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BRIGHTENING LIVES, POWERING THE FUTURE

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TENAGA Nasional Berhad (TNB), Malaysia's leading energy provider, has once again demonstrated its unwavering commitment to environmental, social and governance (ESG) principles through its annual Ceria Ke Sekolah (CKS) programme.

Now in its 12th year, the initiative underscores TNB's dedication to fostering sustainable development and inclusive education, aligning with the broader aspirations of Malaysia Madani.

The programme provides essential school supplies, including uniforms, shoes and stationery, to students from low-income families, particularly those in rural areas.

Since its inception in 2013, it has aided 79,565 families across 519 areas nationwide, including Sabah and Sarawak, with a total expenditure of RM12.7mil.

For the 2025 school session alone, TNB has allocated RM1mil to support students in 66 locations, including flood-affected areas and regions near TNB's key projects and installations.

A commitment to education and empowerment

TNB believes in education's transformative power, particularly targeting students from low-income families, including the B40 and eKasih groups.

By providing essential school supplies, TNB aims to ease families' financial burden of school preparation and equip these young minds with the tools they need to succeed in their educational pursuits, ultimately contributing to national growth and prosperity.

As TNB chairman Tan Sri Abdul Razak Abdul Majid emphasised during the programme's launch at Al-Ikhlasih Surau, Keramat Jaya, "Education is not only the foundation of societal progress but also the key to shaping the future generation of leaders."

Abdul Razak further highlighted the programme's alignment with Malaysia Madani's principles of inclusivity and sustainable development.

"Through initiatives like Ceria Ke Sekolah, TNB is committed to supporting the future of underprivileged children, ensuring they have the tools to achieve their dreams and contribute to national prosperity," he said.

This effort not only narrows the educational gap but also aids in cultivating a knowledgeable and skilled workforce, which is essential for Malaysia's future.

By focusing on vulnerable groups, TNB ensures that resources are directed to those who need them most, fostering a more equitable society.

Strengthening community ties

The CKS programme is more than just a charitable effort; it is a platform for building stronger relationships between TNB and the communities it serves.

As part of the "Satu Pemimpin, Satu Kampung" (Santuni Madani) initiative, the programme focuses on supporting 100 students from underprivileged families in

TNB brightens futures with a cheerful start to the school year



TNB chairman Tan Sri Abdul Razak Abdul Majid (last row, centre) together with the school students after presenting them with back-to-school packs at the Al-Ikhlasih surau in Keramat Jaya.



Menteri Besar Datuk Seri Aminuddin Harun (in red shirt) helping out a student at the Ceria Ke Sekolah (CKS) programme in Port Dickson earlier this month.



Children trying on new shoes supplied by TNB's Ceria Ke Sekolah initiative, which equips them with essential school supplies to start the new year with confidence.

Keramat Jaya and the Al-Hidayah Tahfiz academy.

"This programme is not just about aid but also about building closer relationships between TNB and the local community," Abdul Razak noted.

By addressing community needs and fostering goodwill, TNB demonstrates that with cooperation and support, it is possible to create meaningful, long-lasting positive change.

For many families in Keramat Jaya, the initiative has been a lifeline.

Norida Md Taharim, a cleaner and mother of two school-going children, expressed her gratitude.

"Nowadays, everything is expensive and managing two school-going children involves a lot of expenses.

"This assistance really provides some relief and lightens our burden."

SK AU Keramat parent-teacher association chairman Datuk Muhammad Nazari Osman also commended TNB's efforts, stating,

"Our hope is that students can study comfortably without any obstacles and we are very grateful to TNB for providing such meaningful support to them."

Aligning with ESG and Madani principles

By focusing on education and empowerment, the initiative supports the development of a skilled and competitive workforce, which is essential for Malaysia's long-term economic growth.

The initiative also aligns closely with the Madani framework's pillars of well-being, justice, harmony and empowerment.

Through its efforts, TNB ensures that resources are distributed equitably, communities are uplifted and students are empowered to pursue their educational aspirations.

"We believe that education is not just a right but also the key to an inclusive and prosperous national future," Abdul Razak stated.

"By supporting underprivileged children, we are investing in a brighter tomorrow for all Malaysians."

A catalyst for change

As Malaysia's backbone in the energy sector, TNB has consistently gone beyond its role as an electricity provider to drive positive change in society.

With over 10 million customers across diverse backgrounds, the company has grown alongside the nation, implementing initiatives that address pressing social and economic challenges.

The CKS programme is one such initiative, reflecting TNB's holistic approach to CSR.

Beyond education, TNB has also launched several programmes to enhance community well-being.

Baiti Jannati provides affordable housing solutions, while Anjung Kasih offers temporary shelter for families of hospitalised patients.

TNB Trust Schools focus on

enhancing education quality, and the company additionally supports sports development initiatives to further enhance community welfare.

A vision for the future

As TNB looks ahead, its commitment to ESG principles and Malaysia Madani vision remains steadfast.

The CKS programme is a testament to the company's belief in the power of collective effort and its dedication to creating a more inclusive and sustainable future.

Abdul Razak encouraged students to fully embrace these opportunities provided by education, urging parents to support their children in reaching their full potential.

With initiatives like CKS, TNB continues to pave the way for a brighter, more equitable future, proving that its commitment to sustainability and social responsibility goes far beyond providing energy.