

CSR MalaysiaTM

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

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RISING ABOVE CHALLENGES FOR CSR & Sustainability

Dato Dr. Ir. Ts. Mohd. Karim bin Abdullah
Group Managing Manager & CEO,
Serba Dinamik Holdings Berhad

MM Land's
BANTUAN BAUCAR SARA
HIDUP INITIATIVE TO
SUPPORT FAMILIES IN NEED

**SPRITZER JOINS HANDS
WITH NGOS**
TO PLEDGE AID FOR VULNERABLE
GROUPS AFFECTED BY COVID-19

OTC TRAINING CENTRE –
PROVIDING HELP TO
**VARIOUS
ORPHANAGES**

KNOWLEDGE BRIGHTENS THE SMILE OF OUR CHILDREN

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Sunway provides a range of initiatives for children to receive the education they deserve. From collaborative partnerships with **Jeffrey Cheah Foundation** and renowned institutions, we continue to commit to the United Nations 17 Sustainable Development Goals that, among others, call for quality education and eradication of poverty.

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SUSTAINABLE DEVELOPMENT GOALS



PROMOTING CORPORATE SUSTAINABILITY & SOCIAL RESPONSIBILITY:
BEYOND PROFITS, MAKING OUR WORLD A BETTER PLACE.

*CSR Malaysia is circulated to companies and individuals free of charge to create awareness
on the growing need to lend a helping hand to make the world a better place for all*

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"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 19-23"

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

THE Covid-19 pandemic has certainly changed the way we go about our daily lives and it has exacted, and continue to exact, an unprecedented heavy toll on all of us but life must go on. It is going to be a long haul with the on-going pandemic and the priority is always the safety and health of people across the globe. Although the challenges caused by the pandemic are formidable, more and more of those who are able to render help are responding with increasing efforts to counter the debilitating effects of the pandemic. After all, we are in this together and there is much wisdom in doing so.

In this issue, Serba Dinamik Holdings Bhd, a corporation that has expanded its corporate social responsibility (CSR) programme globally is featured in our 'Cover Story' segment. Do read about its admirable CSR as well as sustainability endeavours in the pursuit of its nation-building aspirations. Also featured in this issue are the heart-warming CSR and sustainability endeavours of other inspiring Malaysian companies which are just as admirable.

CSR Malaysia, a non-profit social initiative that aims to promote corporate sustainability and social responsibility endeavours in Malaysia, is a charity project of RHA Media and its CSR Malaysia magazine is a free publication distributed throughout the country. It aims to provide a meaningful platform to promote and encourage CSR endeavours in this nation. The corporate sustainability and social initiatives and activities highlighted

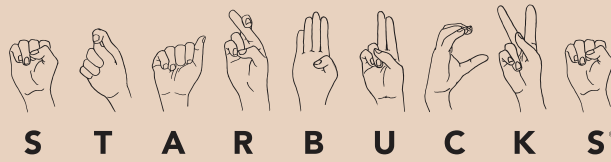
within the pages of the CSR Malaysia magazine are heart-warming, endearing and give a glimpse into the desire of able and willing Malaysians and corporations to be involved in needy causes in the nation (especially during these uncertain and difficult times where the Covid-19 pandemic is still raging) and to be on a firm footing in corporate sustainable initiatives. It is the fervent hope of CSR Malaysia that more companies will be inspired to carry out such initiatives across the entire fabric of Malaysian society and businesses. After all, we need only to do what we can with what we have, where we are to make a positive difference to the society that we are in.

Once again, CSR Malaysia looks forward to its upcoming annual Sustainability and CSR Malaysia Awards event where Malaysian companies that have done well in the sustainability and CSR arena, be it social responsibility or sustainability endeavours, will be honoured. The past years' events have seen a considerable number of Malaysian public listed companies and SMEs receiving the Awards for their commendable CSR and sustainability efforts in this nation, and rightly so.

"Helping others is the way
we help ourselves."

OPRAH WINFREY





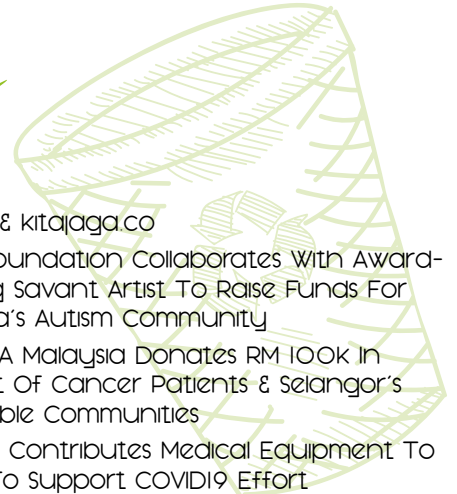
A uniquely uplifting Starbucks Experience

Inside the Starbucks Signing Store, customers will notice something different, as the usual greeting and sound of baristas calling out beverage orders is replaced by sign language. In these stores, customers and Deaf baristas alike are encouraged to use different tools to communicate with each other, whether it is through handwritten notes or menu cards. But while the Starbucks Deaf baristas engage with customers with the enthusiasm, passion and craft that they expect from Starbucks, they also deliver the iconic Starbucks Experience in a uniquely uplifting way.

STARBUCKS SIGNING STORE
Bangsar Village 2, Kuala Lumpur
Burmah Road, Penang



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Life is brighter under the sun

Since 2013, Sun Life Malaysia (Sun Life Malaysia Assurance Berhad and Sun Life Malaysia Takaful Berhad), a joint venture by Sun Life Assurance Company of Canada and Khazanah Nasional Berhad, has served Malaysians with a diverse range of life insurance and family takaful solutions.

For more than 150 years, Sun Life has been helping million of Clients from the United States of America, Canada, Asia, the United Kingdom and other parts of the world, navigate life's most important moments.

Being a people-centric life insurance and family takaful company, Sun Life Malaysia is committed to make protection solutions accessible and affordable, to help people achieve financial security and live healthier lives.

Today, we continue to operate through multiple distribution channels, from bancassurance, bancatakaful, agency force, direct marketing, corporate and government business to e-distribution, to ensure our protection solutions and services are easily accessible to Clients.

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Prudential Malaysia

PROVIDES FREE FACE MASKS TO LOW-INCOME COMMUNITIES & SCHOOLS



PAMB has partnered with FINCO to distribute free face masks to students across 35 selected schools with high needs to provide protection against COVID-19. From L to R: Anne Marie Tan Sue Yen, FINCO Programme Coordinator, Ooi Bok Tiek, SMK Pulau Ketam School Principal, Lam Choon Leong, Head of Corporate Responsibility (PAMB), Wong Yeong Ru, FINCO Programme Activator.



Prudential Assurance Malaysia Berhad (PAMB) has distributed more than 2,500 boxes of face masks to low-income and disabled communities throughout Malaysia. This initiative is in line with PAMB's commitment to provide affordable and accessible healthcare to all Malaysians.



To provide face masks to low-income communities, PAMB partnered with its 19,000 strong agency force to donate and distribute more than 2,500 boxes of face masks to all 35 PRUKasih communities across the country. To date, more than 30,000 households and 1,228 people with physical disabilities are covered under the PRUKasih programme.

At schools, both teachers and students are at high risk of contracting the virus and reports have indicated that asymptomatic infections risks are much higher among children as compared to adults. To provide protection to students and teachers, PAMB partnered with FINCO (Financial Industry Collective Outreach) - a collaborative

initiative pioneered by all financial institutions in Malaysia with the support of Bank Negara Malaysia - to distribute free face masks to students from 35 selected schools with high needs.

Commenting on both initiatives, Eric Wong, Chief Customer & Marketing Officer of PAMB said, "During this period, the hardest hit group are from the low-income or under-served communities. Prudential Malaysia has been working with NGO partners to contribute and provide aid as part of our long-term commitment to support underserved communities by making healthcare more affordable and accessible. With these face masks, we hope to provide these communities with the necessary protection that they deserve so that they too can continue to work and go to school safely and with peace of mind".

SINCE the onset of the pandemic, Prudential Assurance Malaysia Berhad (PAMB) in collaboration with its agency force, NGOs and other partners, extended a number of support measures to meet the health and protection needs of its customers as well as the public. The initiative focused on providing free face masks to low-income communities to help alleviate the financial constraints that they are experiencing.

Since 2011, PAMB in partnership with Yayasan Generasi Gemilang and Beautiful Gate Foundation has been providing free financial protection to low-income urban communities and the disabled community respectively. The programme, known as PRUKasih, provided eligible households from participating communities with temporary financial relief when the breadwinners in their families are unable to generate income due to an accident, illness or death.

Humanity campaign



Volunteering our time to help others improve the lives of others boosts our happiness, health, and sense of well-being. Donating gives you the opportunity to show gratitude at the same time.

Columbia Asia Hospital – Tebrau never miss the opportunity when come to helping the needy. Sports Club and Marketing team of Columbia Asia Hospital – Tebrau has initiated the Humanity Campaign. This campaign is extended to their sister hospital, Columbia Asia Hospital - Iskandar Puteri as well. Many from the hospital donated particularly the doctors.

The objective of the campaign is to raise fund to purchase the essential items to be donated to those who dire needs of assistance in the country's current economic and health crises from the Covid-19 pandemic. The Humanity Campaign was initiated to support the social movement called the White Flag campaign as well. The Humanity Campaign aims to achieve 200 homes where items will be packed and distributed weekly by volunteer from each department to the selected homes in different locations. They receive donations regularly from staff, doctors and even the Group CEO donated personally to support the meaningful activity.

Rahani Yaacob, Regional General Manager said in this difficult time, we should help one another especially those having a job. She felt blessed she has such opportunity to give back to the community and will continue to this good cause as she felt giving can feel just as good as receiving!



Columbia Asia Hospital - Tebrau

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Sunway

COMMITTS ADVERTISING FUNDS TO AID OVER 2,100 B40 FAMILIES

IN a continuous effort to help Malaysians who are hardest hit by the pandemic, Sunway Group committed its advertising funds from this year's National Day and Malaysia Day to assist B40 communities economically affected through the #SunwayforGood Food Bank initiative.

This food bank drive saw more than 25,000 kilogrammes of food being distributed to some 2,100 B40 families across Selangor, Kuala Lumpur, Perak, Penang and Johor throughout this period until Malaysia Day.

Since last year, more than 100,000 kilogrammes of food have been distributed to beneficiaries across the country under this initiative.

The largest of its kind in Malaysia, #SunwayforGood Food Bank is part of the flagship #SunwayforGood umbrella which pledges to promote sustainability and social responsibility efforts through three core areas namely education, healthcare, and community enrichment, aligned with the Group's commitment to advancing the 17 UN Sustainable Development Goals.

Since its inception, #SunwayforGood has touched the lives of over half a million beneficiaries, and aims to positively impact more than one million Malaysians by 2030.

Sunway Group Deputy Executive Chairman Tan Sri Datuk Seri Razman M. Hashim said, "The prolonged Movement

Control Order to stem the spread of COVID-19 this year has worsened the economic impact for B40 communities in our country. Unemployment is rising and the situation is expected to worsen before it gets better."

"Together with our people at Sunway and our NGO partners, it is our hope that this gesture of committing our advertising funds to help build resilience among those made vulnerable under these trying circumstances will reaffirm the spirit of unity and patriotism that cuts across racial and religious lines."

Sunway also worked with DHRRA alongside Adab Youth Garage to purchase and deliver provisions to more than 200 B40 families living around Kuala Lumpur, while Sunway teams in Penang and Johor worked with Kechara Soup Kitchen and Malaysian Red Crescent respectively in providing food aid to hundreds of families below the poverty line.

Among the essential provisions are, rice, salt, condensed milk, sugar, oil and canned food such as sardine and tuna, as well as close to 170,000 sachets of coffee provided by Super Coffee.

To date, Sunway has committed almost RM60 million to support the battle against this global pandemic, which includes providing the government four vaccination centres (PPVs), spanning close to 200,000 square feet, for free up to 12 months.



#SunwayforGood Food Bank delivering aid to a recipient at PPR Desa Mentari.



Sunway Group is focusing their efforts on solely helping the underserved in the lead up to Malaysia Day.



Sunway is partnering various NGOs to identify the beneficiaries and distribute the provisions accordingly.



Youth from Rumah Kasih Harmoni Paya Jaras proud to receive their certificate of participation in the IMPIAN Program and a token of appreciation from 3M and V2T.



A representative from Sekolah Tahfiz Anak Yatim Alkitab (right) receiving a token of appreciation from 3M and V2T for their participation in the IMPIAN Program.

3M's IMPIAN PROGRAM PAVES THE PATH TO ADDRESS INCOME EQUALITY FOR MALAYSIA'S UNDERPRIVILEGED YOUTH

KNOWN to be a progressive and mature market in Southeast Asia, Malaysia is home to several leading multinationals, hotel chains, and top brands offering a great lifestyle and affordability. However, as the country continues to grow, a sector of the country's underprivileged youth often get overlooked. Growing up in institutionalized homes, these young adults often fail to develop social or life skills that are essential for them to transition into adulthood. This often leads to a lack of opportunities to showcase their skills and talents, making them prone to high-risk behaviour that causes them to fall back into the poverty cycle.

Recognising the need to empower the nation's underprivileged youth with tools and training to build their future dreams, 3M, the global science company launched the IMPIAN program. IMPIAN was supported by a grant worth RM197,075.00 from 3Mgives – the primary social investment arm of 3M Company – and targeted youths aged between 16-18, from multiple orphanages and non-profit organisations. Conducted in partnership with non-profit organisation Vision 2 Transform (V2T), the IMPIAN program provided entrepreneurship training and mentoring opportunities to over 40 young adults from 5 non-profit organisations to enable them to get up on their feet and work toward financial independence.

IMPIAN is in line with UN Sustainable Development Goals no.1, 4, and 8 that aim to reduce the population living in poverty, provide quality education and learning opportunities for all, as well as reducing youth unemployment, respectively.

The IMPIAN program trained participants in various topics revolving around financial planning, budgeting, property investment, customer analysis, digital marketing, sales strategy, and operations. Simultaneously, the participants were also put through a mentorship program to work on improving their interpersonal skills. The programs for IMPIAN were

designed with the end goal to empower and equip our society's underprivileged youth with the right mindset and skills to eventually bridge the income inequality gap and integrate them into society.

"Our vision in devising the IMPIAN program was to create a model that imparted practical skills and a growth mindset to the nation's underprivileged youth. This would enable them to be confident and have hope to take the first step in starting their entrepreneurship journey," said Raymond Gabriel, Vice President of V2T.

"We are happy to learn that our participants feel confident and motivated upon completing the training program. Even if they were to use these skills to develop a side business while looking for full-time work, it would provide means for financial relief and give them an opportunity to grow their skills as well. Therefore, we are very grateful to partner with 3M for this meaningful program," he added.

According to 3M Malaysia's Country Leader, GT Lim, a program like IMPIAN can open doors to financial success for those who need it the most. "Training and mentorship programs that instill practical skills as such are important links to providing equal growth opportunities for all."

"My heartiest congratulations to all the participants for successfully completing the training. We are happy to see the overwhelming response that IMPIAN Program has received thus far. As a science-based company, we are all about innovation. It drives our business, fuels our passions, and allows us to improve our lives. That's why so many of our community outreach activities like the IMPIAN Program, focus especially, on aspects like empowerment, financial literacy, and skill-building to support a diverse workforce for generations to come," GT further commented.

Do you have a heart
for CSR? Why not
try helping our local
communities?

CSR Moments

SOLS 24/7

A SECOND CHANCE AT EDUCATION FOR B40s

EDUCATION inequality rests at the heart of poverty. So how far can one go without proper education? For SOLS 24/7, the mission to eradicate education inequality has been in the works for the past 20 years. To date, more than 450,000 students all over Malaysia have benefitted from the organisation's transformative educational syllabus, particularly the underserved communities.

These unprecedented MCO moments left the dynamic team of local and international teachers with the possibility of having to teach without face-to-face communication and to grapple with the fact that this may mean the end of schooling and education for many underprivileged children, also known as the B40s.

Founder-CEO of SOLS 24/7, Teacher Raj Ridvan Singh, proposed a new solution: Digitising education, so that no one gets left behind. And by the end of March, the organisation had established its brand new 'SOLS 24/7 Education' platform with more than 100 free online classes offered under English, Digital Skills, and Personal Development pillars. By transferring all of

the educational activities online and making it 100% free, SOLS 24/7 embraced the 'new' normal.

The platform was the best way to reach B40 communities out there who couldn't afford to pay for online courses or take up extra classes during MCO.

Within 3 months of launching, the number of learners on the website had reached more than 12,000 and at the moment, it is hovering at 26,000+ learners! One student, Muhammad Aiman, had to quit college at the age of 18, due to the closing down of his scholarship application. While he was unsure about his prospects for the future due to his status as a B40, he stumbled upon this online learning platform and saw a glimmer of hope.

"I was excited to be taught by an international teacher for my first class, so I booked more classes in English, Digital Skills & Personal Development."

To date, he has enrolled and completed a total of 7 English courses under this platform with renewed optimism. He recalls how inspired he was, by the teachers who taught him, how they rekindled his spirit of not giving up in learning and having goals to succeed.

Education was now at his fingertips, free and accessible to him at any time he wanted. His proficiency in English has increased gradually over the months and he feels hopeful to pursue Accounting early next year.

Whenever a B40 person's life changes for the better through the online learning platform, it is a moment that carries a lot of meaning and hope. Stories like these drive SOLS 24/7 to keep delivering high-quality education to more underserved communities that otherwise won't be able to envision a bright future for themselves. It's a sustainable solution that the organisation transitioned into to continue delivering impactful education for everyone who needs it.



Aiman in a live class by
SOLS 24_7 Education.



SOLS 24_7 Orang Asli students before the MCO began.



Face-to-face educational
programmes before MCO.

IJM Land's BANTUAN BAUCAR SARA HIDUP INITIATIVE TO SUPPORT FAMILIES IN NEED



DETERMINED to be there for its community, IJM Land Seremban 2 established 'Bantuan Baucar Sara Hidup' campaign, an initiative to provide underprivileged families in both Seremban and Port Dickson areas with additional support and essential needs especially in this challenging period when the pandemic hit the hardest.

IJM Land together with their Charity Partner, N9 Faith Hope Love, a charity platform that provides support to the needy in Negeri Sembilan identified underprivileged families including those of single parentage, individuals who lost their job or those struggling with their business to let them know that they are not neglected. With a total of RM50,000 in contribution, IJM Land gave away 99 Speedmart vouchers worth RM100 from August to December to 100 eligible families on a monthly basis with the hope to provide temporary but sustained relief to them.

Dato' Hoo Kim See, Senior General Manager of IJM Land Berhad highlighted that 'Bantuan Baucar Sara Hidup' campaign is part of a series of Covid-19 community relief initiatives that IJM Group has embarked to reach out to communities that are most impacted by the pandemic. This initiative is not only to support the underprivileged, but also to fulfil their actual needs by allowing them to choose their priority daily supplies such as milk powder for the kids and

other essential daily needs, and they can have the option to purchase the items only when it's needed.

"We are aware that this pandemic has hit everyone the hardest, especially those who are only just making enough to support their family. We know that the community is worn-out and weary, and many are struggling to make ends meet, especially when aid is not reaching out to those who need it the most. At IJM Land, we are committed to provide our community with the basic necessities during this challenging time and we hope to make a positive impact in their lives."

As a property developer providing safe and comfortable homes for people, this initiative directly coincides with IJM Land's motto 'We Make Good Better' by giving the underprivileged in the community a wholesome livelihood, and IJM Land is truly happy to be able to work with esteemed partners such as N9 Faith Hope Love to be able to give more to others who need it.

"We are fortunate to have this privilege to help the community and give them some respite from hardship. We will continue efforts of this kind to support the underprivileged community with any contribution that we can for them to be able to live comfortably while bringing positivity to the homes," concluded Dato' Hoo.

Tokio Marine

LIFE INSURANCE MALAYSIA DONATES 10 LAPTOPS, 10 CPUS AND HOUSEHOLD ITEMS TO 5 NGOS

TOKIO MARINE Life Insurance Malaysia Bhd. (TMLM) continues to uphold one of the company's guiding principles to 'Look Beyond Profit' when they donated some of the company's repurposed laptops and CPUs, together with some urgently needed household items to several charitable organisations in Malaysia.

The company donated a total of 10 used laptops and 10 used CPUs which paired with 10 new monitors, together with RM5,000 worth of household items to Good Shepherd Service, GT Community Centre, Suriana Welfare Society Malaysia, Ti-Ratana Welfare Society Malaysia, and Yayasan Sunbeams Homes.

Being non-governmental and non-profit organisations, these NGOs needed support for the programmes they run, which included technological devices especially for children to learn and to equip themselves with increasingly necessary IT skills.

"Our aim is to provide devices to children from the NGOs to attend online courses, women from these homes to continue finding an income and to help those affected by COVID-19. TMLM itself is on a pursuit to go paperless by end-2020. This donation extends this digitalisation initiative beyond our internal



practices, and encourages the beneficiary homes to stay up to date with technology," said TMLM Deputy Chief Executive Officer, Mr. Yoshiaki Okabe.

"Besides the laptops and desktops, some urgently needed items were simple household items such as dry food, face masks and sanitisers, to home appliances such as ceiling fans and wall fans. We were happy to be able to lend a little bit of helping hand in fulfilling their wish list," Okabe added.

LOVE IN GENEROSITY, HOPE AND TIME (L.I.G.H.T), AN E-CHARITY CAMPAIGN HOSTED BY THE STUDENTS OF

TAR University College



TO give back and aid the needy, 76 Tunku Abdul Rahman University College (TAR UC) Year 2 Diploma in Public Relations students collaborated with Dialogue in the Dark Malaysia (DID MY Academy) to organise the Love In Generosity, Hope and Time "L.I.G.H.T" e-charity campaign with the aim to create awareness and raise funds for the disabled and underprivileged children, youths and adults impacted by the ongoing COVID-19 pandemic.

The one-month e-campaign consisted of heart-warming initiatives designed by the students through Simply Giving charity

donation, charity sales, a talk show and four inspiring workshops entitle Change Your Destiny with Your Own Effort, Light Up the Lantern, Limitless, Road to Success Through Overcoming Adversity, with two activity-based learning pursuits: a sign language and art workshop. A variety of exciting games such as the Mafia Game and Mystery Food Challenge, and an e-concert was also scheduled for the public to participate from the comfort of their own home.

"We are humble to partake and collaborate with DID MY Academy; it is not only our hope to raise awareness for this community but to make sure every role we hold and play makes a difference," commented Ms Leong Yan Yu, "L.I.G.H.T" e-Charity Campaign Organising Chairperson.

"Our contribution is a deep message of love and generosity while providing hope for the individuals over time. I am extremely grateful for this opportunity, and proud of the immense effort and nobility demonstrated by my team members in backing this cause."

As part of their give back commitment, all proceeds were donated to DID MY Academy to support communal learning programs and dialogue training activities.

Waterco Malaysia

DISTRIBUTES FOOD BASKETS TO UNDERPRIVILEGED FAMILIES IN SUNGAI BULOH

MALAYSIANS have seen more and more underprivileged families and individuals facing food shortages especially in Klang Valley, the economy hub of the country and the first to bear the brunt of the pandemic. Fully aware of this worrisome situation, Waterco (Far East) Sdn Bhd (Waterco Malaysia) stood strong and committed to provide food baskets to the underserved including 400 families on a monthly basis.

Apart from striving to understand the needs of the community to provide quality water solutions, Waterco Malaysia also worked alongside the local authorities and the residents to better comprehend the difficulties and daily struggles faced by less fortunate families and individuals - determined to elevate the welfare of the underprivileged families in the Sungai Buloh district such as those in Flat Fasa 4, Bukit Rahman Putra and a few more areas in the district with a food basket project which started early this month serving the daily needs of the community.

"Just as water is one of life's greatest needs, other essentials such as food and the support from the community are just as important for everyone's wellbeing. We hope to provide the best assistance we can to these communities to help them have a better tomorrow and not having to worry when they will be

able to put food on the table," said Mr Koo Zao Cheong, the Regional Business Development of Waterco Malaysia.

"We are touched to see heartwarming moments of Malaysians banding together and helping out one another

as we overcome this challenging time together. We at Waterco too would like to play our part in supporting our community especially for those who may be afraid to speak up for the help they need and to those who may not have the resources to get the aid needed."

Waterco sent these food baskets consisting of dry foods such as biscuit, instant noodles, rice, wheat flour, malt drink packets and others on a monthly basis to approximately 400 needy families in Sungai Buloh identified by the local police and other rural villages within Sungai Buloh.

"We truly appreciate the efforts by the frontliners working tirelessly to not only protect our community but to also improve the lives of the families. We are committed to play our part in lessening the burden of the frontliners and the community, and we hope that our effort will bring positivity to the families and uplift their spirits in the continuous battle of enduring and recovering from the pandemic."

In addition to the food basket distribution twice a month, Waterco Malaysia also worked closely with non-profit organisations to donate water filtration systems to hospitals treating Covid patients in Klang Valley and Johor. By installing high quality water filtration systems, they aim to improve the situation of insufficient and overused water distribution due to the increasing number of patients in the hospitals, with clean water sources for patients and frontliners to consume, do the necessary cleaning and other purposes.

For more information of Waterco Malaysia and its initiatives, please visit <https://www.waterco.com.my>



AirAsia

EXTENDS FOOD AID SUPPORT THROUGH COLLABORATION BETWEEN AIRASIA GROCER & KITAJAGA.CO

AIRASIA Group successfully launched a new food aid initiative as part of an ongoing support strategy to help those most affected financially by the prolonged effects of the pandemic. As an organisation that always puts people first, the Group is utilising the current end to end infrastructure it has developed in recent times, to provide aid affordably, seamlessly and efficiently, during this time of need.

Most of the assistance provided thus far from many food aid programmes consisted of only dry food and staple basic necessities, however it was identified that there was also a need to provide an additional form of essential nutrition to the most deserving households to enable them to have a balanced diet in these difficult times.

Answering this call for a broader range of nutritious food items and using the current airasia ecosystem, airasia grocer came up with specially curated Kita Jaga Kita value packs, which comprised a range of nutritional and affordable daily grocery items for people and families struggling the most.

These fresh food items were carefully sourced by airasia farm which works with small local farmers. Besides providing a source of additional income to these farmers and merchants,

airasia farm aimed to provide them with skills to digitalise their businesses for a much wider market reach in the new e-commerce era.

To kick off the campaign, volunteers from the AirAsia Group provided food aid to three orang asli villages in Gombak, Selangor. The request came from NGOs for these value packs as the villagers had no means to walk to the nearest sundry shop to buy their fresh provisions.

AirAsia Allstars also came together to collectively extend help and offer value packs to other AirAsia Allstar colleagues who are under quarantine and are unable to get fresh food themselves as a result of the restricted movement orders in place.

As there was a greater need for help arising from others in the community that AirAsia Group serves, airasia grocer formed a synergistic collaboration with local site kitajaga.co to enable generous donors to purchase Kita Jaga Kita value packs directly through the site and enable donations to selected recipients in Klang Valley.

In addition, airasia grocer will match every purchase of the Kita Jaga Kita value pack sold and donate the same amount to a selected recipient of choice on the kitajaga.co site.

Amanda Woo, Chief Executive Officer of airasia super app said, "Serving the underserved underpins our brand. This collaboration with kitajaga.co is very meaningful to us as it ensures that those in need receive food packages that can help provide their required daily nutrition. We are also making it easy for anyone to assist and through kitajaga.co, donors can select their own preferred recipients. Furthermore, all products are sourced directly from airasia farm, thus benefiting local farmers and suppliers as well."

"We believe that through our efforts and kind donations, this initiative will help ease the burden of many of those who are most affected by the pandemic, at the same time, assisting Malaysia to emerge from the pandemic as a stronger nation," said Amanda.



Alpro Foundation

COLLABORATES WITH AWARD-WINNING SAVANT ARTIST TO RAISE FUNDS FOR MALAYSIA'S AUTISM COMMUNITY

ALPRO FOUNDATION, the charity arm of Malaysia's largest prescription pharmacy chain, Alpro Pharmacy, collaborated with acclaimed Malaysian savant artist, Wan Jamila Wan Shaiful Bahri a.k.a. ARTJAMILA to raise funds for the Autism community.

The initiative saw Alpro Foundation launch the limited edition 'Alpro X ARTJAMILA' wet wipes which featured three unique illustrations done by Wan Jamila. For every bundle of wet wipes that were sold, RM0.60 was donated to the National Autism Society of Malaysia (NASOM). Alpro managed to sell over 21,000 packets of the product and successfully raised around RM13,000 in support of children from the Autism community.

Chief Executive Officer of the Alpro Foundation, Ostwin Paw Yen Thng mentioned that the organisation was privileged to be collaborating with an inspiring individual like Wan Jamila who is also an active advocate for autism awareness in Malaysia.

"Wan Jamila is the perfect example to show that children with Autism are capable of achieving amazing things in life when empowered with the right opportunity and freedom to express themselves," said Ostwin.

"We are glad that this project which was dedicated to the Autism community was well-received by the public. As a community-centric organisation, we are privileged to be in a position to bring change for the betterment of the community and we will continue to channel efforts specifically in the areas of children's welfare and education," he added.

"I feel very proud and happy to be a part of this initiative with Alpro Foundation and being able to contribute to NASOM's efforts to further develop the potential of people with Autism through educational services," said Jamila. "My message for everyone is to understand that autism is not a disability, it is just a different ability," she added.

Julian Wong, Chairman of NASOM praised the collaborative effort between Alpro Foundation and ARTJAMILA in helping to spread autism awareness among Malaysians.

"Autism Spectrum Disorder (ASD) is often misunderstood to be a disease when in reality it is not. People with autism are just like any one of us, except they are blessed with abilities to



CEO of Alpro Pharmacy.



Three unique designs by ARTJAMILA on the Alpro wet tissues.

perceive and express things differently," said Julian Wong.

"The success stories of individuals like Wan Jamila along with the involvement of companies like Alpro helps to bring much-needed visibility on the importance of accepting and empowering this special community", Julian added.

To support Alpro Foundation's cause and keep up with all the latest updates on the ongoing campaigns and charitable efforts, please follow www.alpro-foundation.com or via mobile at 019-388-1923.

doTERRA Malaysia

DONATES RM 100K IN SUPPORT OF CANCER PATIENTS & SELANGOR'S VULNERABLE COMMUNITIES



One of HOPE Selangor's volunteers during a recent outreach initiative in Selangor.



NCSM's play therapist Sri Ram Seetha (left) interacting with one of the children at the play therapy.



The newly-built play therapy facility at the National Cancer Society of Malaysia.

DōTERRA MALAYSIA donated RM100,000 as part of the 'Engage in Good 2.0' initiative to support community outreach activities in the country. Organised for the second time in the pandemic period, dōTERRA joined hands with two local NGOs, namely Hope Selangor and the National Cancer Society of Malaysia (NCSM) to provide food aid to underprivileged families in Selangor and also help support play therapy service for the children in NCSM, respectively.

Speaking of the company's long-standing commitment towards community outreach, Ethan Wang, General Manager of dōTERRA Malaysia regarded the latest initiative to be much-needed as the COVID-19 outbreak continues to affect the livelihood of Malaysians.

"As we have spent over a year and a half in this pandemic, we are now hearing more frequent stories of families struggling to make ends meet and many not having sufficient food supplies and groceries for survival.

"The various social media movements and community-driven outreach efforts conducted by Malaysians to support and uplift each other in this pandemic has inspired us to do even more for the community and through our collaboration with Hope Selangor, we will provide groceries and food supplies to over 625 families in Selangor," said Wang.

Hope Selangor's co-founder, Prema Arasan, said "In view of the high number of daily reported COVID-19 cases in the country, many Covid positive patients have now been ordered to self-quarantine at home. Together with the support of dōTERRA, we are currently helping the underprivileged communities in B40 and M40 especially those who are quarantined at home by providing them with items like cooked meals, medicines and supplements, hygiene kits, Covid self-test kits and portable oxygen cylinders."

"As we work towards the mission of alleviating poverty and social exclusion in the Selangor region, we are thankful to

have partners like dōTERRA Malaysia coming on board to make a real difference in the society," she added.

Besides the 'Engage in Good 2.0' initiative, dōTERRA also donated RM50,000 for the National Cancer Society of Malaysia (NCSM) to help support the play therapy service for the children who are battling cancer.

"Thanks to our 55,700-strong dōTERRA community, we have successfully raised RM50,000 through a recent sales campaign to support the building of play therapy facilities for the children of NCSM.

"At dōTERRA Malaysia, we firmly believe in NCSM's motto of 'giving hope and celebrating life', and we hope that the children at NCSM would benefit from the play therapy we have funded," Wang added.

Sri Ram Seetha, the play therapist of the National Cancer Society of Malaysia said, "We are indeed very grateful for the generosity of dōTERRA in supporting our play therapy services, which is given for free to child cancer survivors. In current times where children cannot play freely and go outdoors, play therapy has proven to be a very imperative aspect in helping them cope with the situation".

"Play therapy is not just playing with toys, but a profound and innocent language of expression that gives the child the safety and opportunity to explore their inner world to help them psychologically and emotionally, whilst they undergo the physical medical treatments. It really does a lot to enable children with childhood cancer to move beyond the crisis of childhood cancer, and build resilience," she added.

Adhering to the global dōTERRA Healing Hands Foundation™ which focuses on empowering communities and supporting charitable organisations, dōTERRA Malaysia has been active in philanthropy having contributed over RM537,000 for community outreach works since it started its operations in April 2017.

MR D.I.Y.

CONTRIBUTES MEDICAL EQUIPMENT TO UMMC TO SUPPORT COVID-19 EFFORT

MR D.I.Y. contributed five vital sign monitors to the University Malaya Medical Centre. These contactless medical instruments were used by medical professionals to get accurate readings of patients' vital signs, and are part of the Group's ongoing "Stay Safe, Malaysia" initiative to support the national fight against the COVID-19 pandemic.

Commenting on the contribution, MR D.I.Y. Group (M) Berhad Chairman Dato' Azlam Shah Alias, said: "The pandemic has stretched our national healthcare services to the absolute limit, and as a homegrown Malaysian brand, we want to support Malaysia as much as we can. Providing equipment and essentials to support our healthcare systems and professionals is one of several ways we are doing it. We are happy to support the team at UMMC; we are grateful for all they have done to help the rakyat."

MR D.I.Y. had previously collaborated with UMMC in 2020 to build "The Zone" – a multipurpose room for the benefit of UMMC employees. The contribution to UMMC is the latest from the 62 initiatives that MR D.I.Y. has undertaken under its "Stay Safe, Malaysia" campaign since March 2020.



Global Environmental Centre

OVER 180 STUDENTS IN SELANGOR EAGERLY PROMOTE PEATLAND CONSERVATION AMIDST PANDEMIC

MORE than 180 secondary and primary school students took time to participate in four, fun, educational and competitive awareness activities under the Interactive Online Learning Session for Peatland Forest Ranger (PFR) programme organised by Global Environment Centre (GEC) in collaboration with HSBC Bank Malaysia Berhad (HSBC Malaysia), Selangor Forestry Department.

In his speech at the virtual closing ceremony of this programme, GEC Director Mr Faizal Parish expressed hope that students will be the next generation to work on the conservation and preservation of peat swamp forests.

The Interactive Online Learning Session for PFR programme was made possible through corporate partnership with HSBC Malaysia and the support of district education offices in the three districts, together with the teachers driving the PFR (for secondary school students) and JPFR (for primary school students) groups.

Present to officiate the closing ceremony was HSBC Malaysia's Country Head of Corporate Sustainability, Ms Devika Rajamanickam. The first activity was an interactive online learning session series on peatland forests which attracted 154 participants from three schools. 18-year old Nuralhirah Syahirah Suhaili of Kolej Vokasional Kuala Selangor won the top spot in the online quiz.

The poster competition on theme of 'Peatland Biodiversity and Climate Change' saw 18-year old Aisyah Nadhirah Mazlan of SMK Rantau Panjang and Zara Zulaika Anak Rosi, aged 7 of SK (Asli) Bukit Cheeding securing the top spots in the competition for the secondary and primary school categories with her poster that captured the essence of peatland and biodiversity conservation, while Zara Zulaikha's masterpiece zoomed in on a picturesque scenery of healthy peat swamp forest.

In the video competition, Team Titanium

wowed the judges with their video showcasing some creative ideas of transforming waste plastic containers into flowerpots that can be planted with some peatland plants. The duo, Muhammad Azrul Aiman Md Jajam (14) and Nur Azurn Hadawiah Abdullah (15) of SMK Rantau Panjang successfully clinched the champion trophy.

For the essay competition on 'Voice of Future: Peatlands and Humans', SMK Raja Muda Musa's Mah Zhi Jing (16)'s essay highlighted how local communities can help increase awareness and knowledge on the sustainable management of Raja Musa Forest Reserve won the judges' hearts and earned her the top spot in the competition. Each took home a cash prize of RM200, a trophy and certificate. The virtual online ceremony was attended by 60 students and teachers from across the three districts.



For more information on GEC's conservation and sustainable peatland forest management initiatives in Selangor and other related projects, check out <https://www.gec.org.my/index.cfm?&menuid=335>.



We believe that society has the power to bring about the winds of change by empowering and helping those in need - humans and nature alike. As part of our initiative, we highlight the stories and the plight of those in need in our publication, *CSR Malaysia*. The following pages show the “other side” of our society - reaching out to underprivileged kids, charity homes that are in need of dire attention and environmental projects calling for the public to participate. We urge everyone - individuals, organisations and corporations alike to reach out, empower and do your part to make our world a better place. After all, we are all in this together and it begins with us.

*“It's not just about being able to write a check.
It's being able to touch somebody's life”*

– OPRAH WINFREY



Supporting The Environment

HARNESSING YOUNG MINDS THROUGH EDUCATION

WWF recognises that the youth represent the most significant demographic group in our country, accounting for almost half of our population. Therefore, their Education for Sustainable Development (ESD) programme aims to empower students, youths, and educators to transform how they think and work towards a sustainable future. Through various initiatives, they have been engaging and inspiring them to become environmental champions.

They engage them through the Eco-Schools (ESP) and FEE EcoCampus (FEC) programmes that guide learning institutions on their sustainable journey, providing a practical framework to help make sustainability an integral part of their daily life. In Malaysia to date, they have more than 350 schools and campuses that have adopted these international initiatives, with over 380k students and educators engaged.

They organize the International Eco-Schools Conference (IESC) and the Building Bridges for Sustainable Consumption and Production (BB4SCP) – a youth empowerment platform to inspire them to make environmentally conscious decisions in their lifestyle.

In both congregations, hundreds of young delegates from worldwide take part in hands-on workshops, parallel sessions, mini-projects, forums, round-table discussions, community service activity, and field trips. Industry experts are also invited to help paint a better understanding of sustainability.

There is a uniqueness in both conferences, IESC brings together Eco-Schools students from all over the world to share and exchange knowledge on their schools' environmental initiatives. Meanwhile in BB4SCP, to bridge the knowledge and market gap between consumers and producers, they bring eco-organisations that provide sustainable choices in terms of products, services, and ideas and discuss some critical consumerism choices.

Their programme also acknowledges individuals who demonstrate an undivided commitment to the environment via the Eco Champion Awards initiative. Award recipients are chosen based on their leadership skills in influencing and changing their communities' views on sustainability. After a laborious evaluation and voting process, the eco champions are awarded seed grants to fund their environmental projects.

Understanding the need to provide a space for the young minds to express and share their thoughts on environmental issues, they had introduced Sembang@WWF. Through this speaking platform, their programme aims to build youth leaders who are fluent in the concepts of climate change and its impact. They want them to empower everyone with the knowledge to inspire action in defence of environmental protection.

The pandemic has laid bare the importance of individuals and communities to respond and adapt to unexpected situations. Small scale farming is becoming popular and people have started managing their food wastes better as they spend more time cooking at home. ESD has long advocated these competencies to promote sustainable development.

Last year, the United Nations General Assembly recognised ESD as a model for rethinking learning to achieve the Sustainable Development Goals. With this acknowledgment, they will keep working through these challenging times to empower learners of all ages to change the way they think and work towards a sustainable future.



To support their work, please contact
nabidin@wwf.org.my or visit
<http://www.wwfmy-esd.com> for more information.

Be A Volunteer & Meet Welfare Needs

DELIVERING IMPACT-DRIVEN INITIATIVES THROUGH SMART PARTNERSHIPS



ECOKNIGHTS set sail in to the sustainability route back in 2005 with a strong focus on community-based education programs on sustainable living. Today, the organisation is gaining recognition orchestrating strategic engagements across stakeholders including private businesses, government agencies, local communities and education institutes.

Over the years, the local not-for-profit organisation has won numerous accolades for its impact-driven initiatives with corporates, especially for its professional consultation services that give emphasis on business innovations and employee volunteerism, crafting impact-driven social and environmental efforts.

“Our brand value and presence have grown due to the high demand of our social responsibility programs. We see partnerships

with the private sector as an important driver of change within the environmental and social development aspects. They can provide manpower, financial support, encourage employee engagement, be a positive influencer while simultaneously, support the scale up of the impacts made by organisations like us,” said Yasmin Rasyid, founder and President of EcoKnights.

In 2018, 13 CSR programs were conducted by EcoKnights, with 11 corporate partners, benefiting 4,545 people. They delivered 31 sustainability-driven activities to communities and the environment, with at least 575 volunteering employees.

“We are committed to provide end-to-end CSR or sustainability solutions (consultancy, planning and development, monitoring, and reporting), led by young professional team members from various academic backgrounds, passionate in delivering sustainability agendas. Our focus is to create brand awareness and mainstream these agendas to the public eye through strong media relations, strategic brand associations with corporate partners that inherently lead to stronger environmental values and bigger impact for the country,” added Fadly Bakhtiar, Programme Director of EcoKnights.

If your organisation is keen to partner with EcoKnights, visit their website at ecoknights.org.my or email to info@ecoknights.org.my



Supporting Charities & Projects

PLANTING THE SEEDS OF HOPE

COMPASSIONATE. DYNAMIC. STEADFAST. These are the three virtues that Pertubuhan Pembangunan Kebajikan dan Persekitaran Positif Malaysia (SEED) has held true since its establishment in 2014.

SEED strives to empower people who are socially excluded in Malaysia by providing access to a safe space, supporting sustainable livelihoods, facilitating access to healthcare services and linking people to resources that will improve quality of life.

Primarily a centre that focuses on rights and well-being of the transgender community in Malaysia, SEED has also proven to extend their selfless servitude to those in need within their vicinity.

It is for these reasons, that SEED has continued to live up to their tagline that 'NOBODY GETS LEFT BEHIND'.

SEED established the 1st Elderly Transgender Home in Malaysia back in 2017 for residents above 50 years old. The home assists healthy residents to acquire jobs and provides care for residents who are unhealthy. The home has also become a temporary shelter for refugees and young transgender persons who are suffering from isolation and abuse from their family.

Over the years, SEED has reached out to the community at large. They have brought countless community members in need, to hospitals for treatment and conduct periodical community-based HIV testing. SEED also ensures mental and emotional stability and support in the community by providing free peer counselling; and referrals for welfare and health assistance and job placements.





Supporting The Child

OTC TRAINING CENTRE - PROVIDING HELP TO VARIOUS ORPHANAGES

SINCE 2013, OTC Training Centre Sdn Bhd had involving humanitarian act by giving money, goods, time and effort for those who needs. Having the power to improve the lives of others is, to many people, a privilege, and one that comes with its own sense of obligation. Acting on these powerful feelings of responsibility is a great way to reinforce own personal values and feel like living in a way that is true to our own ethical beliefs.



Rising Above Challenges For **CSR & SUSTAINABILITY**

Serba Dinamik Holdings Berhad (Serba Dinamik) has always been at the forefront of all things engineering, but for the company, its responsibility to social impact and providing a learning space for the community and employees is of paramount importance. In an interview with CSR Malaysia, Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah, Group Managing Manager and CEO of Serba Dinamik, talks about the company's corporate social responsibility (CSR) initiatives, dedication to continuous sustainability efforts during these turbulent times and giving back to society in more ways than one.



Serba Dinamik Holdings Berhad implements a holistic business plan incorporating sustainability as a key factor by adopting the latest frontier technology and putting ESG (environmental, social and governance) as a major guide. In the midst of daunting challenges that have been thrown at the company in recent days, Serba Dinamik is still steadfast and diligent in its efforts towards its noble CSR and sustainability initiatives. Its CSR team, Care Team, is one of the initiatives started by CEO Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah to help reach out to marginalized communities.

“We target our CSR activities to assist the needy and those facing difficulties during this pandemic by lending a helping hand, our own staff included. Our tagline ‘SMILE TOGETHER’ significantly delivers a meaning and assurance that we will never leave you behind, for what we have now, we are trying our best to reach out to as many needy people as possible,” says Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah.

Incorporated as a private limited company back in 1993, Serba Dinamik subsequently transitioned to become a public limited company in 2016 with its core business focusing on operations and maintenance (O&M), and engineering, procurement, construction and commissioning (EPCC), information and communication technology (ICT) and, education and training (E&T).

The main drive for many of Serba Dinamik’s sustainability and CSR initiatives focuses on the important touch points relevant to society to help in overcoming the pandemic while building a strong nation at the same time. During a time where there is so much uncertainty, it looks to fill in the crucial gaps through active engagement with the community.

The company’s sustainability model covers 3 crucial pillars that dictate the areas many of their recent sustainability and corporate social responsibility (CSR) initiatives focus on. These 3 pillars of activities encompass community, education and learning, and social wellbeing.

One of its recent activities involved the donation of personal protective equipment (PPE) sets to hospitals in Malaysia to lessen the burden of frontliners as well as those affected. “We also went to all PPR (Program Perumahan Rakyat) housing locations in the Klang Valley area and deliver daily essentials like basic food items, used clothes and more,” says Dato Dr. Ir. Ts.



ABOVE:

The team distributing packages of Bubur Lambuk to the fire fighters of Balai Bomba S15

BELOW:

Serba Dinamik’s Care Team distributing PPE Sets to the medical personnel of Hospital Tengku Ampuan Rahimah (HTAR)

LEFT:

Helping to feed the community of Gelandangan at Jalan Tar

Mohd. Abdul Karim Bin Abdullah.

Since 2003, the Serba Dinamik Global Skill Centre (SDGC), established as an education provider to enable trainees to develop specialized technical skillsets, theoretical understanding, and interpersonal skills to become competent technical professionals, has been providing short courses for the oil and gas industry and developing competent technical professionals. It is also another focal point of Serba Dinamik.

“Our training style which utilizes the ‘learn and earn’ concept, has proven to be successful in enabling our trainees to secure employment upon successful completion of their training. Our certifications are internationally recognized, enabling trainees to venture into overseas employment opportunity through our global projects. These are our initiatives in providing job opportunity to those talented people especially Bumiputera,” says Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah.

“These courses provide comprehensive learning on various types of equipment according to API standards. SDGC has been the key player in closing the talent gap for oil and gas technical professionals by producing 600 successful graduates with City & Guilds certifications. Since the first cohort with City



ABOVE:
Serba Dinamik working with essential workers for a blood donation activity.

LEFT:
The Care Team donating PPE Sets to the personnel at Hospital Selayang.

RIGHT:
Donating PPE items and essential needs to the community 1

BELOW:
Donating PPE items and essential needs to the community 2



and Guilds back in 2008, a few other companies have shown their support for this initiative to provide more job opportunities in the likes of Beauty2go, Halal2go and Easybuybye.”

So, what has Serba Dinamik learned from all of the charitable activities the company has engaged in during the pandemic, and how can corporations do more to lend a helping hand to the needy during this critical period?

“Many companies care about CSR, but putting it into practice requires more than just CEO speeches and company policies; managers and employees must be on board so that initiatives can be implemented and the momentum for CSR can be sustained,” weighs in Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah.

He stresses that a clear understanding as to how volunteers may contribute and what they can and cannot do is needed in order to avoid role ambiguity. “Before this pandemic started, volunteering was not a

common activity we did in our daily lives. However, since this pandemic started, volunteering activities have become more widespread and everyone seems to enjoy lending a hand to help others in need."

Throughout the pandemic, the Serba Dinamik Care Team has conducted and participated in the White Flag movement / Drive Thru Food Bank, distributing food packs to the homeless and frontliners and initiated the donation of PPE and medical supplies to hospitals all over Malaysia.

"There is a myriad of ways corporations can help those in need and lighten their burden during this difficult time," says Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah.

When sharing on the company's own outlook in terms of sustainability and CSR activities planned for the near future, Dato Dr. Ir. Ts. Mohd. Abdul Karim Bin Abdullah foresees their efforts leaning more towards helping the community and towards their main pillar of CSR which consists of safety and health, education, green development and sustainability development.

Serba Dinamik's achievements to-date can be seen in the areas of technology, brand positioning, local vendor development and its compliance to international industry standards.

"We maintain the view that success is a journey, thus continuous efforts need to proceed to maintain the existing strong foundation already laid out. Our success is attributed to the satisfaction of our customers globally, providing top-tier service and products. Therefore, in order to meet their expectations, we will be aggressive in adopting and acquiring the latest state of art technologies to ensure the company remains relevant, especially sustainability wise, and is able to deliver on productivity and efficiency in whatever it does," says the CEO of Serba Dinamik.

ABOVE (from right):
The Care Team actively participating in the distribution of essential items to those in need.

Working with other initiatives during the Raya Qurban season.

Furnishing the community with implementation of MySurfi free internet.

BELOW:
Members of the Care Team distributing food packets to the local community.





MR D.I.Y.

Distributes Essential PPEs to 136 Services Nationwide

MR D.I.Y. channelled essential personal protective equipment (PPEs) worth more than RM432,000 to 136 healthcare and emergency services centres across the country in collaboration with the Malaysia Relief Agency (MRA). This initiative is part of the Group's continuing efforts to support frontliners and those helping to stem the effects of the COVID pandemic.

The PPEs were channelled by MR D.I.Y.'s own logistics network to district police headquarters (IPD), health clinics, hospitals, and quarantine centres across Peninsular Malaysia. MRA assisted in identifying the services most in need of help, and also coordinated the distribution of these supplies in Sabah and Sarawak.

Over the course of the last year and a half, MR D.I.Y. has leveraged its direct relationships with local and global manufacturers, international logistics partners, and its in-house nationwide delivery network to ensure that essential supplies such as PPEs, face masks, face shields, disposable aprons and hand sanitisers reach healthcare frontliners, government bodies, non-governmental organisations (NGOs), and affected communities across the country. In addition, it also stepped up to support communities in need including those affected by non-COVID-related disasters, like floods and other natural disasters.

Commenting on this latest initiative, Adrian Ong, MR D.I.Y. Group (M) Berhad's CEO, said: "The pandemic has been a very challenging time for our healthcare professionals, and has stretched our healthcare services to the absolute limit. As



a socially responsible corporate citizen, we want to support the rakyat and the country in meaningful ways, and one of the ways we can do this effectively is to use our business relationships with global manufacturers and our logistics systems to ensure necessary supplies reach those who need them the most."

"I am proud of our logistics & operations teams, who have made the distribution happen swiftly across these 136 organisations nationwide. We also thank MRA, who worked very closely with our team, in identifying the list of beneficiaries and facilitating the distribution in Sabah and Sarawak."



SINCE 1894 HERSHEY'S

> Hershey's Shared Goodness

The Hershey Company have been activating our remarkable people by Sharing Goodness for 125 years.

In 2019, Pasir Gudang experienced dangerous air quality levels from the toxic pollution. As a result, schools across the country closed due to health concerns for children, keeping millions of children at home. An urgent request for air quality monitoring equipment for schools went out via Malaysia's Department of Environment, and Hershey responded quickly, **donating a gas detector values MYR12,000 to the school.** Hershey did not stop there. CSR Committee forged a partnership to "adopt" the Taman Daya School as part of the Ministry of Education's School Transformation 2025 initiative, committing to host a series of activities and enrichment programs for students and teachers. The team hosted various type of program on safety, health and hygiene involved student's development. Hershey also improved the school facilities

on every aspect as needed. One of the major projects is PROLOC (Program Learning Outside Classroom) stations was completed on Oct 2020.

In 2020, the COVID-19 pandemic affecting hundreds of thousands of people. As a company who always Take Action and care about the society, Hershey conveyed appreciation to the country's frontliners who are working tirelessly to curb the outbreak by donating **10,000 pieces of surgical face masks, 191 bottles of 500ml hand sanitizers and 1250 bags of Hershey's chocolate which worth MYR41,000** to Hospital Permai, Hospital Sultanah Aminah, Hospital Sultan Ismail & Pejabat Kesihatan Negeri Johor. Hershey continued to **"giving back"** to the school by **donating 10 essentials supplies which cost MYR5,100 in total to those 51 underprivileged students** who economically affected by the Covid-19 pandemic. The total employees' involvement is 56 peoples with 410 hours of contribution in 2020.



DUMO

Rewards Kids for Going One Step Further to Send Food Aid



subjects), DigitalBank Pte Ltd (publishers of the DUMO app) will donate RM500 worth of food to the needy.

The idea for the initiative came about when the team at DUMO was discussing with its partners on how to increase the awareness amongst schoolchildren on how some people have suffered economically during the past

year and how kids could play a role in contributing.

DUMO's Chief Operating Officer Lim Tze Wye said, "The kids were just amazing. We initially started with a target of them just competing 8,000 questions, but they hit that target really early. So, we decided to increase the amount that would be contributed if they hit 12,000 questions." "Based on the results that we have achieved in this campaign, we are looking ahead to see what other initiatives we can run to foster among kids a sense of responsibility for their community" Lim added.

MORE THAN 220 school going kids took on the challenge issued by education rewards app, DUMO. Kids were told that 11 if they answered more than 12,000 questions over a duration of 3 weeks.

The kids, aged between 9 – 16, a majority of whom are students from Idrissi International School, Global Indian International School, Aspiration International Secondary School, REAL International School (JB), Oakrich International School, Sunway International School, MoneyTree Academy Bandar Seri Alam, Sunway Pre – University, Harvest Academy rose to the challenge. Kids and students from these schools were told that if they managed to collectively answer questions on DUMO (covering Financial Literacy, Maths, Science, History and other

SC JOHNSON & MYKASIH FOUNDATION

Reached Out to 800 Under-Served Families after The Floods in Malaysia

SC JOHNSON collaborated with MyKasih Foundation to assist the 800 flood victims from the most severely affected areas in Pahang and Johor, Malaysia.

“MyKasih is grateful for the support SC Johnson has provided. Working together we are able to provide food and other essential items to those most impacted by the flooding,” said MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat.

SC Johnson contributed RM200,000 to support each family with a one-off allowance of RM250 through a cashless payment system linked to their MyKad (Malaysian Identity Card). Beneficiaries were able to purchase essential food items and basic necessities from among the extensive network of retail partners MyKasih Foundation works with, such as Mydin, Giant, The Store, Lotus Stores (formerly known as Tesco), AEON, Econsave, TF Value Mart, and 99Speedmart.

When the floods hit some states earlier this year and the rising Covid-19 cases prompted tightening of MCO restrictions, the struggles of B40 families seem to never end. Many had lost their jobs and their homes. Those already working hard to make ends meet have been further challenged to rebuild their lives upon returning to homes wrecked by the floods. Many were appealing for aid, to relieve them of significant expenses they have had to incur in preparation for their children's return to school.

This direct cash aid restores dignity to the under-served by letting them choose for themselves the items they need and to purchase them only when they need it. It also minimises food wastage and removes the health

and safety risks towards social workers and volunteers, who would otherwise have to procure, pack and deliver food aid to the beneficiaries during the critical flooding and Movement Control Order (MCO) periods.

The effectiveness of the MyKasih food aid programme was attributed to the cashless nature of its welfare distribution. The programme runs on a proprietary chip technology of the MyKad which enables charity funds to be channelled in a secure, targeted and transparent manner, directly to rightful recipients via their MyKad accounts. This cashless food aid programme could be activated remotely, which is very efficient and effective during this pandemic.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat said, «The cashless nature of MyKasih's programme allowed corporates and other social-purpose organisations to respond to urgent appeals during critical times such as post-disaster and the pandemic. We have made the MyKasih system available for use at no cost to help with rapid mobilisation of charity funds to those in need. All donations are transferred in full to the families without any cash exchanging hands”.

The post-flood relief initiative is not the only programme SC Johnson is collaborating on with MyKasih Foundation. Both organisations have been working together since 2019, providing cashless student bursaries and other educational support (such as robotics and aquaponic edible garden projects) to 250 under-served students in Sekolah Kebangsaan Bangsar, Kuala Lumpur, via the 'Love My School' bursary programme.





SPRITZER JOINS HANDS WITH NGOS to Pledge Aid for Vulnerable Groups Affected by COVID-19



SPRITZER MALAYSIA'S commitment to the wellbeing of the community has endeavoured to send aid to the vulnerable and less privileged in society during these challenging times brought on by the COVID-19 pandemic.

Spritzer Malaysia recognises that the pandemic has been especially hard on those in the Bottom-40 income bracket, the Orang Asli, the homeless and those living in rural areas. The Company escalated its community outreach programme by working through non-governmental organisations ("NGOs") to send them aid in the form of clean drinking water amid the third wave of the COVID-19 pandemic.

The Company has, to-date, sponsored more than RM60,000 in aid nationwide that has been distributed through NGOs, food banks and restaurants on top of the other donation outreach activities, and will continue to support initiatives and community outreach programmes that targets marginalised or vulnerable groups.

UOB MALAYSIA

DONATES RM 100,000 TO HELP EASE HOSPITALS' BURDEN IN THE ONGOING FIGHT AGAINST COVID-19

UOB MALAYSIA donated RM100,000 to three hospitals in need of vital resources to help them fight the ongoing pandemic that has left the nation's medical infrastructure under severe pressure. The donation provided for critical medical equipment to ease the burden of hospitals and healthcare workers as they grapple with the spike in COVID-19 cases and deaths related to the highly transmissible Delta variant.

The donation, distributed through **MERCY Malaysia**, went towards Sungai Buloh Hospital and Selayang Hospital, the two out of the three designated COVID-19 hospitals in the Klang Valley, as well as the Malacca General Hospital, the only major government hospital in the state handling COVID-19 cases. The money was used to supply powered air-purifying respirators, oxygen concentrators, vital sign monitors, enteral feeding pumps, medical syringe pumps and other essential equipment to support the increasing number of patients admitted into the intensive care unit (ICU).

"Our public healthcare system continues to be under immense pressure due to the resurgence in COVID-19 cases. Hospitals are suffering from a shortage of resources and supplies as they care for the increasing number of patients admitted into the ICU with severe respiratory symptoms," said Mr Wong Kim Choong, Chief Executive Officer, UOB Malaysia.

"We hope that through our donation, we can help meet the demand for critical medical equipment and ease some of the challenges faced by the hospitals so that they can better help patients in critical condition. We are grateful to **MERCY Malaysia** for facilitating the donation and their continued support of hospitals that have been working tirelessly since the beginning of the pandemic."

"Malaysia's healthcare system is stretched thin and UOB Malaysia's contribution will enable us to secure the necessary medical and logistics support and alleviate the burden of the selected COVID-19 hospitals," added Ms Zuraidah Mian, Acting Executive Director of **MERCY Malaysia**.

"We are grateful for the assistance UOB Malaysia has shown in support of the **MERCY Malaysia COVID-19 Full Movement**

Control Order Preparedness and Response Plan. By working together, we hope that we are able to support the frontliners and strengthen the primary health system, which is the final defence against the pandemic."

UOB Malaysia's donation of medical equipment was the latest in its series of relief initiatives under UOB's global #UnitedForYou COVID-19 Relief Programme. Throughout the pandemic, the Bank has offered various relief measures, including the six-month opt-in repayment moratorium which took effect in July 2021, as part of its continuous effort to support customers who are financially impacted by the ongoing movement restrictions.

UOB Malaysia also contributed RM500,000 last year through The Association of Banks in Malaysia to **MERCY Malaysia's COVID-19 Pandemic Fund**. The fund was set up to provide healthcare workers in the country with adequate critical medical equipment needed to take care of patients and to protect frontliners.

The Bank also donated more than RM350,000 to four charities to help more than 25,000 children in need, particularly children from vulnerable families in urban and rural areas, single-parent households and socioeconomically challenged communities.





vivo MALAYSIA

Extends vivo Care Programme Efforts With Refuge For The Refugees

How about donating
a small sum to
charity?



VIVO continued its commitment in providing assistance to affected communities during this pandemic through its contribution via its vivo Care Programme. In partnership with non-governmental organisation, Refuge For The Refugees, vivo mobilised the donation of essential supplies including baby and childcare products to 100 families in Klang Valley.

“vivo, being a global brand, understands the importance of supporting the communities we are present in and through the vivo Care Programme, we have been able to meet the needs of affected families and beneficiaries across Malaysia. It is our hope that affected families will be able to benefit through our NGO collaborations such as our recent Refuge For The Refugees donation and we recognise the hard work and efforts that the organisation has done thus far during this pandemic,” said Mike Xu, vivo’s Chief Executive Officer.

“At vivo, we are cognisant of the needs of the community at the point of time and found that childcare essential items including milk formula and baby diapers are in high demand during this phase of the pandemic, therefore, we sought to bridge the gap for these needs.”

vivo’s partnership with Refuge For The Refugees was the latest in its initiatives via the vivo Care Programme which has been in full force since the start of the pandemic. The partnership marks vivo’s continuous commitment to give back to the community as the brand encourages more individuals and organisations to play their part in helping the needy.

In 2020, vivo launched its “Give A Little, Help A Lot”

campaign which saw a donation of RM10 for each sold device on vivo’s official e-store during a one-month campaign with Yayasan Sin Chew to provide medical aid to vulnerable communities. Earlier in 2020, vivo had also partnered with MERCY Malaysia to donate hand sanitisers and 20,000 face masks in support of frontliners and to protect the vulnerable communities in fighting against the pandemic.

Additionally, vivo also donated a total of RM7,420 to the Pan-Disability Football Club through its crowdfunding vivo Dream Field Campaign to support the differently-abled football community in Malaysia in building a dedicated training centre and facilities for disability football in Malaysia.

For more information on the vivo Care Programme initiatives, visit vivo’s official Website or check out vivo Malaysia’s Facebook and Instagram.



RMHC
MALAYSIA

1990 - 2020

30 years of improving the health and well-being of children and their future in Malaysia

Ronald McDonald House Charities

Established in Malaysia on 15th February 1990, the Ronald McDonald House Charities (RMHC) Malaysia helps less fortunate children from financially-burdened families. Through public and corporate fundings, we reach out to them through four programs, namely the Ronald McDonald House (RMH), Gift of Smile, Ronald McDonald Sensory Room and 'Back-to-School'.



1. RONALD McDONALD HOUSE Keeping Families Close

When your child is sick, you would want the best care possible – even if it is hundreds or thousands of miles away. The Ronald McDonald House provides a place for families to call home, which allows them to stay close by their hospitalised child, at little to no cost. Currently, there are two Ronald McDonald Houses (RMH) in Malaysia. The first house was built in 1990 at Hospital Canselor Tuanku Muhriz, Universiti Kebangsaan Malaysia in Cheras, Kuala Lumpur and another RMH is located in Hospital Universiti Sains Malaysia at Kubang Kerian, Kelantan.



2. RONALD McDONALD SENSORY ROOM Building a network of sensory therapy facilities for children with special needs

RMHC Malaysia has established 34 Ronald McDonald Sensory Rooms at various schools and centers for children with special needs, the largest network of sensory therapy facilities in Malaysia. Ronald McDonald Sensory Rooms are equipped with multi-sensory equipment to help children with learning difficulties, developmental disabilities or sensory impairments. A total of RM3.3 million has been raised for this program that provides therapy to more than 4,000 children every year.



3. GIFT OF SMILE Helping Children Born with Cleft Lip and Palate

RMHC Malaysia has spent more than RM5.2 million to help children born with cleft lip and palate to undergo corrective surgeries. Since the inception of the "Gift of Smile" program, more than 700 children have undergone corrective surgeries with full financial support.



4. BACK-TO-SCHOOL Building Confidence in Seeking Education

Since 2017, RMHC Malaysia has distributed more than 55,000 'Back-to-School' packs to primary schools nationwide. The program aims to provide children from low-income families with basic school necessities in efforts to build their confidence and ease the financial burden of families.

Ronald McDonald House Charities® Malaysia
Level 6, Bangunan TH, Damansara Uptown 3,
No.3, Jalan SS21/39, 47400 Petaling Jaya, Selangor, Malaysia
Tel: **603 7843 3388** Fax: **603 7843 3393**
Website: <http://rmhc-malaysia.my>



Ronald McDonald
House Charities
MALAYSIA

Change A
Child's Life





YEO'S HELPING HANDS Provides RM1 Million Food Aid for 28,000 B40 Families In Malaysia

YEOHIA SENG (MALAYSIA) BHD (YEO'S), launched Yeo's Helping Hands, a CSR programme furthering the company's efforts to reach out to communities in need and saw food aid packs being distributed to about 28,000 B40 families most affected by COVID-19 on their lives and livelihoods.

In partnership with the Ng Teng Fong Charitable Foundation, RM1 million was channelled to fund the food aid programme to support about 28,000 B40 families. Each of these households received a food pack of essential food items and signature delicacies comprising Yeo's canned food, Cintan instant noodles and Yeo's beverage drinks.

Yeo's worked closely with the Malaysian Red Crescent Society, Refuge for the Refugees, St. John Ambulance of Malaysia, Persatuan Kesejahteraan Rakyat Malaysia and other charity organisations to ensure that these food packs can

be expediently distributed through their existing networks and reach families, residing in various parts of the country, in their hour of need.

Commenting on the initiative, Mr Samuel Koh, Group Chief Executive Officer of Yeo's, says, "As a company with deep roots in Malaysia, we want to lend a helping hand and support families in a practical way at this critical juncture. We will continue to find ways to serve and care for our community."

"Our thoughts are with those affected by the unprecedented challenge, and it is important for us to support in ways we can. More than ever before, we need to join hands as one community and care for each other to weather the challenge together," adds Mr Daryl Ng, Director of the Ng Teng Fong Charitable Foundation.



YAYASAN FOOD BANK MALAYSIA & JCL CREDIT LEASING

Help 4000 Families In PPR Kota Damansara Through 'Food Bank Komuniti' Initiative

YAYASAN FOOD BANK MALAYSIA (YFBM) launched Food Bank Komuniti (FBK) in Kota Damansara, Selangor, an initiative supported by JCL Credit Leasing Sdn Bhd as the main sponsors to help 4000 families in the PPR Kota Damansara area.

The ceremony was officiated by Mr Johan Halid, Chief Operation Officer of YFBM as well as several local dignitaries and YFBM volunteers. He said that the food donation drive will remain to be helpful and important although the pandemic is over. Community easy access to FBK helped feed the needy healthy and nutritious food as well as support YFBM's drive to fight against hunger.

Through the concept of 'take only what is needed', the community was invited to apply for the basic food item(s) to the person in charge of managing the FBK, while the procedures are very simple and straightforward.

He also added that YFBM will oversee, guide and assist all FBK for a duration of about 6 months or one year, after which the FBK will operate independently. These include stock supplies, training, education and other support with a total sponsorship amount of up to RM50,000. To ensure that the FBK continue to sustain itself, YFBM will continue to provide advisory services to those that are responsible for managing the FBK. The establishment of FBK Kota Damansara can help more than 4000 families in the Program Perumahan Rakyat (PPR) Kota Damansara.



IJM LAND

Shining The Light For A Brighter Deepavali Celebration

AS MALAYSIA is expecting to approach the endemic phase with inter-state restrictions being lifted, many are already planning to rejoin loved ones residing in different areas, especially for those celebrating Deepavali coming around the corner.

As leading property developer always looking out for the Seremban community, IJM Land Berhad is adamant in their mission to provide support and extend joyfulness by providing five underprivileged families in Seremban with the essential well-beings to prepare for the upcoming festival through their annual Deepavali Charity Cheer Programme.

Aiming to help the less fortunate in giving them an opportunity for a meaningful Deepavali celebration as well as spread compassion and goodwill among the families, IJM Land Seremban 2 reached out to these five underprivileged families providing them with monetary support of RM1,200 and box of kindness consisting of grocery items including rice, cooking oil, sugar, Vico, festive cookies, etc. and other COVID-19 essential items such as medical face masks and hand sanitiser worth RM400.

“The situation in Malaysia is starting to turn for the better with some of the movement restrictions being lifted including a downward trend of COVID-19 cases. As such, we believe that everyone can finally breathe better and look forward to reuniting with their family to celebrate the upcoming festive season,” said Dato’ Hoo Kim See, Senior General Manager of IJM Land (Central Region).

IJM Land reached out to five families to provide them with the essential well-being in order to lessen their burden during this period of time. One of the recipients was Madam Sandrakhandha, age 55, who was the pillar of the family in terms

of income sources before she quit her job due to high blood pressure that caused constant dizziness. As a beneficiary of this year’s Home Rehabilitation Programme, the family solely relied on their 19-year-old son’s menial income along with the financial aid given by the Department of Social Welfare (JKM) for their daughter who suffers from a mental deficiency to support the family.

Additionally, IJM Land also provided assistance to another recipient, Madam Geetha, 38, a single mother to her four children as well as the sole breadwinner for her family. With the loss of her husband in 2017, she has been diligent in ensuring that all of her children receive at least the basic education that her children deserved.

IJM Land also provided assistance to a young lady named Yoga Malini, 25, who has been supporting her younger brother since she was in high school and the scenarios worsen after the loss of her mother in 2019. She is struggling to keep both her brother and herself afloat at the moment due to her unstable job placement as a factory worker with a maximum of RM36 earnings per day.

With no support from government funding, her brother, Ganesan age 19 started a part-time job at a carpet shop to lessen their financial strain. IJM Land gave them a chance to breathe easy through this initiative, as well as to create a fair opportunity for them to spend some quality time during the Festival of Lights, similar to how their peers have with their families.

“As we are in the business of building communities, we want to support the existing communities around us that are struggling and in need of help with the hopes of making a positive impact in the lives of the less fortunate,” said Dato’ Hoo.



For more information on the above initiative, please log on to <http://seremban2.ijmland.com/>

YUKA ZAN

DONATES Medical masks worth RM 91,000 TO Pejabat Kebajikan Masyarakat, The Lost Food Project & Home GP Asia

SHILLS BEAUTY, the official distributor for Yuka Zan, has continued its CSR campaign through a donation of 130,000 pieces of medical grade face masks worth RM91,000 to selected charitable organizations and NGOs amidst the on-going COVID-19 pandemic.

The three receiving organizations were Pejabat Kebajikan Masyarakat, Petaling Jaya (55,000 pieces), The Lost Food Project (55,000 pieces) and Home GP Asia (20,000 pieces). Pejabat Kebajikan Masyarakat, PJ is a governmental body that looks into the welfare services in the development and well-being of the community.

The Lost Food Project (TLFP) is a non-profit food bank committed to rescuing surplus food and essential items from going to landfill, and redistributing them to those in need. Home GP Asia connects healthcare seekers via house calls to professional, experienced healthcare doctors, nurses, caregivers and physiotherapists.

"As we move into Phase 4 and resuming some sort of normalcy, self-care in the area of hygiene safety is crucial. Best to wear a quality medical face mask at all times when going outside in addition to practicing social distancing and sanitization. Yuka Zan is a health and wellness brand which believes that beauty, health and hygiene are essential for a healthy lifestyle," said Ms Joyce, Managing Director of Shills Beauty.

For more information on Yuka Zan face masks, please visit: <https://www.facebook.com/officialyukazan> and www.yukazan.com.my.





250 Families of PPR Lembah Pantai Receive Hygiene Packs FROM MR D.I.Y.



250 FAMILIES from Program Perumahan Rakyat [PPR] Lembah Pantai, Kuala Lumpur recently received hygiene packs from the MR D.I.Y. Group, in conjunction with the a charity event organised by CIMB Alumni.

The contribution of the hygiene packs, which contained MR D.I.Y face masks and hand sanitisers, was part of the retailer's 'Stay Safe, Malaysia' initiative which was launched in March 2020 to support the national fight against the COVID-19 pandemic.

"As a homegrown Malaysian brand, we want to support Malaysians as much as we can. With businesses reopening and people returning to workplaces after the lockdown, it is important for everyone to take critical measures to prevent the spread of the virus and avoid the resurgence of cases," commented MR D.I.Y. Chairman, Dato' Azlam Shah Alias on the contribution. "By providing hygiene packs to the families in PPR Lembah Pantai, we can help more people stay safe and live up to the rallying cry 'Lindung Diri, Lindung Semua'. We also hope that this will promote more awareness of the need to stay vigilant."

MR D.I.Y has been a strong supporter of the national fight against COVID-19, donating a wide range of personal protective equipment to healthcare frontliners across the

country; oxygen concentrators to hospitals in need; face shields and screens to the uniformed forces, as well as care packs to families affected by the pandemic.

Prior to this, the retailer contributed much-needed equipment to University of Malaya Medical Center (UMMC), to help frontliners monitor the vital signs of patients undergoing COVID-19 treatment.

Can you spare a thought for the refugees' community? Your contribution for them will greatly aid in the provision of their daily needs.



SHINING OUR LIGHTS ON THE NEEDY

AEMULUS OVERVIEW

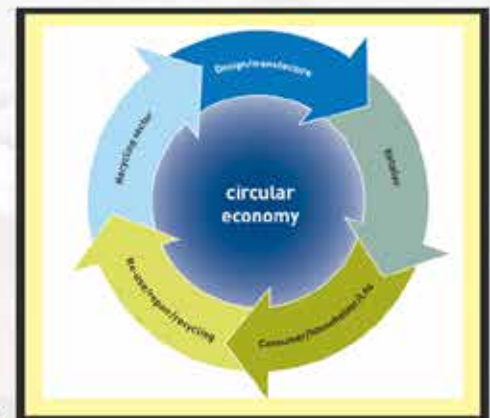
An established, widely renowned and one of the fastest-growing company that has vast experience in the Semiconductor industry. Aligned with our Sustainability and CSR efforts, Aemulus is positioning itself as a rising company that pledges to uphold our sustainability duties.

AEMULUS PLEDGE: SUSTAINING & CSR-ING

Donations of surgical masks, laptops, financial assistance are some of the initiatives we took to contribute back to the community. Aemulus' in-house student sponsorship program is worth mentioning as it reduces the financial burden of the students and in turn allows them to be secured with a job post-graduation. A glimpse into the future - Aemulus is working on the Circular Economy Model by starting on the architectural / R&D modifications. Aemulus will continue to strive to empower more people, protect our planet and make the world a better place for all.



CURRENT



FUTURE

Today, we light the way.
Tomorrow, they pave their own.

To date, TNB through Yayasan Tenaga Nasional (YTN) has contributed more than RM1.2 billion in sponsorship for students to pursue tertiary education, both locally and abroad. In addition to that, Universiti Tenaga Nasional (UNITEN) helps groom the next generation of trailblazers.

After all, when we bridge the gap between deserving young minds and the education they need, we not only improve their lives but also shape the future of their communities.

Learn more about all of our efforts at www.tnb.com.my