

Foundation raises income levels for over 11,800



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Rise participants during a training session held before the movement control order.

FOLLOWING its launch, Maybank Foundation’s Reach Independence and Sustainable Entrepreneurship (Rise) programme reached a milestone of 11,813 participants trained across Malaysia, the Philippines, Indonesia and Laos.

With 9,511 participants being people with disabilities (PWDs) and the rest from other marginal communities, the programme has had a significant impact on PWD communities in South-East

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The programme was implemented in two phases – Rise 1.0 and Rise 2.0.

The average income increase at both stages remained consistent at over 140%.

The first phase of the programme, which ran from 2014 to 2019, impacted 6,358 participants in Malaysia, Indonesia, the Philippines and Laos.



Shahril Azuar says Maybank Foundation's mission is creating measurable, tangible and sustainable impacts that empower disadvantaged communities.

Out of these participants, the top 40% of those trained have achieved an average monthly income increase of 390.1%, while 70% of all participants were able to become self-sufficient and continue to thrive in running their businesses years after the initial training.

This was all achieved without any loans or financial help.

Given the success from the first phase of the programme, Rise 2.0 continues Maybank Foundation's commitment to champion financial inclusion for PWDs.

Launched in September 2019, the second phase incorporates a high degree of technology in its entrepreneurship mentoring and greater flexibility in commitment levels.

The ultimate goal is ensuring that PWDs have a stake in the expanding digital economy.

Maybank Foundation chief executive officer Shahril Azuar Jimin said, "Maybank Foundation remains committed to our

mission of creating measurable, tangible and sustainable impacts that empower disadvantaged communities.

"Despite the challenges posed by the pandemic, Rise 2.0 has been highly successful and is still on track to fulfil our original vision of empowering 17,100 participants through three levels of training in six Asean countries, 70% of which are PWDs."

When the pandemic hit, social distancing measures disrupted the ability of mentors to conduct face-to-face training and of participants to move their businesses offline.

However, the adoption of digital skills allowed them to overcome these challenges.

Training and mentoring moved online, with Rise 2.0 providing participants with access to Internet and devices as well as step-by-step coaching on how to set up online meeting platforms to enable participants could attend virtual training and continue learning.

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Implemented by People Systems Consultancy Sdn Bhd (PSC), the programme partner of Maybank Foundation, Rise produces tangible and sustainable income increase with ripple effects across local communities.

The Rise 2.0 programme, which is currently underway, has already made a marked impact on the marginalised community.

As of March 2021, the top 40% of all participants trained and mentored under Rise 2.0 Standard (a six-month mentoring programme) had achieved an average income increase of 336.04%.

PSC executive director Raymond Gabriel said, “The Rise programme addresses the need for effective empowerment programmes tailored to the needs of PWDs – a community which has been underserved and overlooked.

“It provides them with the education, skills and support for long-term success.

“With these tools, they can take control of their own income, setting them on the path towards financial inclusion and independence.”

Through Rise 2.0 Basic, trainees rated an average improvement in entrepreneurial knowledge of 95.17%.

In its five-year plan, Maybank and PSC aim to elevate its current programme to maximise the achievement of its strategic objectives while minimising cost.

The key to achieving this is the integration of technology into the programme’s repertoire to scale the impact to achieve financial, social and digital inclusion.

The addition of Rise 2.0 will improve engagement among participants, continuous learning as well as make financial services from Maybank more accessible to underprivileged communities.

Rise 2.0 also has plans to cover more countries in South-East Asia to reach a greater number of PWDs and marginalised communities.

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