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Developer shows its caring side

BY OH ING YEEN



Akmel Zurin presenting bubur lambuk to a motorcyclist at the PPB head office in Precinct 16, Putrajaya.

For their first Ramadan Kareem programme, Putrajaya Perdana Bhd (PPB) distributed 1,500 packets of *bubur lambuk* to the Putrajaya community and donated RM10,000 to a welfare home, Baitul Ulfah Centre.

Some of the *bubur lambuk* was also given to schools and *surau* in the area.

The donation was presented to the welfare home at the PPB head office in Precinct 16, Putrajaya, where the traditional porridge was distributed.

The home was gifted with a set of religious books and each child was given *duit raya*. The children then listened to a motivational talk at the venue.

PPB employees later broke fast with the children from the welfare home as well as members of the community.

Speaking at the event, PPB chief executive officer (development division) Akmel Zurin Haron said it took just 30 minutes to distribute all the *bubur lambuk*.

"We believe that while fasting is the basis of the month of Ramadan, the spirit of Ramadan is much more than the act of abstaining from food and other desires.

"This programme is a natural extension of PPB's philanthropic initiative to support the communities we operate in, be it monetary support or in kind, with the overall aim of elevating their lives.



Putrajaya Perdana Bhd staff lining a road to distribute 1,500 packets of bubur lambuk to the Putrajaya community.

"We strongly believe that it is important not only to coexist in harmony with your community but also strive to improve the lives of those within," he said.

Akmal Zurin added that supporting underprivileged children had always been an important feature of PPB's corporate identity.

The annual PPB Scholarship Awards, which has been ongoing for the past 11 years, has thus far sponsored 97 students with a total value of more than RM1.3mil to-date.

PPB also sponsors iSINA Global Media, a study centre that helps financially constrained families to educate their children to read and write.

Baitul Ulfah Centre, which shelters 25 underprivileged children, is located in Seri Kembangan.

The centre's headmaster Ustaz Mohd Uzet Omar said, "We are very grateful for the contributions from PPB and all donations received will be channelled not only for the care and well-being of the children but also other orphans, single mothers and the poor within the community."

"These funds will also help the centre conduct other activities for the community.

"These include motivation and confidence-building coaching, recreational and study visits, as well as counselling for parents and guardians who may require it," he added.