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Date: 26 April 2017

EMPLOYERS CIRCULAR NO 3/2017

IMPLEMENTATION OF RURAL ACCELERATED INDUSTRY SKILL FOR EMPLOYMENT (RAISE) PROGRAMME

1.0 PURPOSE

- 1.1 The purpose of this circular is to inform registered employers on the implementation of the Rural Accelerated Industry Skill for Employment (RAISE) programme.

2.0 BACKGROUND

- 2.1 The Pembangunan Sumber Manusia Berhad (PSMB) Human Capital Strategic Initiatives were devised in line with the Eleventh Malaysia Plan (RMK-11) to achieve the national agenda in order to attain a 35 per cent of Malaysian skilled workforce by year 2020.
- 2.2 As part of PSMB's Human Capital Strategic Initiatives to support the nation's Human Capital agenda, PSMB is implementing a programme called RAISE. This initiative is to increase the supply of skilled local workforce to PSMB registered employers or industries covered under Pembangunan Sumber Manusia Berhad Act 2001 (PSMB Act 2001) by providing the platform to reduce the rate of unemployment of rural youths, thus contributing to the increase of income in rural households, especially those who are within the Bottom 40 (B40) category.

PEJABAT CAWANGAN

- Utara** : Tingkat 2, Wisma PERKESO, Lebuhraya Tenggiri 2, Bandar Seberang Jaya, 13700 Prai, Pulau Pinang. Tel : 04-397 0779 Faks : 04-398 7350
- Melaka** : Lot 4-04, Wisma UTC, Jalan Tan Chay Yan, Off Jalan Hang Tuah, 75300 Melaka. Tel : 06-282 1537 Faks : 06-282 1536
- Johor** : No. 50 & 50-01, Jalan Setia 3/7, Taman Setia Indah, 81100 Johor Bahru, Johor. Tel : 07-353 8121 Faks : 07-353 8217
- Pantai Timur** : Pusat Latihan Hospitaliti Cherating, Perkampungan Cherating Lama, 26080 Kuantan, Pahang. Tel : 09-581 9250, 09-581 9128 Faks : 09-581 9268
- Sabah** : Lot B5, Tingkat 5, Bangunan KWSP, 88598 Kota Kinabalu, Sabah. Tel : 088-260 114 Faks : 088-252 114
- Sarawak** : Tingkat 4, Wisma PERKESO, Lot 436 Section 54, No. 52 Travillion Commercial Centre, Jalan Padungan, 93100 Kuching, Sarawak. Tel : 082-254 721 Faks : 082-254 795



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- 2.3 RAISE is one of the sub-programmes under the Future Workers' Training that focuses on intensive training for rural youths to meet the needs of the PSMB registered employer or industries covered under the PSMB Act 2001 to guarantee employment after the completion of training.

3.0 OBJECTIVES

- 3.1 The objectives of the RAISE programme are:
- i. To provide access for rural youths to undergo specific skills training based on the operational requirements of the employer before being absorbed into the job market upon completion of training;
 - ii. To increase the supply of skilled workforce through strategic partnerships with PSMB registered employers and employers covered under the PSMB Act 2001 in order to support manpower requirements of Regional Economic Corridors; and
 - iii. To reduce unemployment rate, especially among rural youths that will eventually support Government's aspiration in achieving 35 per cent of skilled workforce by year 2020.

4.0 TRAINING & FINANCIAL ASSISTANCE

- 4.1 **Employers' associations / PSMB registered employers or industries covered under PSMB Act 2001 may request for financial assistance to train rural youths to meet the needs of organisation manpower.**
- 4.2 Courses offered under this programme will provide opportunities for rural youths **to access skill- training** and subsequently

secure employment with the PSMB registered employers or industries covered under PSMB Act 2001 **upon completion of their training.**

4.3 The training **will be offered either by the employer associations, appointed training providers or internal trainers of the employers.** Employers Associations and employers must ensure appointed providers will **arrange for job placements upon the completion of the training.**

4.4 Under this programme, PSMB registered employers or industries covered under PSMB Act 2001 are eligible to claim the allowable training cost as follows :-

- i. Course Fee (Training conducted by appointed training provider); or
- ii. Internal Trainer Allowance (Training conducted by internal trainer);
- iii. Trainees' Monthly Allowance;
- iv. Transportation Cost; and
- v. Consumables Training Materials.

4.5 RAISE program is a strategic collaboration with employers **through cost-sharing concept** to meet the needs of skilled workforce by employer, thus **employer is responsible to pay the cost for trainee's accommodation** during the training. Employers are also responsible to provide group insurance to trainees during the training period.

4.6 Interested employer associations/employers may refer to the **implementation guideline** and the proposal format to apply for training grant under this programme.

5.0 DATE OF IMPLEMENTATION

5.1 The effective implementation date of this circular is May 2017.

6.0 CONCLUSION

- 6.1 Please feel free to contact our Call Centre at 1-800-88-4800 or e-mail support@hrdf.com.my should you require more information on this circular.

Thank you.

"PEOPLE, PROWESS, PROGRESS"
"PEKERJA KREATIF PENCETUS INOVASI"

Yours sincerely,



(DATO' CM VIGNAESVARAN A/L JEYANDRAN)
Chief Executive
Pembangunan Sumber Manusia Berhad