



**EMPOWERING LIVES  
TRANSFORMING COMMUNITIES**

## ABOVE & BEYOND FOR THE GROWTH OF GOOD



RYTHM Foundation, the QI Group's Social Impact Initiative, invests in the communities in which we operate, through strategic partnerships, employee volunteering, and community service.

RYTHM, an acronym for 'Raise Yourself To Help Mankind', and the Foundation's core values are built on the principles of Empowerment, Volunteerism, and Resilience. Through all of our work, be it grant-making, volunteer engagement or investing in human development programme, our vision is to empower lives and transform communities.

RYTHM is at the heart of everything we do, representing our fundamental belief in the inherent potential in each one of us, to rise ABOVE & BEYOND our challenges, towards a brighter future.

We are on a mission to transform the world, one person at a time, one community at a time, one goal at a time. That is why the RYTHM Foundation strives to reinforce the QI Group's aspirations and responsibility in playing a pivotal role in achieving the UN Sustainable Development Goals (SDGs).





## OUR FOCUS

All initiatives undertaken by RYTHM Foundation are designed within the framework of three strategic priority areas and contribute directly, and sometimes indirectly, to various interrelated SDGs. Current projects supported by RYTHM Foundation directly contribute towards SDG 4, 5, 8, 11 and 17.



### 1. EDUCATION FOR ALL

We believe that education is a catalyst for social transformation. When we educate our children, we provide them with the tools to not only analyse challenges facing society, but also to uplift themselves and rise above their limitations. The UN SDG 4 seeks to ensure inclusive, equitable, free and quality primary and secondary education for all. Over the years, RYTHM Foundation has invested in projects that provide access to education to some of the most under-served communities in the world. The Foundation has provided scholarships, funded school programmes, sponsored computer labs, educational supplies and infrastructure in several developing countries.

We recognise that education is the greatest equaliser in the history of modern society, and we strive to contribute towards the promotion of an inclusive, and equitable society.

### 2. GENDER EQUALITY

When women and men enjoy equal opportunity across all levels, it is the measure of a progressive society. UN SDG 5 strives to achieve gender equality and empower women and girls, to ensure a sustainable future with economic growth and development.

RYTHM Foundation takes pride in curating programmes and working with respected global partners to support projects that provide training and opportunities to young girls and women from disadvantaged and rural communities to become independent and learn to live to their fullest potential.

### 3. SUSTAINABLE COMMUNITY DEVELOPMENT

Sustainability is important for environmental, social, and economic reasons. It is at the heart of everything we do at the QI Group, and at the Foundation.

RYTHM Foundation has joined forces with partners in many developing countries to work at the grassroots level, in efforts to upscale the social and economic status of rural communities and disadvantaged segments of society. Projects include building infrastructure for better living conditions, and capacity building initiatives to improve social, economic and environmental conditions.



## ABOVE & BEYOND BUSINESS GROWTH

At the QI Group, we are driven by the desire to make a sustainable social impact on everything that we are involved in, be it business, philanthropy, investments, or sponsorships. RYTHM is interwoven into the fabric of the organisation, and is the driving force that has helped us make an impact around the world.

RYTHM Foundation tackles important social challenges guided by the UN SDGs through a mix of programmatic work implemented through national and international partners, and flagship programmes that are directly managed and administered by the Foundation.

RYTHM Foundation is proud to have initiated projects in various countries in the Indian Sub-Continent, South East Asia, and the Sub-Saharan Africa region which have helped make a positive impact in the lives of young children, adolescent girls, men and women from disadvantaged communities.





## ABOVE & BEYOND FOR COMMUNITY GOOD

### FLAGSHIP PROGRAMMES

In Malaysia, the operational headquarters of the QI Group, RYTHM Foundation has established two flagship programmes, conceptualised and developed by the Foundation, serving two of the weakest sections of society – children with special needs, and adolescent girls from low income families.

## TAARANA – ABOVE & BEYOND EXPECTATIONS

Taarana is a centre for children with special needs, established in 2011. At Taarana, we believe that each of our students is special, and, with the right nurturing and care, every child can develop wings, and fly in their own unique way.

As of 2019, we cater to 45 students, mostly in the autism spectrum, with 12 special education teachers, 1 in-house occupational therapist, 1 in-house speech therapist, 1 principal and 2 administrative staff. Students at Taarana also learn yoga and basic life skills through classes conducted by skilled volunteers, with the aim to provide them with a more holistic development programme and prepare them for independence as they grow up.



The Foundation strives to provide a functional academic education in a family-oriented environment through Taarana. We believe in the importance of social integration for children with special needs, and support the advocacy for rights and inclusiveness of children with special needs, helping provide them with the ability to lead independent lives. It is this, above everything else, that reflects the very essence of our purpose, making Taarana the true jewel in the Foundation's crown.



## MAHARANI – ABOVE & BEYOND LIMITATIONS

Throughout history, the central role of women in society has ensured the stability, progress and long-term development of nations. It is important for us to ensure that our girls are empowered to grow into confident, strong young women who become a formidable force for good.

Adolescence is a challenging and vulnerable phase of life, especially for young girls who need to adapt to physical, emotional, and social changes, as they transition from childhood to adulthood. This is especially hard for girls from disadvantaged backgrounds, increasing their risk of unfavourable experiences.

The Maharani Programme, initiated by RYTHM Foundation in 2010, has helped over 7000 girls in Malaysia between the ages of 13 to 16, from poor and marginalised communities, providing skills and knowledge to enable them to identify and work towards their full potential. Through the Maharani programme, the girls learn about gender equality, sexual and reproductive health, ethnicity and culture, and the importance of physical and spiritual wellness, giving them the tools to develop into confident, responsible and civic-minded women.

The Maharani programme is one of the projects that helps the Foundation contribute towards both SDG 4 and 5 – Quality Education and Gender Equality.







The programme encourages girls to discover their strengths and skills, while enhancing their self-esteem, strongly advocating the philosophy that every girl is born strong and should stay strong.

The Maharani Camps are a unique outbound experience that encourage girls to discover their unique identity through self-discovery and reversal of limiting self-beliefs. These camps have been conducted in 12 locations throughout Malaysia.



In 2015, Maharani Learning Lab (MLL) was established in Sungai Siput, in Perak state in Malaysia, as an expansion of the Maharani Programme to cater to girls from the poor minority communities of Tamil labourers, estate workers and daily wage earners. Offering a safe, after-school space for these girls to participate in various self-development programmes and academic coaching. Secondary schools in Sungai Siput town are also actively engaged in Maharani Learning Lab programmes. Over 500 girls have benefitted from MLL since its inception.



# ABOVE & BEYOND BOUNDARIES

## GLOBAL COMMUNITY PROJECTS

In line with SDG 17 that advocates for revitalising partnerships between governments, private sector, civil society and others to come together to collectively tackle the issues that face us, RYTHM Foundation has identified partners around the world that work at the grassroots level, in some of the most underdeveloped regions, towards realising various SDGs.

These local partners provide direct services to the beneficiaries - children, adolescent girls, women and youth in poor, underserved communities.

# ABOVE & BEYOND IN MALAYSIA

## VIJAYARATNAM FOUNDATION

Vijayaratnam Foundation is the Malaysian Chapter of RYTHM Foundation and is responsible for carrying out the Foundation's mission by working closely with the public and private sectors, civil society and the philanthropic community to facilitate and implement various sustainable initiatives.



## DHRAA

DHRAA, is a local NGO in Malaysia, that empowers vulnerable and marginalised communities by facilitating equal access to healthcare, education and nationality. Through this partnership, RYTHM Foundation funded 80 stateless children and youth, to provide them access to education.

## TrEES: YOUNG VOICES FOR CONSERVATION

RYTHM Foundation established a partnership with TrEES (Treat Every Environment Special) to engage and empower student leaders in mobilising local school communities to implement 4R (Rethink, Reduce, Reuse, Recycle) campaigns in their schools. Through this partnership, RYTHM Foundation has reached out to 25 schools (200 students & 50 teachers) in and around Malaysia.



## DIGNITY FOR CHILDREN FOUNDATION

Dignity for Children Foundation works with underprivileged children in urban areas, to help break their cycle of poverty through quality education and basic health care. For this partnership, RYTHM Foundation has sponsored meals for 79 poor pre-school children from local and refugee communities to date, to provide sufficient nourishment, which in turn facilitates better learning.



## YOUNG WOMEN'S CHRISTIAN ASSOCIATION (YWCA)

YWCA Kuala Lumpur works for the development of women and girls irrespective of race, religion, culture, language and socio-economic level.

RYTHM Foundation funded a project by the Vocational Training Opportunity Centre (VTOC) of YWCA, providing skills training for 97 young women and girls from economically disadvantaged families. They are being trained in various vocational courses like sewing and tailoring course, hair-dressing course, culinary and baking course, commerce course and kindergarten teaching course.

RYTHM Foundation and YWCA have also signed an MOU to roll out the Maharani programme to around 100 young women (between age 15-25) each year. With the Maharani module, the participants will be exposed to personal development aspects, such as self-confidence and character building, in addition to their vocational training.



## ABOVE & BEYOND IN INDONESIA

### ASA FOUNDATION

RYTHM Foundation has partnered with ASA Foundation to introduce sports-based education methodology for enhancing youth health through athletic and personal development; promoting gender equality through sports activities and for improving their life-skills and cultivating healthy behaviours through inclusive, gender-focused empowerment activities that in turn promote social inclusion for all youth especially girls and children with disabilities, on a long-term sustainable basis. Over 30 teachers have participated in this programme with 1700 youths, who have benefited from their skills transfer.



## ABOVE & BEYOND IN VIETNAM

RYTHM Foundation is currently working with ASIA Foundation to provide disadvantaged young girls in the northwest region of Dien Bien, Vietnam, with the opportunity to pursue and complete their secondary education. Through this partnership, to date, 40 girls have been identified and given a 3-year scholarship to complete their secondary education.



# ABOVE & BEYOND IN CAMBODIA, MYANMAR & LAOS

## CHILD'S DREAM FOUNDATION

Child's Dream Foundation is an NGO dedicated to empowering marginalised children and youth by constructing educational facilities, scholarship programmes, and funding life-saving medical interventions.

RYTHM Foundation, via Child's Dream Foundation, has built the Ou Romdual Primary school in Cambodia, the Phonsai Secondary School in Laos and a computer classroom at Zin Nya Kan Baw Za Monastic School (ZNKBZ) in Myanmar.

Under the scholarship programme, RYTHM Foundation has sponsored 5 Cambodian students to complete their high school.

The Foundation has also helped to provide life-saving operations for 5 children from Myanmar and Laos.



# ABOVE & BEYOND IN INDIA

## CANCER PATIENTS AID ASSOCIATION

Under a partnership with CPAA (under Vihaan), RYTHM Foundation has helped 20 underprivileged children receive professional care and treatment for cancer. The funding has also supported projects to create awareness and early cancer detection for 3000 recipients.



## MANAVA SEVA DHARMA SAMYARDHANI (MSDS)

RYTHM Foundation is proud to have supported three bright young entrepreneurs from rural parts of India in developing and implementing a promising, sustainable social enterprise in their local community. MSDS focusses on providing access to education and improving income opportunities in local rural communities through the development of specialised floriculture, honey collection, and poultry breeding programmes.



## PARINAAMA FOUNDATION

RYTHM Foundation has worked on several high impact projects in Patna, Ranchi, Sonpur (Bihar), and Balangir (Odisha). The projects include health education for 5000 women with infants from disadvantaged communities to help reduce rate of child mortality and disease, mushroom

cultivation programme for the dual benefits of tackling malnutrition and improving income for 200 families, and training of 150 disadvantaged women in tailoring courses for employment in garment manufacturing.



## MANN DESHI FOUNDATION

RYTHM Foundation joined hands with the Mann Deshi Foundation and funded Law Enforcement training for 800 girls from rural areas and helped groom them into model law enforcement officers, an achievement we are very proud of.



## ISHA VIDHYA

In the spirit of our commitment towards the UN SGDs, RYTHM Foundation sponsored 42 children from backward communities for a scholarship programme which covers their tuition, books, note-books and health supplements.



## USHA SCHOOL OF ATHLETICS

RYTHM Foundation has embarked on a 3-year partnership programme with Usha School of Athletics to support their 5 most promising young female athletes from low income families in sports training and formal education under the legendary P.T Usha, India's track and field queen.





# ABOVE & BEYOND IN SRI LANKA

## LANKA JATHIKA SARVODAYA SHRAMADANA SANGAMAYA (HEALTHY DEVELOPMENT OF CHILD WITH COMMUNITY-BASED PROTECTION)

RYTHM Foundation participated in a 20-month project, working closely with 428 participants from 10 workshops, consisting of teachers, staff from the Provincial Council, Police Force, Child Protection Authority, Department of Probation and Child Care, Department of Education and Ministry of Women and Child Care, with the aim to strengthen the capacity of the stakeholders and communities on child rights, child protection, and child education in 5 districts - Monaragla, Polonnaruwa, Nuwaraeliya, Rathnapura, and Kegalle - where children's issues are of the highest concern.

## WOMEN'S DEVELOPMENT CENTRE

RYTHM Foundation supported Women's Development Centre in running a Community-based rehabilitation programme for disabled children. The programme focusses on increased access to state services for children, adolescents and people with special needs in exercising their right to proper medical care, rehabilitation, inclusive education and social inclusion. Capacity building and awareness programmes were also conducted for Community-based service providers, volunteers and parents, benefiting as many as 433 people in need.



# ABOVE & BEYOND IN GHANA & KENYA

## WORLD READER

Under this partnership initiative, RYTHM Foundation has sponsored 50 e-readers for the Wechiau Community Library and 50 e-readers for Thika Girls Karibaribi Secondary School, with the aim to reach out to underserved communities and promote the habit of reading. In Kwaebibirem, the Municipal Education Office (MEO), Ghana, is running a digital reading programme impacting 45,000 students from 90 primary schools. RYTHM Foundation is participating in a 3-year partnership with the MEO to sponsor 3 schools and introduce the joy of reading to 150 students.







## ABOVE & BEYOND OUR EVERYDAY JOBS

### EMPLOYEE VOLUNTEERING

Inspired by Mahatma Gandhi, our Corporate Icon, and built on the philosophy of RYTHM - Raise Yourself To Help Mankind, the QI Group believes that giving back to the community is not just the prerogative of the Corporate Foundation, and so, inculcates the concept of 'Service beyond Self' within its employees.

The Company encourages every employee to dedicate as much as 16 hours of personal time a year to various worthy causes. At QI Group, we aim to demonstrate our firm belief to enrich the lives of all stakeholders who are connected with the Group and our operations, through acts of integrity, service, sustainability and leadership.

This firm belief drives our core and is, for us, the true test of our impact on the community. In 2018, more than 1000 employees of the QI Group from 13 countries contributed 13,712 hours of volunteering towards various causes. By raising ourselves, we strive to raise each and every member of our community to be the best they can be.

In the words of our Executive Chairman Dato Sri Vijay Eswaran, 'We can... We must... We will raise ourselves to help mankind! At RYTHM Foundation and the QI Group, this is a way of life'.







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