

## FOCUS AREA: EDUCATION



## EDUCATION



## Empowering Communities Through Education



**We aspire to cultivate quality human capital and contribute towards Malaysia's advancement as a developed nation by prioritising education.**

For more than 25 years, we have been empowering communities through education programmes focusing on skills development, employment, digital literacy and entrepreneurship, particularly for underprivileged B40 students. In making our programmes a success, we collaborate with a wide range of stakeholders including the Johor State Education Department, private corporations and more.

In 2023, our Education pillar has accomplished the following:

**Contributed smartboards and smart TVs in 20 secondary and primary schools in Johor**

**Total investment of RM1.33 million in education initiatives**

**10 programmes implemented and the participation of more than 4,000 students from 106 schools and universities**

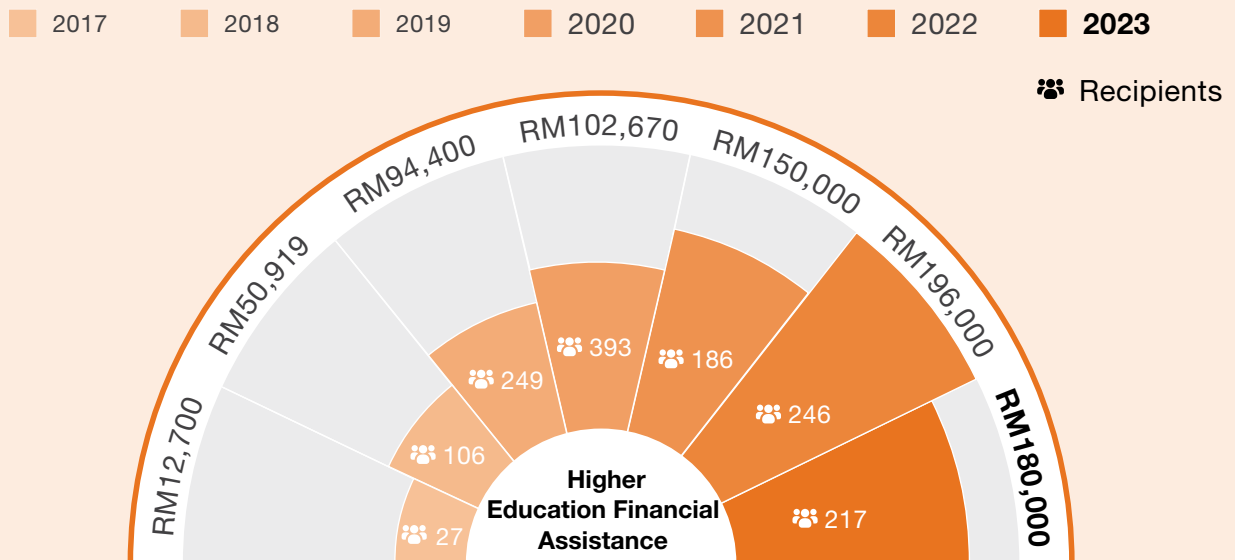
**Engaged more than 40 personnel who assisted us in implementing our programmes**

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It is worth noting that Higher Education Financial Assistance continues to benefit the B40 families and students at higher education institutions nationwide by relieving their financial burden in pursuit of knowledge.

In 2023, we aided **217** B40 students, with an investment of **RM180,000**.

Over the years, more than **1,424** recipients have benefitted from our Education Financial Assistance, with an amount of **RM786,689** invested.



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## Pioneering the National Dual Training System (SLDN) Programme for Daily Secondary School in Malaysia



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Yayasan JCorp signed an NoU with the Johor State Education Department (JNPJ) and QSR Stores Sdn Bhd in October 2023 to launch the SLDN Programme for daily secondary school in Malaysia to develop knowledge workers (K-workers) with technical, social, humanities and learning competencies. The SLDN programme entails 70-80% Practical Training (performance-based) while the remaining 20-30% is on Theory Learning (knowledge-based). The programme aims to provide alternative education, support the government's goal of developing a skilled local workforce, and enhance Yayasan JCorp's focus on education. It received technical support from the Department of Skills Development (JPK), Southern Region.

For this pioneering project, 12 students from SMK Tun Syed Nasir Ismail and 13 students from SMK Majidi Baru 2, Johor Bahru, were placed at six selected KFC restaurants in Johor for a two-year training programme in fast food preparation. The students underwent an induction programme at KFC Nusa Bestari Training Centre and received immunisation shots, uniforms and training allowances. Upon completion of the programme, the eligible apprentices will receive a certificate from QSR, a Malaysian Skills Certificate Level 3 from JPK, and MPAK and SPM certificates from the Ministry of Education.

## IMPACT

**25 students**  
joined the programme

**Six**  
participating  
KFC restaurants

**Over 14**  
personnel

from various fields including technical advisors, teachers and JPNJ officers are involved in observing the effectiveness of the programme

## UNSDGs fulfilled:



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## Raising the Level of English Proficiency



### SCAN FOR MORE INFORMATION

Yayasan JCorp's involvement in the English language improvement programme started in 2012 through tuition projects conducted in selected schools in the state of Johor. It is also in line with the present development of various industries, which emphasises English for employment. During the year, we conducted various initiatives to uplift the level of English proficiency among students.



### Johor's first choral speaking competition

We organised the state-level competition on 25 and 26 September, in collaboration with the JPNJ. Themed Environment and Climate Change, an exhibition was also held by SWM Environment Sdn Bhd and the Johor State Environment Department in line with the theme promoted during the programme.

### IMPACT

# 22

primary and secondary schools from 11 districts in Johor participated in the competition, involving 504 students

# RM10,800

worth of prizes were presented to the students

More than

# one million views

on Yayasan JCorp's Facebook page

### UNSDGs fulfilled:



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### English Unity Carnival

The carnival was held from 4 to 6 July and involved both primary and secondary school students taking part in storytelling, public speaking, Scrabble, poetry recitation, dare to spell, mini documentary, and JCorp themed impromptu speech competitions. Through these activities, we aim to cultivate and increase awareness, understanding and appreciation of the English language in the form of competitions and create positive competition through an interactive approach. The top 10 students in the impromptu speech competition received the Yayasan JCorp Special Award.

#### IMPACT

Participation of

**535**

primary and secondary school students

UNSDGs fulfilled:



### Module Handover Ceremony and Training of Trainers SPM Bridging B1

In collaboration with JPNJ, we successfully held the handover ceremony at the Johor State Education Department on 18 September 2023. Under these initiatives, JCorp has developed English language modules for teachers and students.

#### IMPACT

**22**

secondary schools selected to participate in the English tuition project and will be recipients of the developed modules, which will be used as teaching and learning tools

**970**

modules printed, distributed to students, teachers and School Improvement Specialist Coaches in each District Education Office

UNSDGs fulfilled:



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## Financing Professional Accounting Education (ACCA Scholarship)

The education support programme at Yayasan JCorp plays a pivotal role in enhancing equity by extending opportunities to individuals who lack access to high-quality education. For almost eight years, we have been helping B40 students pursue their Association of Chartered Certified Accountants (ACCA) qualifications by

giving them scholarships. This ACCA educational sponsorship is a continuation of the JCorp Chartered Accountancy Programme initiative to support the development of human capital in professional fields in the country, involving an allocation of RM2.7 million.



### IMPACT

## RM300,000

was invested to support 10 students at the Tymba Education College, Kuala Lumpur. Of the total, five are pursuing a four-year ACCA Foundation in Accountancy course, while three others are undergoing a two-year ACCA course

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## Enhancing Our STEM Programmes

In line with the government's goal of producing skilled STEM talents, we have continued our initiatives from 2022 to fulfil the needs of future talents. In 2023, under our proposed theme of Urban Farming and 3D printing, we conducted visits to various establishments to enrich our journey and knowledge, taking us one step closer to realising our goals. They include:

10 selected schools to view the project potential of Yayasan JCorp, Johor State Education Department and Johor Agricultural Department

Best Practices sharing session for the use of technology in farming at 10 schools

Temasek Foundation and NIE to present STEM project plan



### IMPACT

## Established

the smart greenhouse with an IoT system at SMK Bandar Baru Uda as a pilot project

Involvement of

## 5 schools

in a baseline study conducted by NIE

Over

## 800 vegetables

are controlled, monitored online and managed by the community

More than

## 100kg

of vegetables produced since 2021

UNSDGs fulfilled:





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## Inculcating the Spirit of Innovation among Students

In collaboration with the JPNJ, we organised the “Nextgen Innovators: Sustainable Solutions for a Greater Future” event in October 2023 to inspire creativity and innovation by encouraging students to explore entrepreneurship. Additionally, the event also helped develop leadership and communication skills by connecting them to industry experts for real-time exposure. The programme culminated with the Asia Pacific Climate Week (APCW) 2023.



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### IMPACT

## 80 participants

from 20 primary and secondary school across the state

Attended by more than

## 100 visitors,

including international delegates from APCW

More than

## 4,000 views

on Yayasan JCorp’s Facebook page

UNSDGs fulfilled:



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## 6 Industrial Training Programme

Yayasan JCorp is dedicated to fostering a competent workforce through our Industrial Training Programme and skills-based initiatives. The main objective is to impart students with practical skills essential for today's job market. Furthermore, this initiative offers students

hands-on industrial training opportunities within the JCorp Group of Companies and other key partners. By doing so, the Foundation seeks to nurture skilled professionals and drive growth in various industries, particularly in Johor.

There are five categories of certifications:

### Level

- 1 Malaysian Skills Certificate (SKM)
- 2 SKM
- 3 SKM
- 4 Malaysian Skills Diploma (DKM)
- 5 Malaysian Advanced Skills Diploma (DLKM)



### IMPACT

Benefitted a total of

# 315 participants

from 2020-2023 with 73 participants hired and 242 participants furthering their studies to a higher level

UNSDGs fulfilled:



*“I took part in the Yayasan JCorp Skills and Industrial Training Programme in 2022, and am now a general technician at a hotel. I hope that more students consider TVET due to the vast array of job opportunities out there.”*

*~ Rismah Alya Adriana Md Rais, Alumni SMK Easter, Kota Tinggi (Electrical)*

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Yayasan JCorp and JCorp's Group of Companies initiated a secondary school tuition project aimed at enhancing students' performance in the Sijil Pelajaran Malaysia (SPM) examinations.

Collaborating with the TVET Unit of the JPNJ, the project focused on Mata Pelajaran Elektif Ikhtisas (MPEI) such as Business, Economics, Accounting and English modules.

**IMPACT**

# 1,950 students

from 15 secondary schools across Johor achieved a remarkable 100% pass rate in SPM 2023

**UNSDGs fulfilled:**