



Insurance & Takaful

Press
Release

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ETIQA'S SEED GRADUATES GET A HEADSTART IN LIFE

Over 200 underprivileged youth equipped with skills for financial independence

Kuala Lumpur – 210 underprivileged youth from around Malaysia graduated today from Etiqa's Socially and Economically Empowered Development (SEED) programme.

The Corporate Social Responsibility programme, which was launched in 2016 with the objective of helping women and youth from poor families be financially independent, has surpassed expectations with 85% of youth generating income, and 71% of women increasing their income.

For the past twelve months, the participants have undergone a combination of structured training and coaching programmes in the areas of entrepreneurship, marketing and financial management, as well as an area of specialization, such as baking, sewing, mobile phone repair or football coaching.

"At Etiqa, helping people is at the heart of everything that we do. We recognize that poverty is a vicious cycle which is impossible to break without any form of intervention. We felt that it was important to address the low income groups and give them the opportunity to acquire entrepreneurial and technical skills," said Kamaludin Ahmad, CEO Maybank Ageas Holdings Berhad, the parent company of Etiqa Insurance Berhad and Etiqa Takaful Berhad.

"When you delve deeper, and look beyond the statistics, you will find the people behind the numbers, and their stories. Poverty is real. There are people out there struggling to make ends meet. I got to know of a family with six children, living on a household income of RM2,000. One of the older children took it upon herself to ease her parents' burden and took up the baking course under SEED. She took cake orders via a social media platform, and within a few months, was adding RM800 to her family's income monthly," Kamaludin added.

The one year SEED programme was a collaboration between Etiqa and two non- profit organizations, myHarapan and Yayasan Pendidikan Vokasional Wanita Malaysia (YVPWM).

In her speech, myHarapan's CEO, Nurfarini Daing shared, "Developing youth is a long and rewarding journey, but one that we cannot undertake alone. SEED is testament that the private sector can play a pivotal role by working with social intermediaries such as myHarapan, to achieve positive outcome."

At the closing ceremony, 29 year old Khairul Azwan Marzuki, from Kepala Batas, Penang shared the impact that SEED has made on his life. Prior to SEED, he was earning RM900 monthly, but he took up the mobile phone repairing course offered by SEED, and has now more than doubled his monthly income.

Khairul aspires to start a new venture in Bukit Mertajam, where he intends to train other youths and school dropouts in mobile phone repairing, and in turn they too can then start a business or earn income, instead of engaging in social ills.

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“Once I am successful and have my own handphone repairing facility, other youths can come and use my facility to repair handphones to earn an income,” he said, smiling.

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About Etiqa

Etiqa made its debut on 15 November 2007 and is the single master brand for all insurance and takaful businesses under Maybank. The brand essence of Etiqa is humanising insurance and takaful, where we want to make things simpler for our customers. This is further supported by four brand attributes namely performance with conscience, crystal clear, hand in-hand and rock solid.

Today, Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 29 Insurance and Takaful branches, more than 365 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers, unmatched by any other.

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