



PUTRAJAYA PERDANA BERHAD

FOR IMMEDIATE RELEASE

Putrajaya Perdana Berhad contributes RM30,000 to assist children who are financially challenged, illiterate and have difficulties reading

DENGKIL, SELANGOR, 15th September, 2016 – Putrajaya Perdana Berhad (PPB), one of Malaysia's top construction, property development and concession groups has today announced its RM30,000 financial contribution to iSINA Global Media, a study centre, to assist children who are financially challenged, illiterate and have difficulties reading, especially those in the orang asli villages.

iSINA Global Media is a study centre with a mission to help children who are facing difficulty in reading and writing. These children are at the same time struggling from getting enough financial support to go to school.

The centre is supporting the children by providing special classes to teach basic Bahasa Malaysia, English and Mathematics. The centre also conducts a programme called JOMBaca, an intensive reading programme, where teachers from the centre will go out to villages or other under performing schools to conduct a 20-day intensive reading classes.

iSINA Global Media is currently renting a first floor shop lot to accommodate up to 60 children, 15 below the age of 15 years old (secondary students) and 45 below the age of 12 years old (primary students). Currently, the children attend special classes provided by two teachers, as well as the founder of the centre, Puan Rahmalizah Ali.

Said Dato' Rosman bin Abdullah, Group Managing Director, PPB, "Children are the future leaders of the society and the country. Sadly there are still a lot of children who are unattended and do not have the opportunity to even go to school."

"We hope our contribution can assist them to have the ability to learn and acquire knowledge and ultimately enable them to be independent, earning their own livelihood," he added.

This contribution is a natural extension of PPB's initiative to make education accessible to those who are less fortunate.

PPB has been supporting underprivileged children to have access to tertiary education for the past 10 years, thus far sponsoring up to 89 high potential students who are financially challenged via its annual scholarship awards with a total value of more than RM1.2 million.



PUTRAJAYA PERDANA BERHAD

Puan Rahmalizah, Founder, iSINA Global Media enthused, “We are grateful to PPB for its financial aid which comes timely. Our aim is to assist and guide the children to be able to at least have basic reading and writing skills. This is to ensure they have the ability to enter the community schools or vocational schools, to learn the skills to support their living. Most importantly, being able to read and write can prevent them from being cheated or fooled by people who may have bad intentions.”

As a responsible corporate member of the community, this contribution is part of PPB’s corporate social responsibility to nurture the next generation with education.

“It has always been PPB’s passion to assist children who do not have the opportunity to enter school like normal children, as well as those who are financially challenged and disadvantaged academically. We truly hope our contribution will spur and motivate iSINA Global Media’s team to further their noble objectives,” added Dato’ Rosman.

The RM30,000 aid will go into assisting the centre financially to cover partially its rental costs, JOMbaca Programme at orang asli villages, urban poor communities in Klang Valley and villages in Selangor, daily food and utility expenses as well as the cost of the teachers for a year beginning 1st September, 2016. The amount will be disbursed on a RM2,500 monthly basis.

“The children we are assisting now are not able to read and write like normal children. We have students who are at the age of 10 years, but can only read and write like standard one or even kindergarten students because they can only recognize words by the sound of alphabets, not the entire word.

“This is where the book plays a role because we will teach the children the sound of each alphabet and the way to combine these alphabets together,” said Puan Rahmalizah, who is also the author of *Mari Belajar Membaca*, a special book dedicated to assist children with reading difficulties to read.

The financial aid was accorded to iSINA Global Media in a simple cheque handover ceremony from Dato’ Rosman bin Abdullah, Group Managing Director, PPB to Puan Rahmaliza at a surau in Kampung Sg. Buah, an orang asli village in Dengkil amidst happy and smiling faces of the children and their parents during an ice breaking session before the start of official classes.

PPB’s staff also contributed clothings, books and food to around 30 families in the village.

-Ends-



PUTRAJAYA PERDANA BERHAD

Editorial Contact:

Carmen Yap
Consultant
Citrine One Sdn Bhd
Tel: +603 – 7803 7364
Mobile: +6016 – 337 3526
Email: carmen@citrineone.com

NOTE TO EDITOR/PRODUCER

About Putrajaya Perdana Berhad (PPB, the Group)

Putrajaya Perdana Berhad (PPB) is one of Malaysia's top construction, property development and concession groups. Since its incorporation in July 1998, PPB has successfully delivered distinctive and large scale projects on a turnkey, conventional and design and build basis.

PPB has built a wide range of buildings and distinctive landmarks. These include high-rise office and residential buildings, commercial and retail outlets, government offices, townships, and infrastructure projects such as highways, bridges, utility service tunnels and monorail tunnels, among others. The company is also one of the first to incorporate energy efficiency, green and sustainability features in the buildings it constructs, making it one of Malaysia's most innovative and reliable construction groups.

Several distinguished projects built by PPC in the Kuala Lumpur City Centre include the Pavillion KL, KL Eco City, Serai Condominium Bukit Bandaraya in Bangsar and Arcadia at Desa ParkCity.

PPC's landmark green projects include the Diamond Building for the Energy Commission, the Low Energy Office ("LEO") Building for the Ministry of Energy, Green Technology and Water as well as the Green Energy Office Building ("GEO") for National Green Energy Centre all of which received recognition from reputable green building rating system in the world such as LEED from US, Malaysia's Green Building Index (GBI) and the Greenmark seal from Singapore.

Putra Perdana Development (PPD), its property development arm, has to date built and handed over 1,000 units of residential properties ranging from government apartments, semi-detached houses, super-link houses, townhouses and bungalows.



PUTRAJAYA PERDANA BERHAD

PPB is headquartered in Precinct 16, Putrajaya with around 450 employees.

For more information, please log on to www.p-perdana.com

About iSINA Global Centre

Established in year 2006, iSINA Global Centre is a centre to assist children with reading and writing difficulties using the iSINA special techniques and modules. The journey of iSINA began when the founder, Puan Rahmalizah Ali started doing her own part time research on reading techniques for her own son, who is suffering from dyslexia.

Puan Rahmalizah started intensive research to assist her own son. Through her research, she decided to devise her own technique and started documenting and testing it on her own children. In 2004, the first iSINA reading module was completed. The reading module was improvised further making it simple to understand, concise and efficient.

In 2006, the first book consists of iSINA reading module was published. The technique was a big success in one private kindergarten and one government kindergarten where most kids age 5 and 6 were able to read within 3 months. The achievement was published in Utusan Malaysia and Puan Rahmalizah received calls from all over the country from parents and teachers asking for her book and her advice.

The majority of the calls did not come from parents and teachers of preschoolers, but of school going children age 7 and above. The reading problem was not a pre-school level problem, but it is a much bigger problem for the older children in the mainstream school.

In 2006, a center to assist children with reading and writing difficulties using the iSINA technique was opened. Puan Rahmalizah also started training a few teachers and formed a volunteer group to help children in schools. *iSINA Pemulihan* module and technique was at the same time developed. It was designed to make the children understand reading faster, easier and more efficiently. Most importantly, it is designed to help majority of troubled children.

The majority of these children come from underprivileged families. With almost no options to assist them to overcome the problem, these kids are left unattended, ignored and neglected in school. During the year end school holidays, Puan Rahmalizah started a program to assist these underprivileged children by finding individual sponsors to help pay the tuition fees and materials. The program is called iSINA JOMBaca and the center is called Akademi iSINA.



PUTRAJAYA PERDANA BERHAD

As years went by, Akademi iSINA became more and more important for these children. These children still need guidance to acquire the basics in several subjects that they had missed out when they were illiterate. Now it is time for them to catch up. Thus, Akademi iSINA became a place for the poor children to seek help in obtaining better foundation of learning and to catch up. It became a place of hopes and dreams to defy the destiny of failing and falling behind in school. It became a place for the attended children to be noticed, cared for and rehabilitated.

The iSINA Writing Modules

Akademi iSINA also became a centre of research and development, where more exercise books and writing modules were developed. Due to the inability of the children to progress using the available exercise books bought from the shelves, Puan Rahmalizah continued building her own writing modules for the children to use. The modules kept increasing as the children began progressing. Soon there were also modules for basic Bahasa Malaysia, basic English grammar and Mathematics, for children aged under 12 years old.

The modules are still growing till today. Research is done to develop the modules, based on the children's own ability to progress by using them. The modules are also improvised and restructured from time to time, to give better and more efficient results. The iSINA module is currently used by other NGOs in similar setups, such as the *Kelas Rakyat* by *Persatuan Projek Iqra'*. Currently there are about 32 booklets for the Bahasa Malaysia Pemulihan Module, 18 booklets for Mathematics and 18 for English Grammar. It is hoped that Akademi iSINA can continue to serve the underprivileged children and grow to be a rehabilitation school that can help more children nationwide.