

# Driving Community Change, BUDI PNB Inspires Transformation for Asnaf and B40 Youth

by Rasheffa Binti Abdul Rashid Ahmad



Permodalan Nasional Berhad (PNB) remains committed to nurturing Malaysia’s future talent by supporting asnaf and B40 youth through education, skills development and holistic community transformation initiatives. Through flagship programmes such as BUDI PNB and Santuni MADANI, the organisation continues to advance inclusive growth in alignment with Ekonomi MADANI and the national GEAR-uP framework.

Launched in 2019, Bantuan Untuk Pendidikan (BUDI) PNB or BUDI PNB provides comprehensive education support for students from the asnaf and B40 groups by providing scholarships to secondary education, post-SPM pathways, degree studies, and now, industry-relevant Technical and Vocational Education and Training (TVET).

Funded through PNB’s zakat allocation, the programme aims to alleviate poverty, nurture future professionals, and contribute to a more inclusive and skilled workforce. As of year-to-date, BUDI PNB has benefited a total of 1,152 students, with a cumulative expenditure of RM39 million across nine (9) dedicated programmes.

### BUDI PNB–TVET: Creating Skilled Talent for a Better Future

The BUDI PNB–TVET Programme represents one of PNB’s most impactful efforts to uplift the underserved communities, particularly students from asnaf and B40 households. Recognising the critical needs of technical and vocational skills in today’s evolving job market, PNB introduced BUDI PNB-TVET in 2024 to ensure youth from lower-income backgrounds are not left behind in the country’s human capital transformation.

The programme is built on a strategic collaborations with key partners such as the Ministry of Higher Education, Bahagian Kemahiran & Teknikal (BKT) MARA, the Selangor Technical Skills Development Centre (STDC) and Akademi TVET UNIRAZAK (ATUR), leading to development of programmes as BUDI PNB–TVET STDC, BUDI PNB–TVET MARA and BUDI PNB–TVET ATUR, and Santuni MADANI, where students get to pursue their tertiary education.

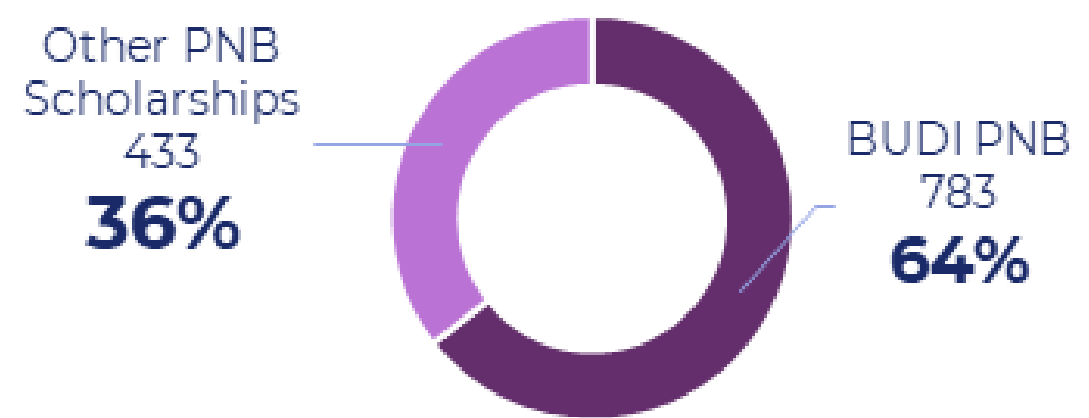
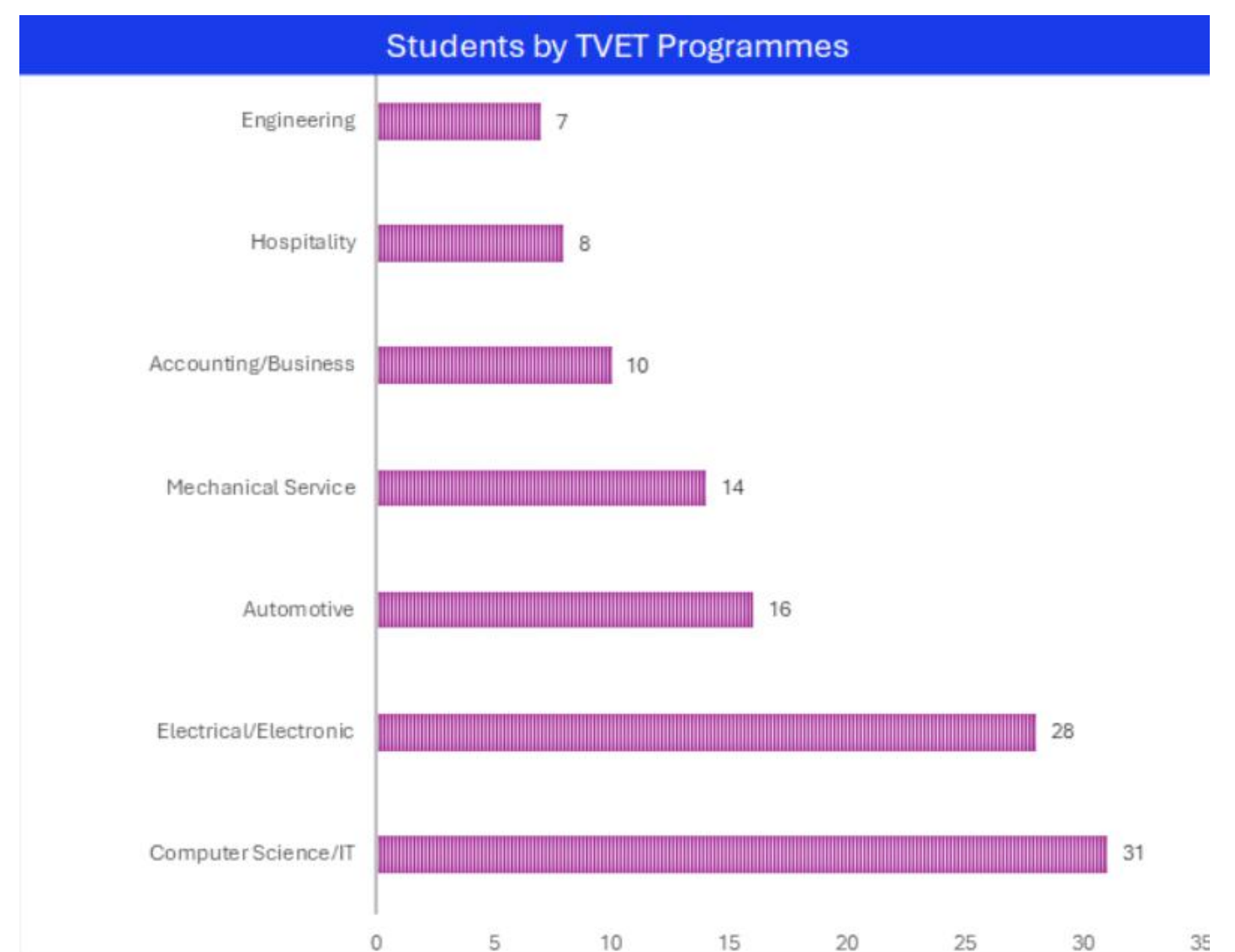


Table 1: BUDI PNB initiatives account for nearly 64% of active scholars from Asnaf/B40 group to promote equitable educational opportunities.

These partnerships ensure students gain access to reputable training institutions offering diploma and certificate programmes across high-demand technical fields as engineering, computer science, electronics, automotive technology and mechanical services. These are the areas that continue to drive Malaysia’s industrial and economic growth.



Since its inception, the BUDI PNB–TVET Programme has sponsored 114 students, amounting to a total investment of RM3.1 million.

Dato’ Rick Ramli, Deputy President Group & Chief Executive of PNB, said, that this commitment reflects PNB’s belief that education, particularly technical education, remains as one of the most effective drivers of social mobility.

“Through educational sponsorship, PNB not only supports students’ academic journey but also contributes to the nation’s future. The scholarship programmes we create, developed a pipeline of

future leaders by investing in top talent for the country.”

“By reducing their financial barriers, the programme opens doors for students who might otherwise be unable to pursue specialised training that can significantly shape their future career,” he said.

He added, that through BUDI PNB–TVET, PNB is not only sponsoring education, but investing in the long-term transformation of families, communities and the country’s economic future.

BUDI PNB-TVET Programmes has clear objectives:

- Seeks to provide equitable access to quality TVET education specifically for students from asnaf and B40 backgrounds. Many of these students come from rural or underserved communities where opportunities for advancement are limited.
- The programme aims to equip beneficiaries with practical and industry-aligned technical skills, ensuring they are prepared to meet real-world workforce expectations.
- It focuses on enhancing employability, providing recognised academic and professional certifications that hold weight in Malaysia’s labour market. Graduates not only gain theoretical knowledge but also hands-on experience that strengthens their competitiveness.
- The initiative supports Malaysia’s broader talent development agenda. By nurturing a capable, job-ready technical workforce, PNB is contributing to the nation’s ongoing efforts to strengthen human capital, boost productivity and reduce socioeconomic gaps.

Total students sponsored	Total sponsorship since 2024
<b>114</b>	<b>RM3.1 million</b>
Total strategic partners	Target group
<b>4</b>	<b>Asnaf/B40</b>



Dato’ Rick Ramli giving away sponsorship BUDI PNB–TVET ATUR to Adam Naufal Faizal at the recent BUDI PNB-TVET Sponsorship Handover Ceremony for the 2025 Intake. Witnessed by Hanifah Abd Jalil.

Education is the main pillar in PNB’s Social Investment Framework, which is designed to support community development and the nation’s human capital.

In 2025, PNB has allocated RM45.3 million this year across 18 scholarship and talent development programmes it offers, to support workforce readiness and reduce socio-economic gaps under the Malaysia MADANI framework.

### Santuni MADANI: A Holistic Commitment to Community Upliftment

Meanwhile, PNB allocated RM1.32 million to strengthen socioeconomics of the two (2) villages; Kampung Merlimau Pantai, Melaka, and Kampung Telok Kandis, Kedah adopted under government’s Santuni MADANI programme.

One of its core pillars of upliftment and community boost is education and skills development where 10 students from each village were awarded with BUDI PNB-TVET scholarship to undergo a three-year diploma programme at polytechnics across Malaysia.

All 10 students from Kampung Merlimau Pantai has been enrolled into Politeknik Merlimau, Melaka. While the remaining 10 students from Kampung Telok Kandis, Kedah have been granted scholarship to pursue Diploma TVET programmes at Politeknik

Sultan Abdul Halim Mu'adzam Shah, Jitra, Kedah (6 students), Politeknik Seberang Perai, Permatang Pauh, Pulau Pinang (1 student), Politeknik Ibrahim Sultan, Pasir Gudang, Johor (1 student) and Politeknik Sultan Azlan Shah, Behrang, Perak (2 students).



Presentation of the BUDI PNB-TVET MADANI Scholarship to students in Kampung Merlimau Pantai, Melaka who are currently pursuing TVET courses at Merlimau Polytechnic, Melaka.

### Empowering Dreams: Pathway to Personal and Professional Excellence

The Budi PNB TVET programme has emerged as a transformative platform for the future, offering students more than just financial security. It provides a pathway to personal and professional excellence. The programme empowers scholars to proceed with education in specific fields and industries, enabling them to fulfil their families' hopes of seeing them succeed and making a meaningful impact on the community.

For students like Adam Naufal Faizal who is recipient of BUDI PNB-TVET ATUR, the scholarship became a lifeline as it helped reduce financial burden of families, allowing students to focus fully on their learning and the building of essential skills without the worry about financial issues.



Adam Naufal

“My ambition is to become an expert in computer systems, to be a ‘learned individual’ who is able to provide a better livelihood for family, especially my parents and to give back to the community. This programme allows me to fully focus on my education and build skills for the future while I do not have to worry how I will have to pay for my studies,” Adam said.

Meanwhile for BUDI PNB-TVET STDC recipient, Muhamad Saiful Qusairy Rosli, shared that the PNB programme is unique because it supports students from various aspects, moving beyond monetary aid to focus on self-development and future readiness.



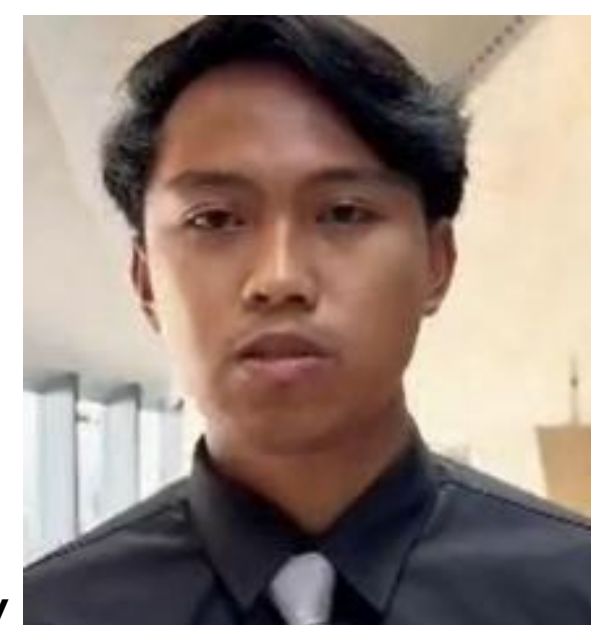
Muhamad Saiful Qusairy

“This scholarship is a platform for self-development, helping me enhance my personal skills to become a better version of myself and to secure a brighter future. I hope to give back to my community, and most importantly, uplift the financial well-being of the people I love,” he said.

BUDI PNB-TVET MARA scholar, Muhammad Zuhairy Ruzaimi Mohd, shared that the scholarship has given him the opportunity to pursue his dreams in a field he is passionate about, while also placing him in a better position to support his family in the future.

“Those who strive will surely succeed. This spirit of continuous effort and the pursuit of knowledge is what defines a PNB scholar.

“This opportunity is not only a pathway to better education for me—it is also a chance to dream bigger and transform life’s challenges into stepping stones for my personal growth. This, to me, is what it means to be a PNB scholar,” he added.



Muhammad Zuhairy

## **Driving a More Inclusive, Skilled and Resilient Malaysia**

Across all initiatives, BUDI PNB continues to open doors for asnaf and B40 groups through education, skills empowerment, and structured community investment. With thousands of students, families, and rural communities benefiting, these programmes stand as a testament to PNB's unwavering commitment to nation-building and human capital excellence.

The initiative supports Malaysia's broader talent development agenda. By nurturing a capable, job-ready technical workforce, PNB is contributing to the nation's ongoing efforts to strengthen human capital, boost productivity and reduce socioeconomic gaps.

Through BUDI PNB-TVET, PNB is not only sponsoring education, but also investing in the long-term transformation of families, communities and the country's economic future.