

KUALA LUMPUR: AIA Public Takaful Bhd (AIA Public Takaful) announced the launch of the AIA Penyala Harapan Scholarship Programme, an initiative aimed at empowering promising Malaysian students through education.

The scholarship is made possible through the donation of surplus by AIA Public Takaful certificate participants, which are collectively channelled into the AIA Penyala Harapan Charity Fund.

This dedicated fund was established to support various charitable causes that contribute to the upliftment and wellbeing of communities across Malaysia.

In partnership with the International Islamic University Malaysia (IIUM) through its IIUM Endowment Fund (IEF) Division, the scholarship is open to first-year degree students pursuing studies in Islamic Banking, Islamic Finance and Law.

A total of RM1.6mil has been allocated to support 20 scholars in the inaugural cohort, covering tuition fees and living expenses for the full duration of their programmes, up to four years.

Scholars may be offered internship opportunities with AIA Public Takaful, subject to fulfilling academic and programme requirements.

AIA Public Takaful chief executive officer Mohd Asri Omar said: "At AIA, our purpose is to help people live Healthier, Longer, Better Lives – and we believe education is a powerful way to achieve that.

"We are delighted that the scholarship programme marks the first initiative enabled by the AIA Penyala Harapan Charity Fund. With IIUM as our partner,

AIA PUBLIC TAKAFUL LAUNCHES SCHOLARSHIP TO EMPOWER YOUTH



Mohd Asri (left) and Mohamad Fauzan during the launch of the AIA Penyala Harapan Scholarship Programme to empower purpose-driven youths.

we're focused on nurturing students who are driven by passion and purpose, empowering them to take charge of their futures and make a positive impact – not only in their own lives, but also in the lives of their families and communities."

He added that the initiative reflected the essence of the company's unique Total Shariah Solutions proposition, which was

guided by the principles of Maqasid Shariah to demonstrate that Takaful is more than just a protection plan, but that it carries a deeper purpose.

"Through one of its key pillars, Berkat Sama-sama (Shared Blessings), our product solutions enable customers to embrace the spirit of togetherness by donating their surplus for the greater good of society.

"We are honoured to be entrusted by our customers to channel these contributions towards helping young Malaysians pursue their academic aspirations and build purposeful careers, and we are deeply grateful for their generosity in making it possible.

He also explained that the company goal is to build a sustainable scholarship ecosystem that continues to uplift and inspire youth, and it hopes to see the next generation thrive through the power of education.

IIUM was selected as a strategic partner for its strong academic reputation and its role as Malaysia's leading Islamic university and one of the top Islamic institutions globally.

With Islamic values embedded in every discipline, IIUM shares a common purpose with AIA Public Takaful in promoting ethical and values-based development.

This shared vision makes IIUM a natural fit for the programme which seeks to inspire students through education that empowers potential, shapes futures and is firmly grounded in Shariah principles.

IIUM student development and community engagement deputy rector Prof Datuk Dr Mohamad Fauzan Noordin added: "We are honoured to collaborate with AIA Public Takaful on this meaningful initiative.

"At IIUM, we are committed to nurturing well-rounded gradu-

ates who embody both academic excellence and strong ethical values.

"Education is a powerful force for transformation, and this scholarship will help our students to pursue their academic goals and realise their full potential while contributing to the advancement of Islamic finance and other key sectors.

"We believe this partnership will not only benefit our students but also strengthen the spirit of shared responsibility within the takaful community and will inspire greater collaborative efforts to support education and social progress."

Scholar selection will be based on a combination of academic performance, financial need and clear aspirations for the future.

The university's IEF division will play a key role in shortlisting candidates, providing academic mentorship, and monitoring student progress throughout their studies.

The partnership ensures that scholars receive not only financial support but also the guidance needed to excel academically and personally.

Eligible students who have secured admission into the specified degree courses at IIUM are encouraged to apply through the university's IEF Division or visit www.aia.com.my for more information.