

Our Ref: (30) PSMB/1/14/13 Kulit 3  
Date: 11 January 2024

## TRAINING PROVIDERS' CIRCULAR NO. 1/2024

### IMPLEMENTATION OF PROGRAM LATIHAN MADANI

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#### 1. PURPOSE

This circular aims to inform all Human Resource Development Corporation (HRD Corp) registered Training Providers about the implementation of the **Program Latihan MADANI** (PLM) by HRD Corp.

#### 2. BACKGROUND

- 2.1. The Prime Minister and Minister of Finance, Yang Amat Berhormat Dato' Seri Anwar bin Ibrahim, in his Budget 2024 speech announced the introduction of the Program Latihan MADANI by HRD Corp.
- 2.2. The PLM will be focusing on learning and development initiatives for employees of Micro, Small & Medium Enterprises (MSME) and members of vulnerable communities such as formerly incarcerated individuals, people with disabilities (PWDs), senior citizens, retirees and B40 individuals.

#### 3. OBJECTIVE OF PLM

The objective of PLM is to empower underserved communities and foster the growth of Micro, Small and Medium Enterprises (MSMEs) by providing them with essential skills, resources, and support. This will enable the beneficiaries to strengthen essential skills, broaden critical knowledge and take advantage of new employment and income generation opportunities.

## 4. PLM IMPLEMENTATION

4.1. The five (5) initiatives that will be implemented under the PLM are:

### 4.1.1. **Seniors Back in Action (SEBA)**

Designed to equip senior citizens and retirees with relevant skills and knowledge to re-enter the workforce in a different sector or capacity as well as senior citizens who are interested in pursuing employment or income generation opportunities.

### 4.1.2. **Second Chances and Opportunities for People to Excel (SCOPE)**

Designed to support current and formerly incarcerated individuals by providing them with practical skills and vocational training in a supportive and rehabilitative environment. This initiative aims to facilitate their successful reintegration into society through employment and income-generating opportunities that foster positive long term personal growth.

### 4.1.3. **PWD Development Programme**

Created to empower persons with disabilities (PWDs) with essential skills through competency-based trainings and certifications. This initiative aims to facilitate the acceptance of PWDs into the workplace while improving their integration into society through employment or income-generating opportunities.

### 4.1.4. **Micro, Small and Medium Enterprise (MSME) Development Programme**

Aimed at enhancing workforce sustainability, reducing turnover rates and increasing business resiliency. By expanding training and development opportunities for MSME employees, we can help them to improve their global competitiveness.

### 4.1.5. **B40 Development Programme**

Created to help communities from the B40 income group, by equipping them with specific skills and knowledge through end-to-end training. This initiative aims to help them improve their standard of living through new long-term employment and income-generating opportunities.

However, these initiatives are non-exhaustive, and HRD Corp or the Government may identify other initiatives from time to time to support the needs of Malaysian talents and industries.

- 4.2. The PLM will be implemented online through the HRD Corp's Upskill Malaysia platform, and the guidelines for PLM will be made available in the official portal.
- 4.3. PLM is open for participation to all HRD Corp registered employers and their employees, as well as all Malaysians.

## **5. IMPLEMENTATION DATE**

- 5.1. This circular will be effective starting from 11 January 2024.
- 5.2. The Call for Proposals for PLM will be open to HRD Corp registered training providers from 12 January 2024 onwards. All proposal submissions are to be done online via the Upskill Malaysia portal (refer to PLM Guidelines in HRD Corp website).

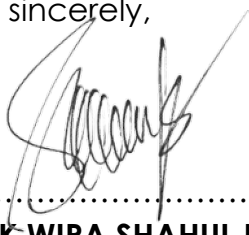
## **6. CLOSING**

For more information, please visit our website at [www.hrdcorp.gov.my/plm](http://www.hrdcorp.gov.my/plm) or if you have any inquiries kindly reach out to our helpdesk via [helpdesk@hrdcorp.gov.my](mailto:helpdesk@hrdcorp.gov.my).

Thank you.

**'Delivering Quality, Developing Excellence'**  
**'Malaysia MADANI'**

Yours sincerely,



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**DATUK WIRA SHAHUL DAWOOD**  
Chief Executive