



**LAPORAN LIPUTAN MEDIA HARIAN
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BIL	TAJUK KERATAN AKHBAR	KEMENTERIAN / JABATAN / AGENSI
1.	CAMERON HIGHLANDS FARMERS ADDED TO MAYBANK'S SAMA-SAMA LOKAL PLATFORM, NST -ONLINE	LAIN-LAIN

UKKMOA

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN
(UNTUK EDARAN DALAMAN MOA, JABATAN DAN AGENSI SAHAJA)

TARIKH	MEDIA	RUANGAN	MUKA SURAT
9/5/2020	NST	ONLINE	

Cameron Highlands farmers added to Maybank's Sama Sama Lokal platform



Maybank's Sama-Sama Lokal platform has been expanded to include fresh flower, vegetable and fruit farmers in Cameron Highlands, Pahang. NSTP/L. Manimaran.

KUALA LUMPUR: Maybank's Sama-Sama Lokal platform, recently launched to help struggling hawkers during the movement control order, has been expanded to include fresh flower, vegetable and fruit farmers in Cameron Highlands, Pahang.

Maybank said through the initiative, farmers are listed on Maybank2u online platform to help them gain awareness among the wider community, as many face marketing and logistics issues.

Maybank is subsidising 50 per cent of the delivery charges for the first 2,000 customers who place orders with these farmers for orders up to 10kg (at RM6 after discount).

The products can be delivered to the whole of Peninsular Malaysia.

"Members of the public can make Mother's Day extra special by celebrating the queen of their hearts with fresh flowers direct from the farms in Cameron Highlands, while supporting flower farmers who have been struggling to sustain their businesses.

"To date, there are seven flower farmers and 14 vegetable farmers listed on Maybank2u and more will be added to the platform," it said.

Maybank head group virtual banking Kalyani Nair said flower farmers in Cameron Highlands were facing extraordinary challenges due to the Covid-19 pandemic.

Kalyani said as flowers were deemed non-essential items, their trading activities had been disrupted resulting in a substantial loss of income.

"This Mother's Day let us reignite the significance of flowers, a symbol of love, and honour the special women in our lives with roses or daisies from Cameron Highlands.

"Your simple act of love will also go a long way in supporting these farmers' livelihood and sustaining the floriculture industry in Cameron Highlands," she said.

Meanwhile, Maybank also included Ramadhan bazaar merchants on the Sama-sama Lokal platform, to give them an avenue to sell their food and products.

"The online ordering process has been kept simple as well so that the merchants are not burdened to learn a new technology," Kalyani said.