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Page : 1



Maybank's financial literacy programme reaches out to over 37,000 students

KUALA LUMPUR: Malayan Banking Bhd's (Maybank) financial literacy programme, Cashville Kidz, has reached out to over 37,020 students and some 945 educators from 113 schools across the country in 2022.

Maybank chairman Tan Sri Zamzamzairani Mohd Isa said every child in this world should be given equal opportunities for quality financial education and underlined the importance of key stakeholders including governments, corporates, schools and family units collaborating to champion this cause in a sustainable manner.

"As a leading financial institution and to deliver on its aspiration to become a regional environmental, social and governance (ESG) leader, Maybank is committed to serving the communities by providing them with the proper knowledge of money management to ensure that no one is left behind in this rapidly changing environment.

"The programme has supported the underbanked segment and communities across urban and rural geographies in Asean and will continue to drive financial

inclusivity in line with our deeper purpose of humanising financial services," he said in a statement yesterday.

Maybank chief sustainability officer Shahril Azuar Jimin said the Cashville Kidz programme continues to evolve in line with futuristic learning requirements.

"With refreshed learning modules for students and the latest teaching tools provided to educators and parents, we are encouraged with the results of the programme and look forward to further strengthening it to benefit more communities in the future," he said.

The Maybank Cashville Kidz programme is accorded co-curriculum status by the Ministry of Education, Malaysia.

It is endorsed through collaborations such as the National Bank of Cambodia (NBC), the Ministry of Education, Youth and Sports Cambodia (MOEYS), and the Central Bank of the Philippines (Bangko Sentral ng Pilipinas).

The programme has positively impacted over 300,000 students in 1,150 schools with 4,438 teachers trained in Asean. — Bernama