

Prudential to give RM50m for CSR projects



Datuk Seri Rohani Abdul Karim presenting financial aid to Mohd Syamil Taqdir Mohd Shalifie.

KUALA LUMPUR: In conjunction with its 90th anniversary in Malaysia, Prudential Assurance Malaysia Bhd (PAMB) has pledged to commit RM50 million to the development of its corporate social responsibility (CSR) programme.

Its flagship CSR programme, under the Prudence Foundation, was recently launched by Women, Family and Community Development Minister Datuk Seri Rohani Abdul Karim at PPR Taman Beringin in Jinjang Utara, here.

The CSR focuses on three core areas — financial protection for the urban low-income households with PRUkasih, financial literacy among youth and children with award-winning education and entertainment programme called Cha-Ching, and disaster preparedness.

Prudential Corporation Asia and Prudence Foundation chairman Barry Stowe said the CSR programme was an extension of the insurer's commitment to improving the lives of Malaysians and supporting the national agenda through sustainable efforts.

"Our business helps people achieve their hopes and dreams through sound advice and proper financial planning, and we believe basic financial literacy and financial protection are the keys to a brighter future.

"That is why we have focused our efforts on these areas, so we can use our skills and knowledge to make a positive contribution



Datuk Seri Rohani Abdul Karim (in blue), Barry Stowe (third from right) and officials launching the Prudential Corporate Social Responsibility programme at PPR Beringin in Jinjang Utara. Pic by Azhar Ramli

and achieve a meaningful impact on society," said Stowe.

PAMB chief executive officer Philip Seah said the company has targeted to reach out to 50,000 families in the next five years through the CSR programme.

"As we celebrate our 90th anniversary, we would like to commemorate this significant milestone by sharing with Malaysians our long-term commitment to develop our CSR programme as a reinforcement of our commitment to supporting the country in its nation-building efforts," said Seah.

Since its launch in 2011, PRUkasih has provided aid to 4,000 families in PPR Sri

Pantai, Fasa 8/9 in Sentul and PPR Beringin.

Cha-Ching is a multi-country musical animation that teaches children about basic financial concepts of earn, save, spend and donate.

Rohani lauded PAMB initiative and hoped that more companies would organise CSR activities to reach out to the community.

"It is timely for Prudential to launch its pragmatic CSR initiatives which not help the urban low-income households and educate the youngsters, it will also substantiate the objectives of the government's transformation programme," she said. **By Fairuz Mohd Shahar**