

# “SAJI Seikhlas Hati” boosts Asnaf entrepreneurship skills in Kedah

**LANGKAWI, 9 February** – FGV Holdings Berhad through its subsidiary Delima Oil Products Sdn Bhd (DOPSB) today launched its “Program Pembangunan Usahawan Asnaf” in collaboration with its partners, Lembaga Zakat Negeri Kedah (LZNK) and Langkawi Community College, as part of the “SAJI Seikhlas Hati” campaign. This pilot project signifies the beginning of DOPSB’s flagship Corporate Social Responsibility (CSR) programme.

The launch ceremony in Langkawi, Kedah also marked the commencement of the “SAJI Seikhlas Hati” campaign that aims to help Asnaf entrepreneurs develop their own businesses by providing them with necessary knowledge, skill-based training and exposure. Ten selected Asnaf entrepreneurs in Kedah, who are the first batch of the program’s participants today received a booster kit worth RM5,000, consisting of utensils, cooking and baking equipment and raw materials including product ingredients to help kick-start their businesses.

Dato’ Dzul kifli Abd Wahab, Chairman of FGV Holdings Berhad said, “SAJI Seikhlas Hati” is a noble initiative in implementing holistic and extensive social assistance to targeted groups, which are the needy. The programme will provide assistance and support services, including monthly food assistance, skill-based training services, pilgrimage, and aid programmes, and not to forget welfare initiatives.

“SAJI Seikhlas Hati” is an ongoing effort to further improve the quality of life for low-income people and align with the government’s initiative to help raise their standard of living via relevant entrepreneurship program. FGV is committed to ensuring that the participants of the programme receive a long term and sustainable benefits from this initiative, so it will be a win-win situation for all the stakeholders involved,” Dato’ Dzul kifli added.



*From left: Zulkifli Othman, Head of Downstream Division, FGV Holdings Berhad, Haslinda Abd Hamid, Director of Langkawi Tourism Academy, Kolej Komuniti Langkawi, Dato’ Dzul kifli Abd*

*Wahab, Chairman of FGV Holdings Berhad , Dato' Syeikh Zakaria Othman, Chief Executive Officer (CEO) of Lembaga Zakat Negeri Kedah and Shammim Azad Kamruzaman, Chief Executive Officer (CEO) of Delima Oil Products Sdn. Bhd.*

In addition to financial aids, recipients will also receive various SAJI products from DOPSB such as cooking oil, coconut milk, creamer and SERI PELANGI margarine on top of the RM250,000 allocation for tailored training programmes and courses for the Asnaf entrepreneurs.



*“SAJI Seikhlas Hati” campaign aims to help Asnaf entrepreneurs develop their own businesses by providing them with necessary knowledge, skill-based training and exposure.*

FGV is determined to make a substantial and meaningful difference in supporting deserving Malaysians through its “SAJI Seikhlas Hati” initiative, with an allocation of over RM3,000,000 for the entire programme at various locations nationwide. FGV targets to expand the programme to seven other states namely Johor, Pahang, Sabah, Sarawak, Kelantan, Terengganu and Kuala Lumpur with expected 100 participants.



As part of the “SAJI Seikhlas Hati” campaign, FGV has also designed several programmes throughout the year including free distribution of cooking oil to targeted groups and the *bubur lambuk* distribution programme during the upcoming month of Ramadhan with the community and orphans.

**ENDS**