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RHB ISLAMIC LAUNCHES BEST-BYOB 2024 FOR UNIVERSITY STUDENTS

Inaugural programme launches at UPM with an allocation of up to RM200,000

Kuala Lumpur – RHB Islamic Bank Berhad (“RHB Islamic”) launched the B40 Empowerment Strategy-Be Your Own Boss (“BEST-BYOB”) 2024 Programme at Universiti Putra Malaysia (“UPM”) today.

The BEST-BYOB 2024 programme is a collaborative initiative between RHB Islamic and Perbadanan Nasional Berhad (“Pernas”). Building upon the existing programme’s successful public launch in 2022, this programme will be expanding to empower asnaf university students from the economic aspect. For the first time, eligible and interested students can participate in a pre-franchise business programme, equipping them to begin their pre-franchise entrepreneurial journey. To cultivate the spirit of entrepreneurship of these students, RHB Islamic has allocated up to RM200,000 for the collaborative BEST-BYOB programme with UPM.

Apart from the financial assistance in the form of grants provided by RHB Islamic, these university participants will be equipped with the knowledge and practical skills needed to succeed in pre-franchising. This comprehensive support can empower the students’ ability in the long term and nurture a generation of financially independent young entrepreneurs.

Six pre-franchise brands – Kuhot, Old Time Sengkuang, Keropok Getel, Bubur Ayam Dahlia, OSB, and Mr Chicck – are keen to participate in this programme and offer business packages to selected students. This collaboration can provide students with real-world opportunities within the pre-franchise industry.

“RHB Islamic is committed to supporting the agenda of empowering entrepreneurship among students. The BEST-BYOB programme that has been expanded at the university level is a testament to our commitment of helping university students change their lives and living standards as student

entrepreneurs. Through the BEST-BYOB Programme, the selected student entrepreneurs will receive guidance to run their business and continuous monitoring. With early exposure in the field of entrepreneurship, we hope that these students will have a competitive edge and be well-prepared to take on business challenges after graduation,” said Dato’ Adissadikin Ali, Managing Director and Chief Executive Officer of RHB Islamic Bank Berhad.

Prof. Dr. Arifin Abdu, Deputy Vice-Chancellor of UPM, added, “UPM is proud to collaborate with RHB Islamic and Pernas on this transformative initiative. Preparing our students with practical business skills fosters their entrepreneurial spirit and paves the way for their future success. This programme aligns with UPM’s commitment to nurture well-rounded graduates who are knowledgeable and also marketable in the future workplace.”

Universiti Putra Malaysia is the first university to collaborate through this kind of programme together with RHB Islamic. It is a good initiative that has a positive impact on the entrepreneurial skills of asnaf students. In addition to that, the role played by the Centre for Management of Waqf, Zakat and Endowment (“WAZAN”), UPM in managing asnaf students is in line with the university's desire to produce skilled and competitive students, especially in the fields of entrepreneurship and business.

In this effort, the Student Affairs Division and Centre of Entrepreneurial Development and Graduate Marketability (“CEM”) also play a role in regulating entrepreneurial activities carried out by students in residential colleges by ensuring that the need for student entrepreneurial activities is intensified.

Aligned with Bank Negara Malaysia’s (“BNM”) vision of financial inclusion, the BEST-BYOB 2024 programme directly addresses Strategic Thrust 5 of the Financial Sector Blueprint 2022-2026. It equips asnaf students with the skills and resources to thrive in pre-franchise businesses. This programme is an extension of BNM’s iTEKAD initiative, which mobilises social finance instruments such as zakat, wakaf, and sadaqah to support low-income micro-entrepreneurs. By leveraging RHB Islamic’s zakat wakalah initiative to provide financial assistance, BEST-BYOB gives opportunities to the underprivileged segment of communities to uplift their financial situation.

For more information on the BEST-BYOB programme, please scan the QR code or visit <http://www.rhbgroup.com/byob>.

