

Developing the younger generation

Developer's CSR initiatives focus on raising living standards of underprivileged through education and healthy lifestyle

By RUBY LIM
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CORPORATE social responsibility (CSR) goes beyond dollars and cents for Putrajaya Perdana Bhd (PPB).

"It is not just about monetary contribution, but it is an integral part of our business strategies for sustainability where our employees engage themselves in undertaking the CSR activities.

"At PPB, we are committed to building more than buildings, we build our stakeholders' future.

"Through our CSR initiatives, we are able to give back to the society and communities we operate in as well as help with nation-building," said PPB group managing director Datuk Rosman Abdullah.

The company's CSR initiatives are built on two fundamental pillars – education and healthy lifestyle.

"We believe that education is significant in elevating people's living conditions.

"This will provide opportunities for the less fortunate to be equipped with qualifications and skills so that they can contribute towards the development of the country as a whole.

"Additionally, we also emphasise on healthy lifestyle by ensuring that the young ones are exposed to sports activities so that they will not indulge in unhealthy activities and learn not to do harm to their bodies," Rosman pointed out.

There are three main initiatives under the education pillar.

The PPB Scholarship Awards is open to financially needy and academically deserving Malaysian students to pursue their tertiary education in various construction-related disciplines.

"Giving priority to university students who come from financially-challenged families, this initiative not only gives opportunities for students to further their studies but also reduces their family's burden."

"Apart from financial aid, we also offer students an immediate placement as an employee of PPB or any of its subsidiaries upon completion of their courses.

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"To be eligible for the scholarship, students must achieve a CGPA of at least 3.5 and have a household income of less than RM1,500," explained Rosman.

Over the past 12 years, the PPB Scholarship Awards has sponsored 105 students with a total value of over RM1.5mil. Of this number, 88 have graduated and 55 worked with the group.

Aside from focusing on tertiary education, PPB is also involved in the Rotary Kasih project initiated by the Rotary Club of Kampung Bharu, Kuala Lumpur.

The project is aimed at alleviating the burden of underprivileged families in educating their children and inspiring them to succeed.

Through this project, the children are provided with food supplies, education and motivational programmes to help them get better academic results for a brighter future.

"We work with the Rotary Club to identify deserving children who come from financially challenged families.

"It is disheartening to learn that these children go to school without proper attire and food and they should be given an equal opportunity to education.

"Students who have achieved significant improvements in their studies will be awarded too.

"We have also assisted in setting up an



PPB development division chief executive officer Akmel Zurin Haron (standing, in black) sharing a light moment with the team from Rotary Club and pupils from SK Kampung Bharu during the Rotary Kasih Programme.



Pupils from SK Kampung Kenang in Sungai Siput, Perak, celebrating at the JomBaca Graduation ceremony.

English Language Corner at the school resource centre to encourage the teaching of English through story-telling sessions," he said.

The JomBaca programme by iSINA Global Media is also one area PPB is focusing to help realise the organisation's goal of reducing illiteracy among children in Malaysia.

The reading programme, which includes 20 days of intensive reading classes, is conducted by teachers at orang asli villages, urban poor communities as well as under-performing schools.

"Reading is an important skill all should have. Our contribution is to make sure the efforts are continuous, which includes costs

for running the programme at various locations, daily food and utility expenses as well as teachers' fees," he said, adding that the company's sponsorship to the centre since 2016 is at RM78,000 to date.

For Rosman, who is also a cycling and running enthusiast, leading a healthy lifestyle is as important as education.

"One of the challenges in this country is maintaining health standards.

"In today's fast-paced digital environment, people, especially youth, are more active on electronic gadgets instead of spending time outdoors.

"With that, encouraging sports activities is an important focus which is in line with our second pillar of CSR," he pointed out.

Since 2015, PPB has been sponsoring the Tri-Amateur Triathlon Club (TATC) and its Team M3X, which was formed to represent the club in all races.

Registered with the Malaysia Sports Commissioner Office and fully supported by the Youth and Sports Ministry, the club provides support to tri-athletes, including children aged between 7 and 18 years old by offering structured weekly training sessions and organising training camps as well as in-house and annual races in three disciplines – swimming, cycling and running.

"Apart from our monetary contribution, we also sponsored two four-wheel-trucks as safety vehicles," he added.

An average of RM350,000 is allocated each year to support the company's CSR initiatives.

"We expect to contribute more as our

turnover increases as we believe that the more we give, the more we can make an impact on deserving beneficiaries," he said.

PPB was The Star Outstanding Business Awards (SOBA) 2017 Gold award winner for the Best in CSR category.

Rosman credited the win to the company's staff's dedication in giving back to society.

"Aside from the company's contribution, these CSR initiatives allow employees to show their support to the less fortunate by taking part.

"For instance, our employees volunteer for the reading programmes while others offer to help in triathlon races as marshals or manage the water stations.

"It is a win-win situation for all when CSR is done with like-minded people and with the right synergy," said Rosman, adding that he was proud of the staff's good deeds.

While the company looks at areas which it believes can add value, it also ensures its employees are well taken care of.

"We believe charity begins at home.

"We don't only provide scholarships to external parties but also children of our staff who meet certain requirements," he said.

Rosman commended SOBA for playing its role in nation-building.

"The awards is a wonderful way of giving back to society as companies and people will be encouraged to do the right thing.

"Winning this award reinforces the values our company stands for not only among our employees but also the communities we operate in," concluded Rosman.



Rosman (centre) with recipients of the PPB Scholarship Awards 2017 during the presentation ceremony.



Rosman (standing, second from left) with the winners of the Putrajaya Perdana Triathlon 2017.

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PUTRAJAYA PERDANA BERHAD



Giving back: Putrajaya Perdana Bhd group managing director Rosman Abdullah says the company is committed to improving the lives of its stakeholders.

Building brighter futures

For Putrajaya Perdana Bhd, giving goes beyond monetary contributions. The SOBA 2017 Best in CSR category winner is making it all about creating opportunities for youths in support of nation-building. >14&15