



Selia Group and City University College of Science & Technology pledge RM3million worth of scholarships at MyKasih 'Love My Neighbourhood' Programme.

# Selia Group and City UC pledge RM3mil in scholarships

**C**ITY University College of Science and Technology (City UC), the education arm of the Selia Group, has pledged a scholarship fund worth RM3 million for needy students to further into tertiary education at the university in the field of engineering, architecture, business, accounting, communication, information technology, computer science, nursing and health sciences at the MyKasih "Love My Neighbourhood" programme at Giant Hypermarket Batu Caves.

Selia Group, a Malaysian conglomerate known for its core business activity in engineering and construction, has chosen MyKasih Foundation as its Corporate Social Responsibility (CSR) collaborative partner in the efforts to help the less fortunate Malaysians regardless of race, religion and descent.

Through its "Poverty Eradication through Education Programme", Selia Group offers scholarships to the children of the poor and needy families to further their studies at the tertiary level at the group's education arm, City University College's campus in Petaling Jaya.

City UC has been in the industry for over 25 years through its early establishment, Petaling Jaya Community College (PJCC), in 1984. In 1998, PJCC was upgraded to Unity International College in 1998 before being awarded a university college status by the Ministry of Higher Education in February last year. Backed by the Selia Group, City UC progresses as a vibrant learning institution producing young science and technology experts armed with creativity, innovativeness and technical know-how. The growth of City UC is in tandem

with the Malaysian government's vision to establish the country as a regional centre for educational excellence.

"Our main objective is to be more effective in our CSR activities that would create long-term impact to the society. On top of providing food aid, counselling, financial literacy and skills training programmes, study opportunities at City UC would enrich MyKasih Foundation's integrated programmes in its efforts to establish a loving and caring neighbourhood all over Malaysia and the world.

"Our aim is to enable poor and needy families to achieve economic independence by providing their children a chance to break out of the cycle of poverty through knowledge mastering and education," said Selia Selenggara and Selia Group chairman Tan Sri Datuk Sri Subhan Jasmon.

According to City UC director of business development, marketing and strategic planning Nasri Nordin, the scholarships are open to all Malaysians who wish to pursue higher education in the field of engineering, architecture, business, accounting, communication, information technology, computer science, nursing and health sciences.

School leavers with a minimum of five credits in their SPM are encouraged to apply.

• For details, contact the **City UC Marketing Department at 03-7949 1616** or e-mail [scholarship2011@city.edu.my](mailto:scholarship2011@city.edu.my). **City University College of Science & Technology is located at Menara City U, 8, Jalan 51A/223, Petaling Jaya.** You can also visit [www.city.edu.my](http://www.city.edu.my).