

# Financial literacy programme draws 100 UPM undergrads

ONE hundred final-year students of Universiti Putra Malaysia (UPM) took part in CIMB Foundation's flagship financial literacy programme Be\$MART.

The interactive session held at UPM in Serdang, Selangor was attended by students from the Economics and Management Faculty.

Present at the event was Raja Muda of Selangor Tengku Amir Shah Sultan Sharafuddin Idris Shah and CIMB Group group chief executive Datuk Seri Tengku Zafrul Aziz.

Leveraging on CIMB Group's financial expertise, Be\$mart is specifically tailored for college and undergraduate students nationwide, to equip them with the right knowledge on managing their finances.

Fully-financed by CIMB Founda-

tion, the two-day session utilises lectures, simulations and games to deliver an end-to-end view of financial management in a fun and interactive way.

Since its establishment in 2007, CIMB Foundation has invested more than RM21 million in supporting educational projects and initiatives within Asean.

Speaking at the event, Tengku Amir Shah said, "Youth development is a subject matter that is very close to my heart, and it encompasses shaping their understanding to enable them to practice good financial habits.

"Financial literacy is vital for youths as their decisions on money management are crucial in preventing youth bankruptcy," he added.

Through the Be\$MART programme, the foundation aims to



Tengku Amir (seated, in yellow chair) with Tengku Zafrul (seated, second from left), UPM vice-chancellor Prof. Datin Paduka Dr Aini Ideris (seated, second from right) and CIMB Foundation chief executive officer Datuk Hamidah Naziadin (seated, right) with the UPM students who took part in the Be\$MART interactive session.

leave a legacy of well-informed and educated youths who are financially independent so that they can become exemplary models for future generations.

The Be\$MART programme was launched in December last year and to date, 34 sessions have been conducted.