

Our Ref.: (30) PSMB/20/8 Kulit 7

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, Lebuh 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



