

MBSB BANK ACCELERATES ITS GROWTH ENTREPRENEURSHIP PROGRAMME WITH GRAP 2.0

PETALING JAYA, 22 June 2023 – MBSB Bank Berhad (MBSB Bank) extends its Growth Entrepreneurship Assistance Programme (GRAP) as part of the Bank's Corporate Social Responsibility (CSR) initiative that serves to provide business acumen for sustainable income generation to those affected by the challenging economic landscape.

Following the success of GRAP 1.0 which was introduced last year, conducted from February to September 2022, MBSB Bank recently extended the programme, aptly named GRAP 2.0 with the implementing partner, Islamic Relief Malaysia (IR Malaysia).

GRAP 2.0 will be providing business capital, equipment, business management training including how to develop a business model which includes online marketing strategy, financial management and operations management to targeted participants from Bangi, Kajang and Semenyih in Selangor.

Commenting on the implementation of GRAP 2.0, MBSB Bank's Group Chief Executive Officer, Datuk Nor Azam M. Taib said, "This programme is designed to empower micro-entrepreneurs by enhancing their business knowledge. The capabilities of the targeted participants will be improved by having them to produce a solid business plan, financial management as well as marketing and advertising. GRAP 2.0 will prepare the participants to be resilient in building their businesses in ensuring a sustainable income."

Datuk Nor Azam added, "Last year, we had 23 successful participants who received certification for achieving good increase in sales. They recorded a monthly income growth of over 95% within seven months of the programme."

“One of the most important reasons to get the certification is to give them acknowledgement and appreciation for their hard work and dedication as well as proof in attending an entrepreneurial programme. This time around, we are targeting to assist 50 participants.” he concluded.

MBSB Bank invested a total of RM818,300 for GRAP 2.0, which will go on for 12 months beginning June 2023.

MBSB Bank believes in creating a future that is both inclusive and sustainable for everyone thus the continuous support that is being extended through variety of programmes to those in need. Dedicated in improving the livelihood and well-being of the community, MBSB Bank recently contributed RM150,000 to My H.A.U.S Project which is a home improvement programme under Yayasan Pembangunan Ekonomi Islam Malaysia (YaPEIM).

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For media enquiries, please contact:

Nik Surina Suria Nik Abdullah Corporate Communications Department GCEO's Office MBSB Bank Berhad Level 9 Menara MBSB Bank, PJ Sentral Persiaran Barat, Seksyen 52 46200 Selangor Darul Ehsan E: corporatecomms@mbsbbank.com T: 03 7455 5561	Najihah Sani Corporate Communications Department GCEO's Office MBSB Bank Berhad Level 9 Menara MBSB Bank, PJ Sentral Persiaran Barat, Seksyen 52 46200 Selangor Darul Ehsan E: corporatecomms@mbsbbank.com T: 03 7455 5567
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About MBSB Bank Berhad

MBSB Bank Berhad (MBSB Bank), a wholly owned subsidiary of Malaysia Building Society Berhad (MBSB) is a full-fledged Islamic Bank in Malaysia that provides shariah compliant banking facilities to retail, SME and corporate customers. In addition to its list of financing products, MBSB Bank, through its digital capabilities, extends its distribution channels through online services such as mobile banking and virtual branch. For more information, visit www.mbsbbank.com