at sustaining the livelihood of the poor by providing the main breadwinners with essential protection that would help their family get back on their feet as fast as possible in the event of a mishap.

“As an insurer, we have first-hand experience of seeing how devastating the impact can be on the livelihood of families living without financial security in the event of a mishap befalling the main breadwinners of the family,” said PAMB CEO Charlie Oropeza at the launch of PRUkasih recently.

«For the poor, the problem will be more acute, given that most of them live from hand to mouth, with little or no savings at all to tide them over during the difficult time. Their livelihood will be jeopardised severely which could threaten the survival of the family as they do not have any form of protection or financial security in place that they could fall back to,” he added.

PRUkasih is focused on helping the urban poor since it is the most hard-hit group among the poor, given the higher cost of living in the city which made it all the more difficult for them to fend a living compared with the rural poor.

Under the pilot project, the insurer has chosen to work with the residents of Projek Perumahan Rakyat (PPR) Sri Pantai, a low-cost housing area in Kuala Lumpur where many of its residents are still without any form of insurance coverage.

This community has been identified in collaboration with Persatuan Kebajikan Generasi Gemilang (PKGG), a local non-profit welfare organisation.

PAMB will provide basic financial protection to the eligible members of PPR Sri Pantai’s Resident Association for one year. It will pay for their monthly rental, food allowance as well as cash for funeral expenses in the event of death to help tide them over during those difficult times.

“We truly hope that this project will go a long way in helping the underprivileged communities to improve their lives and empower them towards a better future,” Oropeza said.

The launch ceremony was also celebrated with a Hari Raya gathering where guests were treated to a sumptuous feast.