

# Rewarded for uplifting society

## Developer gains recognition for enhancing lives of low-income group

MAH Sing Group Bhd received recognition from the Government for supporting the National Community Policy and its corporate social responsibility (CSR) programmes.

The recognition was especially for the developer's efforts in its education programme called Pusat Sama-Sama at PPR Enggang, Bandar Kinrara in Puchong.

The company through its CSR arm, Mah Sing Foundation, has been working together with the community of PPR Enggang since 2017.

The collaboration started with a food aid programme in September 2017 to provide light meals for students at Pusat Sama-Sama.

Last year, the foundation continued to support the community through basic literacy and Mathematics classes.

The education programme is open for the children of PPR Enggang to gain basic literacy in English and Bahasa Malaysia, and mathematical skills.

The need for these classes was high as many of the children in the community between the ages of seven and 12 did not have basic literacy and were not able to cope in school.

Through the extra classes at Pusat Sama-Sama, the children were able to gain basic literacy and help for free.

Mah Sing founder and group managing director Tan Sri Leong Hoy Kum said the company was committed to help such communities invent a sustainable future to enhance their quality of life.

"We saw the improvement in the children's exam results after they attended the extra classes at Pusat Sama-Sama, and Mah Sing is committed to continue to fund this



Leong (third from left) receiving the recognition from Dr Mahathir (second from left) and witnessed by Zuraida (fourth from left) and Selangor Menteri Besar Amirudin Shari (left) at the launch of the National Community Policy in Puchong.

programme in 2019 for the children's future," he added.

On behalf of Mah Sing, Leong accepted an award from Prime Minister Tun Dr Mahathir Mohamad during the launch of the National Community Policy at Padang Awam Puchong Indah.

Also present was Housing and Local Government Minister Zuraida Kamaruddin.

Formulated by the ministry, the community policy is an initiative to improve the

lives of PPR (People's Housing Project) residents.

The ministry is working with the private sector, including property developers, to upgrade the lives and living environment of PPR communities through CSR activities.

Another programme initiated by Mah Sing to help PPR community is the MSF School+ programme in collaboration with MyKasih Foundation.

It is a holistic and sustainable programme

to improve underserved schools and students' access to education, health and safety.

"We believe that investment in a better tomorrow can be achieved when every child is provided with the opportunity to thrive and fulfil their potential," said Leong.

He added that last year, the foundation contributed RM3.5mil to over 40 schools and non-governmental organisation, which benefited more than 18,000 beneficiaries.

## 2019 : TIME TO WALK THE 'INNOVATION TALK'

KUALA LUMPUR: Innovation, according to the Oxford Dictionary, means the action of introducing new ideas or products. However, over the past few years, innovation appear to be more like talking about, rather than implementing innovative ideas.

The present reality is that many Asian businesses often work with controlled and tighter budgets and have less ambitious innovation plans. Management can easily weary of innovation if there is no clear Return of Investment (ROI) in sight.

So how exactly can companies bridge this gap?

### The Innovation Journey

"Make innovation real. Start small, win fast, then moving on to more ambitious goals, having built credibility by delivering results," said Mr Mark Lunt, JOS Group Managing Director.

With over 60 years' experience in Asia and 20 years in Malaysia, JOS, one of Asia's trusted technology partners, believes 2019 is the year to walk the talk. This year, innovation needs to be real to bust the hype and produce tangible business results.

JOS, a systems integrator, solutions provider and technology consultancy with deep local and industry knowledge and an exceptional ability to execute, has been working alongside over 10,000 customers across industries such as Financial Services, Hospitality, Manufacturing, Public Sector, Retail & Shopping Malls to help them with their innovation journeys.



Make innovation real: (From left) Lunt & Soo at the JOS's regional MIR tour at Kuala Lumpur.

### The Malaysian Challenges

In assessing the Malaysian scenario, Managing Director of JOS Malaysia Mr Steven Soo said a few challenges stand in the way of real innovation for local businesses. "A lack of clear objectives and know-how to handle data compounded by a shortage of talent are some setbacks preventing companies from innovating."

Often, there is a conflict between well-kept data versus well-managed data. While data is important to make better decisions, solve problems, evaluate performance, improve processes and understand consumers, in practice, data remain in silos without a central point of access.

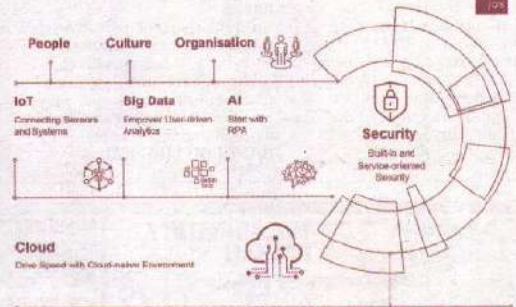
Companies must have both short and long term goals to achieve tangible results. The key is to engage current challenges, plan for emerging needs in the marketplace and advance towards set goals.

While Malaysia has talents in both IT and manufacturing, Soo shared that it lacks talent who can bridge both sectors. It's time to build this talent pool and 2019 presents a timely opportunity to start.

### Make Innovation Real

As part of its regional 'Make Innovation Real' (MIR) tour, JOS presented five technical pillars that shape a 'real innovation' model - Artificial Intelligence, Internet of Things (IoT), Big Data, Cloud and Cybersecurity.

While technology enables innovation, it can only deliver effectively when three corporate dimensions are set in place - People, Culture, Organisation - and to be complemented with strong organisational leadership and a clear strategy. Innovation shouldn't be just another corporate mantra. It must drive operational efficiency.



### 2019 Focus

Lunt and Soo urged Malaysian businesses to focus on four areas to tangibly benefit from real innovation - Focused Innovation, Realistic Expectation, Pursue with Commitment & Right People and Culture.

Companies must identify the area where innovation is most needed and set realistic targets aligned to market changes. Business leaders must be committed to pursue innovation. Success requires the collaboration of the entire organisation with the right talent and mindset.

"The road ahead for innovation is exciting and JOS aims to partner our current and potential customers to walk the innovation journey together," echoed Soo.

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