

Kechara-Khind Food Distribution



Khind's CEO is busy helping out.

If you want to live long and happy, invest in people and what better way to do it than through charity work. We have a great responsibility of volunteering, which unfortunately many think is a choice. The reason why volunteers are not paid is because they are priceless. There is no better investment than in kindness and love.

The best exercise for your heart is in reaching down and lifting others up through charity work. On a nice 18 December night, Khind Group CEO, Mr PK Cheng led 7 Khind staff and some of their spouses to participate in the Kechara Food Distribution at Jalan Imbi, K.L.

All of us, the volunteers from all walks of life disre-

garding our social status, worked hand in hand to get ready 695 packs of food. We chatted, laughed, and made new friends.

While distributing the food, we came face to face with the homeless and saw where they spent the nights. Surprisingly, the stories they told from the bottom of their hearts changed our misconception of them.

They are not born to be homeless or they chose to be homeless. Has society and human moral values forced them to be marginalized? Some were educated and sensitive to events around them. However poverty, eroding work opportunities, domestic violence, mental illness and

drug addiction put them on the streets. They are scared and mean no violence to the public.

After that night, I felt, life satisfaction does not come from how much my bank account shows but by how many lives I have touched. Such simple acts of charity may seem insignificant but is naturally rewarding.

It is never too late to make a difference. I hope there will be more participation from Khind staff on our next visit. Only by actual participation, will you feel the affection.

- Brian Loke.





An eye opening experience. Kechara Soup Kitchen (KSK) is an admirable organization for taking the initiative to feed the homeless (whom many consider as society out-casts), regardless of race or religion. That nite, I learnt that many of them camped outside closed shops/ buildings, out of destitution and dire needs. Some are educated, knowledgeable and spoke well.



how blessed our lives are and why we should "give back" to society.

- Ms Kam.



KSK also aims to rehabilitate the able-bodied homeless to re-join society. As this KHIND CSR project will run jointly with KSK, for the next 3 years - if time permits, do volunteer at least once, then you will realise



Every homeless has a story to share and this can be a good lesson for us. If you think you are a giver, you will soon realize that you are the receiver after the event.

Love and compassion are necessities, not luxuries. Without them humanity cannot survive.

- Joe Ng



- PK Cheng



Thanks to Kechara Soup Kitchen, my friends and I had this opportunity to experience a totally different night out on 18 December 2010, distributing food to the urban poor and homeless along Jalan Chow Kit, Kuala Lumpur. Some of them were in deplorable condition. There must be many untold sad stories as to why they wander on the streets without a sense of belonging. Needless to say

by looking at these unfortunate people, we learn to value our life more. It was an eye-opener for my friends too and we shall return to Kechara Soup Kitchen as volunteers to help out soon.

- Sharon Kong

