General

UMP study showed Bank Rakyat Foundation offered the best education financial aids

Fri, 03/15/2019 - 17:04

Universiti Malaysia Pahang (UMP) carried out a study on ‘Competitive Analysis of Selected Successful Corporate Foundations in Malaysia’ involving four corporate foundations and found out that Bank Rakyat Foundation (YBR) was the best in providing education aids to the highly potentials and less privileged.

The study was made based on competitiveness and contributions towards human capital in education management.

The team of lecturers who conducted the study was from Faculty of Industrial Management (FIM) and led by Professor Dato’ Dr. Ishak Ismail who is also the Assistant Vice Chancellor (Corporate Affairs and Quality).

Others in the team were UMP Vice-Chancellor, Professor Dato’ Sri Dr. Daing Nasir Ibrahim, Institute of Postgraduate Studies Dean, Professor Dato’ Dr. Hasnah Haron, FIM Dean, Associate Professor Dr. Mohd. Ridzuan Darun and Dr. Mohd. Hanafiah Ahmad.

According to Professor Dato’ Dr. Hasnah, who presented the finding, YBR was the best in terms of innovative approach that they used in to reduce cost and enhance efficiency of its programme resulted from smart partnership forged.

“In fact, YBR applied a holistic approach in education management that is able to fulfil the needs of people from all walks of life.

“Scholarship are offered not only to students with outstanding results but also to those who are less privileged, students from families of the B40 background because they have potentials. It is an initiative under YBR’s corporate social responsibility (CSR),” she said.

Professor Dato’ Dr. Hasnah said this at the launching of Bank Rakyat Scholarship in Kuala Lumpur on March 12, 2019.

She also said UMP had identified challenges and strategies that had been successfully adopted by the foundation in overcoming their challenges, and these measures could be adopted by other foundations as best practices implemented in their organisations.

She added that at the same time, findings from the research could be used as a case study to help in the process of teaching and learning.

“In a move to tackle constraints often faced in human resource management, foundations and organisations can directly establish smart partnership with stakeholders.

“It is the same in efforts taken to enhance graduates’ employability as foundations and organisations can provide learning work experience to prepare them for actual working life upon completion of their studies,” she said.

Also present at the event were Bank Rakyat Chairman and YBR Chairman, Datuk Noripah Kamso and Bank Rakyat General Manager, Norashikin Shaharudin.

She announced that YBR was now offering scholarships to outstanding students to continue their studies at the foundation level and bachelor’s degree level in public universities as well as in private institutes of higher learning in the country and abroad.

Every year, YBR would set aside 70% of its allocation from funds received from Bank Rakyat and its members for financial aids and scholarships to deserving students, she added.

“YBR allocates RM2.25 million for its scholarship programme this year and it is from the allocation for education sponsorship programme totalling RM24.88 million.
“I believe that with the provisions of the scholarship programme and with the development of a comprehensive human capital agenda, it will be able to drive excellence among students with the potentials and thus, fulfilling the government’s mission towards generating quality human capital of first class mentality,” she said.
Scholarships are now open to Malaysians aged between 18 and 30 who wish to continue their studies in data science, computing, engineering, information technology and management and humanities.
Applicants who wish to further their studies at the foundation or matriculation level must obtain at least eight As in the 2018 Sijil Pelajaran Malaysia.
For those applying for the bachelor’s degree programme, they must obtain a Cumulative Grade Point Average (CGPA) of 3.50 in Sijil Tinggi Pelajaran Malaysia (STPM), Sijil Tinggi Agama Malaysia (STAM), foundation, matriculation or diploma.
Application is opened from now until March 28, 2019. Application can be made using the smartphone application, MyBR, or from its website, www.yayasanbankrakyat.com.my.

- 175 views

View PDF