

Perangsang Selangor's CSR Helps Locals To Move Ahead

By Erda Khursyiah Basir | 4/10/2017

SHAH ALAM (Bernama) -- **Kumpulan Perangsang Selangor Berhad** (Perangsang Selangor) has always been in the forefront when comes to helping the people of Selangor improve their livelihood through its Corporate Social Responsibility (CSR) programmes.

One of its successful pioneering CSR programme launched in 2011 "Program Rangsangan Kerjaya Rakyat Selangor (RKRS)" has helped transform the lives of many low income earners in the state.

The programme's target group is low income earners where they are encouraged to hone their skills or learn a new trade so that they could move up the employment ladder or improve their competitiveness in business. Since its launch, about 3,000 participants have witnessed a change for the better in their lives.

Senior Manager, Corporate Social Responsibility for Perangsang Selangor Mohd Fauzi Mohd Ghazali went on to explain that the participants get a chance to learn or improve their skills in numerous fields.

The skills training areas include livestock breeding, traditional post maternity care, clinical cupping treatment, air condition service and repair, building construction, tailoring, bread and cake making, instant printing, leading haj tours (mutawif) and childminding services.

The whole programme involves both entrepreneurial and non-entrepreneurial courses with the addition of soft skills. It is aimed at those without any income or the low-income earners who fall under Selangor's poverty line, a monthly RM1,500 per household.

"The success of the programme is actually dependent on the interest shown by the participant to improve his/her lot regardless through employment or business venture," he said to Bernama during an interview recently.

A PLATFORM TO HELP THOSE IN NEED

The courses and trainings are conducted by mentors appointed by Perangsang Selangor. Apart from coming from the low income group, the participants also have to fulfil certain other conditions. Among others they must have resided in Selangor for at least three years.

"Training providers or mentors will conduct both theoretical and practical lessons using their own expertise and facilities. For example, those providing training in bread and cake making are those who are already in that line.

"For livestock breeding, the mentors are the award winners in this field the same goes to other fields," he said adding that the mentors chosen are the ones with their own training facilities including training venues.

The duration of the courses are from two days to two months and the participants will be monitored by Perangsang Selangor. The certificates provided at the end of the course will

serve as the ticket for the participants to move ahead in life by seeking better employment opportunities or open their own business.

MANY SUCCESS STORIES

So far, 1,899 participants of the programme have either managed to open their own business or found employment according to the skills picked up from the RKRS programme. Among them were unemployed youths and graduates, single mothers, retirees and the disabled.

Mohd Fauzi noted that some of the programme participants have seen tremendous progress. For example the participants who ventured into livestock breeding are earning between RM500-RM10,000, the ones operating mobile spas (RM500-RM8,000), those who provided clinical cupping treatment (RM500-RM10,000), building contractors (RM1,500-RM40,000) and airconditioner servicing business operators earn between RM1,500-RM4,000.

"Since 2016 Perangsang Selangor has established cooperation with Yayasan Hijrah Selangor to help extend microcredit facilities to the people of Selangor to start businesses.

"The RKRS programme serves as a platform for the people to improve their lot and contribute to the overall economic growth," he explained adding that RM8 million have been spent for the skills training and development under the programme.

TESTAMENT FROM SUCCESSFUL PARTICIPANTS

A former participant of the programme Murni Hashim, 40, who now runs a successful cupping services practice shared that the programme provided her a turning point in life. Apart from fine tuning her skills, the single mother also found greater self confidence in herself and in marketing her services to her customers after attending the course.

She joined the clinical cupping and traditional post natal care training in 2015 to diversify her service offerings. She was initially providing traditional massage and post natal care for women under confinement.

"I inherited the massaging skills from my grandmother when I was young but the training under the RKRS programme helped me learn additional skills. The certificate provided by Perangsang Selangor also gave me confidence to market my services through Instagram and Facebook.

"During the training I learnt some useful tips from the mentors. From RM3,000 per month thank god now I could earn up to RM10,000 by combining my old and new abilities and expertise," said the mother of three children aged from 12 to 16.

Murni noted that the programme also provided her the opportunity to get to know more people and made her more open minded in enduring the challenges in continuing with life.

She provides services at the customer's place or customers could drop by at her clinic at her home in Shah Alam. Murni even had offers to go overseas from women who wanted her services during their confinement period.

Health and beauty therapist Nor Aseken Rosley, 33, shared that the clinical cupping course that she underwent had helped to enhance her knowledge and skills in the trade.

She learnt the cupping technique in 2014 while helping her business partner. Her idea of using the treatment method on her late mother who had suffered a stroke also prompted her to look into the therapy.

"At that time there was no such thing as clinical cupping so when I heard of this course I was obviously interested to learn and upgrade my knowledge in the trade. The traditional clinical cupping follows the standards set by the health ministry when comes to cleanliness and equipment used to guarantee safety and prevent infection.

"After joining the course in 2015, I started providing service at customer's place or at my own treatment room. Among the things that make me happy is that when my clients recover from their ailments after undergoing cupping therapy with me," she said adding that she is happy for the fact she could contribute to the society with her expertise.

Nor Aseken provides her mobile spa services around Bangi and the Klang Valley. Like any other trade, she too has seen ups and down in her business.

"It all depends on us whether we are willing to go the extra mile or not," she said adding that her line of business also requires her to update herself with new and effective skills to ensure customers have faith in alternative treatment.

SIDE BAR

PERANGSANG SELANGOR HAS COME A LONG WAY

Perangsang Selangor has won two awards - 'Asia Responsible Entrepreneurship Awards' in the Social Empowerment Category of Enterprise Asia' in 2013 and 2015 respectively in Singapore and Macau. The corporation was selected for the award out of 316 corporations from Asia that vied for the award.

Apart from the RKRS programme, Perangsang Selangor through its CSR also focuses on the 'Rangsangan Sukan Selangor programme that looks into the development of athletes and the Rangsangan Tanggungjawab Masyarakat Selangor that looks into the spiritual and welfare needs of the Perangsang Selangor employees especially in times of need.

Almost RM30 million have been allocated for the corporation's CSR programmes since 2011 and the programmes have been well received by the locals.

To learn more of the CSR Perangsang Selangor programmes, please go to www.perangsangselangor.com or contact Perangsang Selangor's CSR unit at 03-55103999.

<http://www.bernama.com/bernama/v8/fe/newsfeatures.php?id=1397286>