



MEDIA RELEASE
For Immediate Release

**PERNAS EMPOWERS B40 SINGLE MOTHERS THROUGH CSR COLLABORATION WITH
UNIVERSITI SAINS MALAYSIA**

PULAU PINANG, 26 July 2026 – Perbadanan Nasional Berhad (Pernas) today formalised a Corporate Social Responsibility (CSR) collaboration with Universiti Sains Malaysia (USM) through EmpowerMom Creation, a social enterprise led by the university's students.

Established in 2024 with funding from the Ministry of Higher Education (MoHE), EmpowerMom Creation is a social enterprise dedicated to empowering B40 single mothers in Penang through entrepreneurship and skills development.

Under this initiative, EmpowerMom Creation has conducted various skills training programmes for the single mother community, including sewing, crocheting, aromatherapy candle making, soap making, bag making and the production of other handicraft products. To date, participants have successfully produced more than 100 products under the programme, enabling them to generate additional income.

Recognising the positive impact of this initiative on the community, Pernas welcomed the collaboration proposed by USM and EmpowerMom Creation by contributing sewing machines to strengthen the programme's training and production activities. The equipment will enable participating single mothers to undertake garment orders, produce sewn products and further expand their small businesses in a more sustainable manner.

This collaboration reflects Pernas' commitment to empowering communities through inclusive entrepreneurial development while supporting efforts to improve the livelihoods of vulnerable groups by creating sustainable economic opportunities.

The initiative is also in line with the aspirations of the Ministry of Domestic Trade and Cost of Living (KPDN) to strengthen the people's economic development by empowering entrepreneurs and creating sustainable income-generating opportunities.

Pernas will continue to expand its collaboration with higher education institutions, non-governmental organisations (NGOs), social enterprises and various stakeholders in implementing programmes that deliver meaningful and lasting benefits to the community. This ongoing commitment forms part of Pernas' broader efforts to empower local entrepreneurs while contributing to a more inclusive and sustainable economic development.

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High- resolution images:

<https://drive.google.com/drive/folders/1f9RKOuc7CxLVaN1ufdj0n0gb1aad1ZOT?usp=sharing>

For media inquiries, please contact:

Ms Nurshuhadah Hamid Head of Strategic Communications Perbadanan Nasional Berhad (Pernas) E-mail : shuhadah.hamid@pernas.my	Ms Farazuha Aripin Strategic Communications Executive Perbadanan Nasional Berhad (Pernas) Contact no: +6017-7246124 E-mail: farazuha.aripin@pernas.my
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PERBADANAN NASIONAL BERHAD (PERNAS)

Perbadanan Nasional Berhad (Pernas) is a company wholly owned by the Minister of Finance Incorporated (Ministry of Finance) with the mandate to spearhead the development of the franchise industry in Malaysia and support the growth of the nation's entrepreneurial community.

Pernas is committed to empowering the growth of entrepreneurship and the franchise industry in Malaysia. From mentorship and networking opportunities to financing and training, we aim to expand knowledge, strengthen the franchise community, and nurture the next generation of franchise talent. Through these efforts, we believe we can drive positive transformation across Malaysia's entrepreneurial landscape.

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