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CSR Initiative

“ Driving English Language Excellence”

**“DKLS Linguistic Ambassador Award”
Essay Competition Launching Ceremony**

By

**Y.B.DATO' SERI DIRAJA DR. (HON) MAHDZIR BIN KHALID
MINISTER OF EDUCATION MALAYSIA**

On 12 May 2016



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The launching ceremony of “DKLS LINGUISTIC AMBASSADOR AWARD” Essay Competition was officiated by Y.B. Dato’ Seri DiRaja Dr. (Hon) Mahdzir Bin Khalid, Minister of Education Malaysia on 12 May 2016 at a leading hotel in Putrajaya. The Minister was extremely impressed with DKLS’s CSR initiative of nation building dimension that not only served the educational needs but also regarded as a rebranding initiative for Malaysia to regain her position in the forefront of “Nations of Distinction”.

The chosen theme for such CSR initiative was “Driving English Excellence in Malaysian Secondary Schools”. This programme was dedicated to Form 4 and Form students aged between 16 to 19 years old. The strategic partners of this programme consisted of Australian National University (ANU), ELS Centres Malaysia and ICT Learning Sdn Bhd. The competition resources, were conceptualised and developed by DKLS Foundation and its strategic partners respectively. The mode of delivery of the competition resources would be predominantly online. To a greater extent, this programme would also complement the implementation of Dual Language Programme (DLP) introduced by Ministry of Education recently.

The launching ceremony was attended by senior officials from Ministry of Education, captains of industry, distinguished personalities from the education fraternity, Board of Directors DKLS Industries Berhad as well as DKLS Foundation Board and Exco Members.



From (Right to Left) Guest of Honour Y.B. Minister of Education (2nd), YBhg. Puan Sri Datin Aisha (1st), YBhg. Dato Ding Pei Chai (3rd), Ms. Jan Drew (4th) & Mr. Ding Poi Bor (5th)



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“DKLS Linguistic Ambassador Award” Essay Competition Launching Ceremony

WELCOMING THE GUEST OF HONOUR







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“DKLS Linguistic Ambassador Award” Essay Competition Launching Ceremony

**SPEECH BY CHAIRMAN
DKLS INDUSTRIES BERHAD**



**SPEECH BY CHAIRMAN DKLS INDUSTRIES BERHAD
IN CONJUNCTION WITH THE LAUNCHING CEREMONY OF
“DKLS LINGUISTIC AMBASSADOR AWARD” ESSAY COMPETITION
ON 12 MAY 2016**

On behalf of Board of Directors, DKLS Industries Berhad, and DKLS Foundation, I take great pleasure to extend our warm welcome, to all of you to this launching ceremony. First and foremost, please allow me to express, my heartfelt congratulations, to Yang Berhormat, on your recent conferment of, Honourary Doctorate in Education, by Cyberjaya University College of Medical Sciences.

The conferment reflects Yang Berhormat's, great contributions in the field of education in Malaysia. We share the joy of your outstanding achievement. Yang Berhormat, I would like to express, my profound gratitude to you, because you spare your precious time, from your busy schedule to grace this ceremony. Distinguished guests, ladies and gentlemen, the nation building initiative launching ceremony, that we are witnessing this morning, is DKLS's modest corporate social contribution.

In this context, I am truly touched, by the tremendous support we received, from Ministry of Education, and Australian High Commission, as well as, our strategic partners, namely, Australian National University, ELS Language Centres, ICT Learning Sendirian Berhad, and JMD CONSULTING LIMITED. As a Founder Member of DKLS Foundation, it is my pleasure to share with you an overview, on its establishment. DKLS Foundation had its humble beginning, in 2001 in Sitiawan, Perak, through a collective funding pledge, by DKLS Board of Directors on individual capacity.

Its establishment was, by no means a coincidence. Its inception was, in fact, properly envisioned, planned and organised, to benefit the local community, particularly, the promotion of, academic excellence in secondary schools, in Manjung District and Perak State.

Distinguished guests, ladies and gentlemen, for your kind information, during the Foundation's first 10 years operation period, that is between 2001 and 2010, a total of 1,286 students, had benefited from DKLS Foundation. A testimony to this effect was reflected, in the 10-Year Commemorative Book, titled “Ray of Hope”, published by DKLS Scholarship Foundation.

In 2010, the Foundation decided, to expand the horizon, of its Corporate Social Responsibility initiative. In early 2011, DKLS Foundation, underwent re-organisation, DKLS Industries Berhad, as a responsible corporate citizen, committed to become, the financial sponsor of the Foundation. Through such arrangement, DKLS Scholarship Foundation, became the Corporate Social Responsibility operation platform, of DKLS Industries Berhad. This arrangement facilitated the Foundation, to pursue its new inspiration, in a more holistic approach.

Following this, a new initiative, of nation building dimension was mooted. “DKLS Linguistic Ambassador Award” Essay Competition, was introduced in 2013 as a result. The agenda, on “Driving English Language Excellence”, in Malaysian secondary schools, is thought to be, a very timely and motivating national initiative.

Chief among which are:

Firstly, it relates to our national interest. We must invest and nurture, future generations of Malaysia, with good command of English, to become versatile players, in the globalised world.

Secondly, this CSR initiative complements, the Dual Language Programme or in short DLP, introduced by Ministry of Education recently. Last but more significantly, to regain Malaysia's position, in the forefront of, “Nations of Distinction”.

Thank you. All Glories to God.



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DKLS FOUNDATION



“DKLS Linguistic Ambassador Award” Essay Competition Launching Ceremony

**SPEECH BY DATO' SERI DIRAJA DR. (HON) MAHDZIR BIN KHALID
MINISTER OF EDUCATION MALAYSIA**



**SPEECH BY Y.B DATO' SERI DIRAJA DR. (HON) MAHDZIR BIN KHALID
MENTERI PENDIDIKAN MALAYSIA
IN CONJUNCTION WITH THE LAUNCHING CEREMONY OF
"DKLS LINGUISTIC AMBASSADOR AWARD" ESSAY COMPETITION
ON 12 MAY 2016**

Distinguished guests, ladies and gentlemen. I am extremely delighted to be here this afternoon to attend this auspicious and meaningful ceremony.

First and foremost, I would like to thank Yang Berbahagia Dato' Ding Pei Chai, Chairman DKLS Industries Berhad, for his kind words. At the same time, I would like to echo the statement made by him. "To regain Malaysia's position in the forefront of Nations of Distinction" is the most pressing national service that we as stake holders must engage. In essence, this is also a great challenge to Ministry of Education. Let us take up the challenge collectively and wholeheartedly.

"Driving English Language Excellence in Malaysian Secondary Schools" spearheaded by DKLS Foundation is indeed a nation building initiative. I must congratulate DKLS Foundation as well as its strategic partners for engaging in such visionary nation building initiative.

Distinguished guests, ladies and gentlemen, I have been made to understand that the smart partners of this Corporate Social Responsibility Platform are Australian National University, ELS Language Centres and ICT Learning Senderian Berhad. They have made a significant contribution towards serving the national interest of Malaysia. By engaging with such an internationally renowned institution of higher learning in Canberra together with its strategic partners, it is appropriate for me to state that DKLS Foundation is really setting a new benchmark towards "Driving English Language Excellence" in Malaysian Secondary Schools.

In fact, I am extremely impressed and elevated by the profound support of Australia High Commission in Malaysia, Australian National University and Office of Study-Canberra towards driving the realisation of such noble Corporate Social Responsibility initiative.

DKLS Foundation has chosen the right target student group to introduce this programme; that is dedicated to Form 4 and Form 5 students of Malaysian Secondary Schools. I must say that DKLS has painstakingly developed the learning resources together with its strategic partners to fulfill their learning needs of the target group. DKLS and its strategic partners are exemplary corporate citizens committed to create a better world for future generations of Malaysia.

The Corporate Social Responsibility initiative brought about by DKLS Foundation is introduced at the most opportune time. Certainly, in terms of English Language learning resources, the online learning modules developed under "DKLS Linguistic Ambassador Award" Essay Competition, will enhance all schools in Malaysia and even support the "Dual Language Programme" schools or DLP schools introduced by Ministry of Education announced under Budget 2016.

Distinguished guests, ladies and gentlemen, for your kind information, under the DLP, more than 150 secondary schools have been shortlisted by Ministry of Education to embark on this programme. I consider these shortlisted schools as DLP-Pilot Schools. As a yardstick in ascertaining their level of performance in English, I am sure you do agree with me that from the national interest perspective, it serves a great purpose for us to establish the strategic linkage between DLP – Pilot Schools and “DKLS Linguistic Ambassador Award” Programme.

The justification is simple. Since DKLS Foundation and its strategic partners have done the research and invested in developing the online learning modules, DLP Pilot Schools could well capitalise on the strategic advantage of “DKLS Linguistic Ambassador Award” resources to enhance the success of DLP implementation.

In this context, it is most appropriate for me to propose that starting from this year, all DLP Pilot Secondary Schools are to participate in “DKLS Linguistic Ambassador Award” Essay Competition. With the success story achieved for 2016, Ministry of Education will then expand further DLP Pilot School List, may be by two (2) folds annually.

Distinguished guests, ladies and gentlemen, today’s event is a manifestation of how the private initiatives of DKLS and its strategic partners could be intellectually harnessed to complement Ministry of Education’s efforts towards enhancing the standard of English in Malaysian Secondary Schools.

In essence, what we are witnessing here today is the social contributions and commitments by institutions of distinction in pursuing a noble national aspiration on a global platform, a foresight DKLS has envisioned 20 years ago.

Distinguished guests, ladies and gentlemen, please allow me to share my perspective with you that “Driving English Language Excellence” spearheaded by DKLS is more than fulfilling the objective of uplifting the standard of English in Malaysian Secondary Schools. In its true sense, this programme not only serves the educational needs, but also acts as a rebranding initiative for Malaysia. It is aimed at regaining Malaysia’s position in the forefront of “*Nations of Distinction*” in the global village, as mentioned earlier by Yang Berbahagia Dato’ Ding Pei Chai.

It is worthy to note that Malaysia was at the forefront of “Nations of Distinction” League some five decades ago. With the unwavering support from all of you, I am confident that Malaysia can do it again through the efforts of Ministry of Education Malaysia and the complementary initiatives of Corporate Social Responsibility platform.

In this context, we must dedicate our time and resources to engage in promoting linguistic excellence. At the current pace of globalisation, Linguistic excellence must not be confined to the national language alone. To develop future generations of Malaysians who are versatile and capable to excel in the globalised world, we must maintain our focus and live up to the Malaysian realities. Let us:

ACCEPT; “*Bahasa Malaysia as the Language of Unity*;

MASTER; “*English, the Language of Opportunity*”

Distinguished guests, ladies and gentlemen, as mentioned by Dato’ Ding earlier, DKLS Foundation is the operational platform of DKLS Industries Berhad in exercising Corporate Social Responsibility initiatives. I have been advised that DKLS Industries Berhad was founded by a group of successful entrepreneurs originated from Sitiawan which is a vibrant township in Manjung District.

In line with DKLS's corporate philosophy to share their success with the less fortunate, they committed a noble decision by returning a fair share of their blessings to the society particularly in Manjung District. In 2001, they established DKLS Foundation.

Initially, DKLS Foundation was engaged in activities that are complementary to the Government's efforts in driving academic excellence in Manjung District Secondary Schools. In 2011, DKLS Foundation expanded its horizon of Corporate Social Responsibility initiative to Perak State. In 2013, DKLS Foundation started engaging in Initiatives of Nation Building Dimension.

In this context, I would like to register my highest appreciation to DKLS Foundation for its contribution in raising the benchmark of scholastic excellence in Manjung District for the last fifteen (15) years.

Distinguished guests, ladies and gentlemen, certainly DKLS Foundation's engagement in "Driving English Excellence in Malaysian Secondary Schools" is a distinctive nation building initiative. Ministry of Education highly appreciates such contribution because it complements the Ministry's Dual Language Programme. Through effective collaboration with Ministry of Education, "DKLS Linguistic Ambassador Award" Programme is set to become a motivating force in encouraging the target student group to elevate their command of English. If we remain focus, I am confident that it is a matter of time that Malaysia will regain its position in the forefront of "Nations of Distinction".

Well Done DKLS. Thank you.



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LAUNCHING CEREMONY





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PRESENTATION OF MEMENTO



From (Right to Left) Mr. Ding Poi Bor MD DKLS Industries Berhad (4th) Presenting a Memento to Y.B. Minister of Education. Witnessed by YBhg. Dato' Ding Pei Chai (3rd) Chairman DKLS Industries Berhad, Ybhg Puan Sri Datin Aisha (1st) and Ms. Jan Drew (5th), MD JMD Consulting Ltd, Representing Australian National University.



From (Right to Left) Presentation of Memento by YBhg Puan Sri Datin Aisha (1st) to Y.B Minister of Education (2nd), witnessed by Mr. Ding Poi Bor (3rd)



From (Right to Left) Presentation of Memento by Mrs. Sam (6th), ED DKLS Industries Berhad to Ms. Jan Drew (4th), witnessed by Y.B. Minister of Education (2nd), YBhg. Puan Sri Datin Aisha (1st), YBhg. Dato Ding Pei Chai (3rd) and Mr. Ding Poi Bor (5th)



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PRESS CONFERENCE & NEWS RELEASE





马哈基尔
 卡力（右三）
 为“DKLS语言
 大使荣誉奖”
 作文比赛主持
 推介仪式。左
 起为陈素钦、
 珍德鲁及陈培
 宝，右起为艾
 莎及陈培才。

教長：教學做得好 “大馬學生英文不錯”

（布城12日讯）教育部
 长拿督斯里马哈基尔卡力指
 出，大马学生的英文水平不
 错，尤其是中学生。

他认为，“我们在中学
 的英文教学做得很好，特定
 的中小学今年也开始了‘双
 语课程（DLP）’，在小学
 也有英文基础课程。”

他说，“双语课程”不
 是一项措施，它是一项计
 划，学校、家教协会或家
 长同意，才会进行。

马哈基尔卡力今日为
 “DKLS语言大使荣誉奖”
 作文比赛主持推介仪式后
 受询时表示。出席者包括
 DKLS工业主席

拿督陈培才、董事经理陈
 培宝、财务顾问陈素钦、
 JMD咨询有限公司董事珍
 德鲁及ELS理事会成员
 潘斯里艾莎。

他说，去年教育部共选
 出了300所学校进行“双
 语课程”，虽然一些学校
 最后拒绝接受，但拒绝的
 学校并不多。

他强调，在英语水平方
 面，城市地区的学生，无
 论是国小、华小或淡小的
 学生不会面对多大问题。

“乡区学生的英语水平
 就比较低，但教育部都一
 直努力在拉近城市和乡区
 学生英语水平的差距。”

他说，有很多金融机构

及私人企业都有举办类似
 活动，今日的活动则是由
 DKLS工业负责。

DKLS基金会助逾千学生

另一方面，陈培才在致
 词时指出，2001年开始投
 入运作的DKLS基金会，
 在2001年至2010年10
 年期间，共资助了1千
 286名学生。

“DKLS语言大使荣誉
 奖”作文比赛开放给所有
 16至19岁的中学生参加，
 奖品共有10份，即金奖、
 银奖及铜奖各一份，还
 有7份安慰奖。

首奖除了可获得奖杯及
 奖状外，还可获得1千澳
 元（约2千950令吉）的
 现金奖，500令吉的购书
 券，同时也能到澳洲考察
 7天，包括参观澳洲国立
 大学（ANU）。



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REFRESHMENTS







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MEMORY OF A LIFE TIME



From (Right to Left) Y.B. Minister of Education Group Photo with DKLS Industries Berhad Board Members. Mr.(1st), Ir. Sam Tuck Wah (2nd), Ybhg. Dato' Ding Pei Chai (3rd), Y.B. Dato' Seri DiRaja Dr. (Hon) Mahdzir Bin Khalid (4th) Minister of Education, Mr. Ding Poi Bor (5th), Ms. Sam (6th), YBhg. Dato' Seri Haji Omar Bin Haji Ahmad (7th) & Mr.....(8th)



From (Right to Left) Y.B. Minister of Education Group Photo with DKLS Foundation Board & Exco Members. Cdr (Retd) Poon Wee Ching (1st), Dr. Teh Bing Le (2nd), Ir. Sam Tuck Wah (3rd), YBhg. Dato' Ding Pei Chai (4th), Y.B. Dato' Seri DiRaja Dr. (Hon) Mahdzir Bin Khalid (5th), Mr. Ding Poi Bor (6th), Ms. Sam (7th) & Mr. Tor Siong Kang (8th).



From (Right to Left) Y.B. Minister of Education Group Photo with DKLS Foundation Board & Exco Members. YBhg. Puan Sri Datin Aisha (1st), YBhg. Dato' Ding Pei Chai (2nd), Y.B. Dato' Seri DiRaja Dr. (Hon) Mahdzir Bin Khalid (3rd), Mr. Ding Poi Bor (4th), Ms. Jan Drew (5th) & Ms. Sam (8th)