

RYTHM FOUNDATION ANNUAL REPORT 2024

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A Foundation with Focus

RYTHM Foundation is the social impact arm of the QI Group. The acronym for “**Raise Yourself to Help Mankind,**” RYTHM is built on a simple belief: lasting change begins with people, and when individuals grow, entire communities rise.

Our work is anchored in three pillars:

- **Education:** widening access to knowledge and opportunity
- **Empowerment:** equipping people and communities to shape their own futures
- **Environment:** protecting the planet and systems we all rely on

Registered in Hong Kong, RYTHM Foundation leads the Group’s global efforts to build stronger, more inclusive communities. We focus on long-term

initiatives in education, sustainable development, and social inclusion, always working with local partners who understand their communities best.

In Malaysia, this mission is carried forward through **Vijayaratnam Foundation**, our local chapter and operational hub. Here, programmes are designed around the needs of Malaysian communities while staying rooted in RYTHM’s broader vision.

Across every project, the aim is the same: meaningful, community-led change that empowers people to lift themselves and others.

Learn more about how RYTHM Foundation works to drive change, inspire action, and transform lives at www.rythmfoundation.org



Our Focus Areas and the UN SDGs

At RYTHM Foundation, we align with several United Nations Sustainable Development Goals (SDGs) — a shared blueprint to end poverty, reduce inequality, and build a more sustainable future.

These goals aren't just ideals. They shape the programmes we support and guide the long-term impact we aim to create. Each initiative we back is mapped to one or more SDGs, forming a clear, strategic roadmap for change.

gender equality **(SDG 5)**, expanding access to clean water and sanitation **(SDG 6)**, promoting clean, affordable energy **(SDG 7)**, supporting decent work and economic growth **(SDG 8)**, reducing inequalities **(SDG 10)**, and building

strong, collaborative partnerships **(SDG 17)**.

For the Foundation, many of these goals have a multiplier effect — driving progress across various social and economic priorities.

Over the years, we've focused our efforts on SDGs where we can make the most difference: ensuring inclusive, quality education **(SDG 4)**, advancing



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



17 PARTNERSHIPS FOR THE GOALS



2024 Projects in Motion

Initiatives that kicked off in 2024 continue to meet local needs and strengthen communities.

GHANA

Inclusive education and support with The ANOPA Project: Expanded to new inclusive schools in Cape Coast and Accra with unified sports, vocational training, and infrastructure upgrading for children with disabilities.

NEPAL

Empowering marginalised children and girls in Raksirang with the National Forum for Advocacy (NAFAN): Meals, informal learning, and women's livelihoods to boost school retention and protection.

Engaging School Community for Quality Education (ESCQE) in Kathmandu with NAFAN: Day meals, ICT classes, and school governance support to raise learning and enrollment.

SRI LANKA

Reintegration of Child Survivors of Abuse (CSOA) in the Northern Province with the Lanka Evangelical Alliance Development Service (LEADS): Trauma therapy, legal aid, and family reintegration for child survivors.

Community Development & Training Centre (CDTC) in Mullaitivu with Sarvodaya Shramadana Movement: Vocational, language, and entrepreneurial training hub for youth and women.

MALAYSIA

Maharani Learning Lab, an extension of the Maharani School Programme: Digital learning, introduction to IT, and personality growth for future-ready students.

Community Adoption Programme (CAP) with the indigenous Orang Asli Kensiu in Kedah with Universiti Sains Malaysia: Play-and-learn education for children; eco-tourism and handicraft trainings for women and youth.

CAP with children from the indigenous Orang Asli Bateq community in Pahang: Sponsorship of a dedicated classroom, literacy programme, and school events at the national school SK Merting.

Vijayaratham Arts Grants & Scholarships: Grants and scholarships supporting Malaysia's fine and performing artists and institutions.

Chairperson's Message

Working with Purpose and Resolve

The year 2024 reminded us what real change takes: trust, consistency, and the willingness to stay the course even when progress may be slow.

At RYTHM Foundation, we saw impact in small, significant ways — from advancing education for neurodivergent children, supporting indigenous communities, and helping women and girls access opportunities long denied. These wins didn't come easily. They resulted from deep partnerships, local insight, and people showing up — consistently — for each other.

The challenges haven't gone away. Inequality, marginalisation, and climate pressures still shape the lives of those we serve. But we don't approach these issues as crises to fix; we see them as systems to change, with the communities themselves leading the way.



We remain focused on creating lasting, structural shifts as we move toward the future. That means listening better, working smarter, and staying grounded in the belief that dignity, access, and equity are not privileges — they're rights. And we'll keep building towards that, one committed step at a time.

To our partners, team, and communities, thank you for your trust, work, and belief in what we're building together.

Datin Sri Umayal Eswaran

Chairperson, RYTHM Foundation

Head of Foundation's Message

Closer to the Ground, Deeper in Impact

The year 2024 was one of momentum and meaning at RYTHM Foundation. We deepened our impact within our organisation and the communities we serve.

Our local and international efforts, including the **Volunteer Development Programme (VDP)** and **Employee Community Impact (ECI)**, helped grow a culture of service. **Taarana School** — our centre for children with cognitive and sensory learning needs — was named Best Special Education Centre of the Year at the 2024 PEEAM EduAwards, a reminder of why inclusion stays at the heart of our mission.

We marked key milestones — expanding the **Maharani School Programme (MSP)** to Negeri Sembilan, launching the **Indigenous Development Programme (INDEP)**, and introducing **Safer Cities for Girls** in India to protect and empower adolescent girls.



We also committed USD33,334 to Malaysia's fine and performing arts — investing in scholarships and grants to support young talent and keep the country's creative future alive.

These achievements were only possible because of the trust and dedication of our partners and the communities we serve. As we look to 2025, we carry forward the same conviction: Real change starts with collective effort — and the courage to keep showing up.

Santhi Periasamy

Head of RYTHM Foundation

Rise with RYTHM 2024: A Year of Social Impact

As we close another transformative year, it's time to reflect on the milestones that shaped RYTHM Foundation's social impact footprint in 2024.

This year, we supported efforts to strengthen communities and empower marginalised individuals worldwide, reinforcing our commitment to a more inclusive and hopeful future.

2024: Social Impact by the Numbers



SUPPORTING CHILDREN

7,081 children benefited: From literacy programmes in India to supporting Indigenous youth, we gave children the foundation they need to thrive.



STRENGTHENING COMMUNITIES

78 communities engaged. From the Indigenous Orang Asli roundtable discussions to grassroots initiatives, we partnered with communities to create lasting social impact.



INTERNATIONAL PROJECTS

15 projects across multiple regions. Spanning South Asia, Southeast Asia, and Sub-Saharan Africa, our initiatives brought purpose, progress, and hope. As a Foundation with an international presence, our work focuses on fostering transformative change in communities worldwide.



EMPOWERING WOMEN

650 women enabled. Women rose to lead and transform their communities through skills training, education, and empowerment camps.



Board of Governance

Datin Sri Umayal Eswaran

As Chairperson of RYTHM Foundation's Board of Governance, Datin Sri Umayal steers the Foundation's mission to drive sustainable, transformative change across communities and borders.

She provides strategic direction and oversight, guiding the evaluation of initiatives and shaping the rollout of impactful programmes. As the Foundation's spokesperson, she plays a vital role in championing its work and amplifying its reach.

Datin Sri Umayal's commitment to inclusion led to the establishment of the award-winning Taarana School, a centre that supports children with cognitive and sensory learning needs through specialised education and therapy.



Alongside the Founder and Executive Chairman of the QI Group of Companies, Dato' Sri Vijay Eswaran, she also champions the arts as a powerful force for cultural preservation and creative expression, further grounding the Foundation's vision in empathy and human connection.

Mr Nicholas Goh

Mr Nicholas Goh is the Chief Operating Officer of Quest International University (QIU), where he champions the philosophy of “Leave No One Behind.” Since his appointment to the Board of RYTHM Foundation in 2009, he has been key in advancing QIU’s mission to develop future-ready, solutions-driven graduates.

With a strong foundation in academic administration and industry engagement, Nicholas has helped align QIU’s programmes with real-world demands — equipping students with practical skills and grounded human values.

Under his leadership, the university has launched research initiatives in stem cell therapy, botanical drugs, climate-resilient crops, and food security, often in collaboration with national and global partners.

Committed to accessibility, QIU offers millions of ringgit in scholarships and keeps education affordable for students from lower-income households — helping them pursue meaningful, global careers. The university’s alignment with the UN’s Sustainable Development Goals earned it Green University of

the Year at the ICSG Global Sustainability Awards. At the same time, Nicholas received the Global Sustainability Lifetime Special Achievement Award.

Outside of QIU, Nicholas chairs the management committee of Lai Meng Kindergarten and serves on the boards of Chinese vernacular schools SJK (C) Lai Meng and SJK (C) Puay Chai. He is also Vice Chairman of the Malaysian International Chamber of Commerce & Industry (MICCI) in Perak. He previously served on the board of visitors at Hospital Kuala Lumpur for eight years.



Tan Sri Dato' Seri Haji Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas

Tan Sri Dato' Seri Haji Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas is a prominent Malaysian legal and corporate figure whose career spans more than five decades. A graduate of the University of Singapore with an Honours Degree in Law (1970), he began his professional journey with First National City Bank (now Citibank) before moving into legal practice and eventually establishing a successful firm.

Tan Sri Megat Najmuddin has held several key leadership roles in the corporate sphere. He served as Chairman of Sime Darby Plantation Berhad from July 2020 until his retirement in June 2023, and previously chaired SEG International Berhad and Farm Fresh Berhad. He also sat on the Board of PETRONAS from April 2010 to April 2017, contributing to strategic oversight at one of Malaysia's most significant institutions.

His influence extends well beyond boardrooms. He was President of the Malaysian Institute of Corporate Governance (MICG) from 1998 to 2015 and now serves as its Honorary Patron. He currently leads the Federation of Public Listed Companies Berhad as its President, continuing to shape Malaysia's corporate governance landscape.



Appointed to the Board of RYTHM Foundation on 10 July 2013, Tan Sri Megat Najmuddin is steadfastly committed to transparency, ethical leadership, and public accountability. A respected voice in both the public and private sectors, his enduring contributions continue to elevate governance and integrity standards across Malaysia's institutions.



International Impact



SDG 4



GHANA

Building Inclusion — The ANOPA Project

In Ghana, RYTHM Foundation supported the Aboom School for Special Needs, Dzorwulu Special School, and Ghana National Basic Inclusive School in Cape Coast and Accra to create accessible and supportive learning environments. Our work over the year focused on teacher training, specialised educational resources, inclusive sports, and infrastructure upgrades to ensure children with disabilities can thrive in education and community life.

Through education, skills, infrastructure, and sports, this partnership creates a more inclusive Ghana, proving that communities thrive when everyone has access to opportunities.

Our Core Focus

Providing inclusive and accessible learning opportunities through trained educators, tailored resources, and supportive school environments.



“ Sport is not an end in itself. For us, it is to propagate inclusiveness and confidence, especially among marginalised and children with disabilities. ”

— Ernest Appiah, Executive Director,
The ANOPA Project

Highlights

- **Education**
30 teachers trained;
67 parents and educators equipped; 12 students with disabilities received specialised resources.
- **Skills Training**
Vocational programmes at Aboom and Dzorwulu Special Schools; 20 students trained in gardening and agriculture.
- **Infrastructure**
Mechanised water system benefitting 177 students; accessibility upgrades at Ghana National Basic Inclusive School serve 1,000+ community members.
- **Inclusive Sports**
173 participants in adapted sports, building confidence, teamwork, and social connections.

Broader Impact Across the SDGs





INDIA

Breaking the Poverty Cycle — Parinaama Development Foundation & Door Step School

In rural North Bengal, where poverty and limited access to education restrict opportunities, RYTHM Foundation partnered with Parinaama Development Foundation and Door Step School (India) to launch a three-year literacy project in Jalpaiguri. Running until 2026, the initiative focuses on strengthening children's and adults' basic literacy and numeracy skills, creating a pathway out of poverty through education.

The project goes beyond reading and writing by addressing barriers such as financial constraints, lack of awareness, and inadequate infrastructure. It fosters lifelong learning, community engagement, and empowerment, ensuring education becomes accessible and sustainable.

Our Core Focus

Improving foundational literacy and numeracy for children and adults, while encouraging school enrolment and regular attendance.



“Communities can step out of poverty only if they are engaged in long-term initiatives that improve their health, education and skills.”

— Parinaama Development Foundation

Highlights

- **Education**
776 students enrolled, accessing consistent learning opportunities.
- **Teacher Training**
9 teachers and 2 supervisors hired and trained to deliver quality education.
- **Infrastructure**
Learning centres established in 6 locations to serve local needs.

Broader Impact Across the SDGs





NEPAL

Advancing a Remote People — National Forum for Advocacy Nepal

The Chepang people, one of Nepal's most marginalised Indigenous groups in Raksirang, face extreme poverty, food insecurity, and limited access to education. With most families living below the poverty line and in remote locations, opportunities for sustainable development are scarce.

RYTHM Foundation partnered with NAFAN on the Sustainable Community Project to address these challenges, focusing on education, women's empowerment, and long-term social progress. The initiative aimed to reach 250 people, including 180 girls and women, by boosting school enrolment, improving attendance, and expanding literacy.

Our Core Focus

Boosting school enrolment and consistent attendance among Chepang children, while nurturing a culture of literacy and learning.



“I want my children to be educated. I want our children to be free of our problems.”

— Surya Mann, Chepang villager

Highlights

- **Education**
172 children supported across 4 villages.
- **Empowerment**
4 self-help groups formed, involving 72 women.
- **Literacy Advancement**
49 children transitioned to formal schooling.

Broader Impact Across the SDGs





SDG 5



INDIA

Safer Spaces for Girls and Women — Plan International

In Delhi's high-risk communities, RYTHM Foundation and Plan International are working to protect girls aged 13 to 18 from harassment and gender-based violence. The initiative equips girls to move freely and confidently while engaging boys and men as allies in prevention through safe spaces, self-defence training, educational workshops, and community outreach.

Over three years, the partnership will reach at least 12,000 people — including families and policymakers — to build safer, more equitable environments for girls to learn and thrive.

Our Core Focus

Promoting girls' safety through education, skills, and community engagement, while challenging harmful gender norms.



“ I am dedicated to supporting the well-being of girls like me. I want to enable them as I have been enabled. ”

— Sanjana, participant

Highlights

- **Engagement**
194 youth reached
(98 girls, 96 boys).
- **Infrastructure**
3 youth resource centres
established in Gautampuri.

Broader Impact Across the SDGs





SRI LANKA

From Hurt to Hope — Lanka Evangelical Alliance Development Service

In Sri Lanka's Kilinochchi and Jaffna regions, RYTHM Foundation partnered with Lanka Evangelical Alliance Development Service (LEADS) to restore dignity and opportunity for children affected by neglect, abuse, and abandonment.

The initiative helps children heal, rebuild trust, and create pathways to a brighter future through safe spaces, counselling, education, skills training, and family engagement.

Our Core Focus

Promoting girls' safety through education, skills, and community engagement, while challenging harmful gender norms.



Highlights

- **Engagement**
148 children received therapy and counselling support.
- **Residential**
37 children received residential support through the Kuyilaham Programme.
- **Education**
11 children were transitioned to child development centres to continue their education.
- **Reintegration**
13 children successfully reintegrated with their families.
- **Employment**
3 young women enrolled in job placements.

Broader Impact Across the SDGs

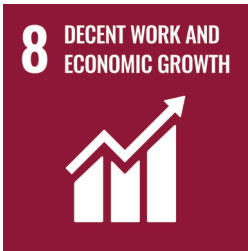


“Survivors come to us feeling broken and unworthy. Our therapy and counselling help them rediscover their value and belief in themselves.”

— Nadeesha Rajakaruna,
Manager, LEADS



SDG 8



SRI LANKA

Building Skills — Sarvodaya Shramadana Movement

In partnership with the Sarvodaya Shramadana Movement, RYTHM Foundation is establishing a new community centre in Mullaitivu, Sri Lanka, to address educational gaps, unemployment, and social inclusion in this post-conflict region.

The centre will provide evening classes, vocational training, and community workshops, fostering economic independence and active participation in local development.

Our Core Focus

Providing accessible education, skills training, and community-led initiatives to build sustainable livelihoods and reduce inequalities.



“ This centre is more than a building. It brings education, skills, and community activities to Mullaitivu, breaking barriers and opening doors to brighter futures. ”

— Santhi Periasamy,
Head, RYTHM Foundation

Highlights

- **Learning Space**
Construction began on a **community development training centre** in Mullaitivu (completion in 2025).
- **Education**
Evening classes for primary school students, benefiting over **150 children**.
- **Skills Training**
Vocational programmes in computer literacy, handicrafts, and entrepreneurship for over **100 youth and adults**.
- **Community Development**
Financial literacy, leadership, and women's empowerment workshops reaching more than **200 residents**.

Broader Impact Across the SDGs





Malaysia Impact

(Projects under the aegis of Vijayaratnam Foundation)



SDG 4

4 QUALITY EDUCATION



Learning to Lead — Maharani School Programme & Maharani Learning Lab

The Maharani School Programme (MSP), RYTHM Foundation's flagship initiative since 2011, equips adolescent girls with confidence, resilience, and leadership skills through camps and year-round activities.

The initiative continued to expand in 2024 with school-based sessions (Selangor and Negeri Sembilan) and a leadership camp (Negeri Sembilan). These nurtured confidence, resilience, and life skills, guided by trained facilitators who created safe and supportive spaces for learning and growth. The related Maharani Learning Lab (MLL) was also relaunched in 2024 with a focus on digital skills to help participants be future-ready.



Our Core Focus

Supporting adolescent girls through education, leadership, and life skills training to promote gender equality and build participants' confidence.

Broader Impact Across the SDGs



Highlights

- **Participation**
347 students from Selangor and Negeri Sembilan.
- **Training**
38 teachers and facilitators trained.
- **Partners**
9 schools engaged through problem-solving, goal-setting, and critical thinking classes.

“The camp has been life-changing. I learned so much about working with others and building my confidence.”

— Nurul Afika Amirul,
participant



Nurturing Potential — Taarana School

Taarana School, RYTHM Foundation's centre for children with special education needs, was named 'Best Special Education Centre of the Year' in 2024 by Malaysia's Private Educational Entrepreneur Association. The award affirms its leading role in inclusive education and commitment to helping every child thrive.

The year also saw Taarana expand beyond academics, focusing on life skills, independence, and confidence. New initiatives embedded sustainability and real-world training into students' daily experience.



Our Core Focus

Personalised education, therapeutic support, and life skills training to empower children with cognitive and sensory challenges to learn, grow, and gain independence.

Broader Impact Across the SDGs



Highlights

- Recognition**
 Awarded **Best Special Education Centre** at the PEEAM EduAwards.
- Sustainability**
 Launched **Zero Waste @ Taarana** to embed eco-friendly habits into daily school life.
- Skills**
 Introduced **Taarana Café** to train students in food prep, service, and teamwork.

“Education at Taarana is about more than academics — it's about confidence, independence, and dignity.”

— Dr Sunitha Sivakumaran,
Principal

4 QUALITY EDUCATION



From Settlement to School — Sekolah Bateq

In 2024, the Sekolah Bateq (Bateq School) initiative reached a historic turning point: 29 indigenous Orang Asli Bateq children — who'd started in RYTHM's makeshift village school — became the first in their community to enrol in a mainstream national school. It marked a period of informal classes, trust-building with families, and consistent basic education, translating into access to formal schooling.

That leap wasn't just about classes — it was about dismantling exclusion barriers and showing that indigenous children can thrive in their traditions and the national education system with the proper support. It's a milestone of belonging, dignity, and possibility.



Our Core Focus

Creating education relevant to indigenous children while opening doors to mainstream learning — preserving identity and forging paths forward.

Broader Impact Across the SDGs

10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



Highlights

- Attendance**
29 children with steady participation in a mainstream school.
- Engagement**
 Over **80% attendance** in makeshift village school, teaching basics and hygiene.
- Achievement**
 Bateq children's participation in national **sporting** and **cultural** events.

“Education has given our children the strength to dream bigger than the boundaries of our village.”

— Hussin Dayak,
Village Head



SDG 8

8 DECENT WORK AND ECONOMIC GROWTH



Cap on Inequality — Community Adoption Programme

In 2024, RYTHM Foundation's Community Adoption Programme (CAP) in Sabah strengthened its role as a driver of change for indigenous and rural communities, bridging socio-economic gaps through after-school learning, skills training, and women's empowerment.

Working with local stakeholders, CAP Sabah created opportunities for children, women, and families to learn, earn, and lead — promoting inclusive growth and laying the groundwork for lasting transformation.

Our Core Focus

Supporting marginalised communities through education, livelihoods, and empowerment to build resilience and inclusive progress.

Broader Impact Across the SDGs



Highlights

- Education**
100 students improved significantly through an academic support programme.
- Livelihoods**
21 youth trained in eco-tourism entrepreneurship through a youth connection initiative.
- Empowerment**
23 women undertook farming and food ventures through skills training and micro-financing training.

“ We turned our lessons into real (eco-tourism) income despite some challenges.”

— Francisca Dauni, youth entrepreneur

17 PARTNERSHIPS
FOR THE GOALS



SDG 17

17 PARTNERSHIPS
FOR THE GOALS

Changemakers in Action — Volunteer Development Programme

In 2024, RYTHM Foundation launched the Volunteer Development Programme (VDP), a pioneering effort to nurture youth volunteerism and strengthen community engagement.

The programme equips young people with the skills, values, and experiences to grow as leaders and agents of change, laying the foundation for a stronger service culture in Malaysia.

Our Core Focus

Equipping young people with the skills, values, and experiences needed to grow as leaders and contribute effectively to community development.



Broader Impact Across the SDGs

4 QUALITY
EDUCATION10 REDUCED
INEQUALITIES

Highlights

- **Volunteers**
63 participants engaged, with 15 active volunteers continuing their service.
- **Hours**
1,588 volunteer hours completed in total.
- **Impact**
4 fundraising projects raising USD934 for community causes.
- **Reach**
197 sessions conducted, benefiting education, empowerment, and sustainability initiatives.

“Even small acts of kindness can create lasting happiness.”

— Dr Kuhan Magandran,
VDP participant

17 PARTNERSHIPS
FOR THE GOALS

Driving Equality and Inclusion — RYTHM Roundtables

The year saw RYTHM Foundation host three roundtables to advance dialogue and collaboration on gender equality, indigenous community development, and diversity, equity, and inclusion (DEI), focusing on education, livelihoods, and social participation.

The discussions explored ways to empower marginalised women and girls, enhance indigenous education, and promote equitable access for all, while fostering partnerships across civil society, academia, and government.



Our Core Focus

Empowering marginalised women, girls, Indigenous communities, and underrepresented groups through dialogue, advocacy, and cross-sector collaboration.

Broader Impact Across the SDGs

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

Highlights

- **Dialogues**
3 roundtables focusing on gender equality, DEI, and indigenous education and livelihoods.
- **Engagement**
Leaders, DEI advocates, indigenous representatives, NGOs, and academics.
- **Focus**
Addressed access to education, economic empowerment, violence prevention, inclusion, and culturally responsive learning materials.

“Change happens when we listen, collaborate, and act together.”

— Participant



SDG 10

10 REDUCED INEQUALITIES



Sustaining Arts and Culture — Vijayaratnam Fine & Performing Arts Initiative

RYTHM Foundation launched the Vijayaratnam Fine & Performing Arts Grants & Scholarships Initiative, investing USD33,334 for the year to nurture emerging Malaysian talents in visual arts, music, dance, theatre, and literature.

The programme empowers young artists to pursue their passions, preserve Malaysia's cultural heritage, and contribute to the vibrancy of the nation's creative landscape.

Our Core Focus

Supporting aspiring artists through grants and scholarships to promote creative expression and sustain cultural traditions.



Broader Impact Across the SDGs

4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS



Highlights

- **Investment**
USD33,334 committed to the arts.
- **Reach**
Grants and scholarships across **five art forms**: visual arts, music, dance, theatre, and literature.
- **Launch**
'Kala Vriksha: The Tree of Time' show at the Temple of Fine Arts, with partners ASWARA, Kalpana Dance Theatre, and Sugam Karnatica.

“Let's not forget what truly sustains us — our music, arts, and cultural heritage.”

— Datin Sri Umayal Eswaran,
Chairperson,
RYTHM Foundation



Impact Stories

Finding Her Voice with Maharani

Lessons in courage, confidence, and community

When Diyana Batrisyah Muhammad joined RYTHM Foundation's Maharani School Programme (MSP) in 2022, the 16-year-old wasn't sure what to expect. The secondary school SMK Gombak Setia student in Kuala Lumpur was still figuring out who she was.

"At first, I was shy. I did not want to speak up or join in. Slowly, I started to feel braver and more open. Maharani taught me how to believe in myself," Diyana admits.

One of her favourite memories was the "Explorace" at camp, where she and her friends applied everything they'd learned while working as a team. "That is when I realised I could lead and not be afraid of making mistakes," she says.

The programme's mix of mini games and supportive facilitators made each session fun and welcoming. Diyana admits that staying

confident wasn't always easy, but she found strength in the lessons on self-love and leadership — lessons she still carries into her everyday life.

"I feel like I'm not the same person anymore. I'm more confident and not scared to step up."



“ Maharani taught me how to believe in myself.”

From Uncertainty to Enterprise

A collective built on resilience and belief

When Imelda Kasung joined RYTHM Foundation's Community Adoption Programme (CAP) in Kiulu, Sabah, in East Malaysia, she felt excitement and doubt. The women's entrepreneurship initiative with Good Shepherd Services set out to help women organise, build businesses, and improve livelihoods. For Imelda and a group of women from three villages, it was unfamiliar ground.

"In the beginning, we were unsure. Some of us doubted whether we could make it work. People even dropped out. But I told myself, if we don't try, we'll never know what we're capable of."

Despite setbacks, they formed the Kiulu Community Collective Enterprise (KCCE) and launched 'Kiulu Kio', a brand that turned overlooked resources like Liposu fruit and banana stems into marketable products.

For Imelda, the journey has meant more than profit. CAP gave her leadership skills, financial know-how, and confidence. More than that, it taught her persistence and the value of teamwork.



"I've learned this is not just about profit. It is about the courage to start, the patience to learn, and the strength to continue even when things get hard."

Today, Kiulu Kio is both a business and a symbol of resilience. Imelda dreams of expanding it further, opening doors for more families, and proving that rural communities can shape their own future.

“If we don't try, we'll never know what we're capable of.”

Crafting a Living Through The ANOPA Project

Shoemaker finds strength in opportunity

Kofi Kyei from Breman Benin in Ghana's Central Region has spent much of his life trying to overcome the barriers of being a deaf person. For years, he struggled to fit in with society and to keep his small shoemaking business afloat.

In 2020, his life took a new turn when he joined the vocational module of the ANOPA Project with support from RYTHM Foundation. The programme provided him with technical tools that helped strengthen his craft and livelihood.

"I am very happy that I was chosen as one of the beneficiaries," Kofi says. In 2024, the 37-year-old received additional tools that helped with his productivity. "I can now repair and make more shoes in a day. I have more income to support my wife and children."

While challenges remain — Kofi had his products stolen thrice — he dreams of expanding and securing his space so his business can grow.



"The support I received gave me more than equipment — it has given me dignity, confidence, and hope. I am grateful for the support. I feel stronger about continuing to build something better for my family."

“The support has given me dignity, confidence, and hope.”

Learning for a Better Future

Mother of six finds confidence through education



At 35, Maili Maya Chepang carries the weight of raising six children in one of Nepal's most remote indigenous communities. Life for the Chepang is unforgiving. With no nearby clinic, even minor illnesses can become dangerous.

The rough mountain paths make travel exhausting. Farming and gathering forest food are their mainstays, but bad weather and natural disasters can wipe out their harvests and animals overnight.

For women like Maili, survival has long been the focus. Education felt distant, almost impossible. That changed when she joined a programme run by RYTHM Foundation and the National Forum for Advocacy Nepal (NAFAN).

"Before, I could not even write my name," Maili says. "Now I can read letters, write my name, and speak in front of others without fear. I feel proud."

The programme not only gave her basic literacy but also renewed her belief in the power of education

for the next generation. She hopes young girls in her community will benefit even more.

"I am thankful for this chance. I hope they continue supporting education, especially for girls. It can change our lives."

For Maili, the ability to write her name is more than a skill — it is a symbol of dignity, confidence, and the possibility of a better future for her children.

“Before, I could not write my name. Now I can read and write.”

Dreaming Beyond Limits

Young student builds a path through learning



At just nine years old, Nandini from Jalpaiguri is determined well beyond her years. She lives with her mother and sister while her father works away, earning what he can to support the family. Money is scarce, but her parents remain firm in one priority — their daughters' education.

In fifth grade at Baropatiya Pachiram Nahata High School, Nandini attends Parinaama Development Foundation's Foundational Literacy and Numeracy (FLN) classes. She has shown remarkable progress in the RYTHM Foundation-supported project, especially in reading, writing, and numeracy.

Her teacher, Alok, describes her growth as steady and impressive, while her mother sees in her a drive that comes from within.

"Nandini is a self-motivated child, and she deserves all the opportunities," says Alok.

Outside the classroom, Nandini dreams of becoming a doctor. She also loves music and dance, though she

lacks the resources to explore these passions fully. Instead, she has persistence — a quiet determination that continues to push her forward.

With her commitment and her family's unwavering support, Nandini is laying the foundation for a future filled with possibilities.

“Nandini is a self-motivated child and deserves all the opportunities.”

Discipline Through Jaguh RF

Talented teen creates small wins for bigger goals

At 15, Muhammad Zafran Aqeel bin Ahmad Sani from the SMK Vivekananda secondary school in Kuala Lumpur was the kind of student teachers struggled with. He skipped school, slipped out the back door during lessons, and often avoided class. “I did not care much back then. I thought school was not for me,” he admits.

Everything shifted when one teacher noticed something others had missed — Zafran’s passion for football. Believing the sport could be a way in, the teacher encouraged him to join RYTHM Foundation’s Jaguh RF programme.

That was a turning point for Zafran. “Football gave me a reason to show up. When I joined Jaguh RF, I felt people believed in me,” he says.

Zafran has turned a corner in his education. Once disengaged, he now applies himself in the accounting stream, aiming for a future he never imagined. He was also made a school prefect.



On the field, Zafran is known for his discipline. He’s one of the first to arrive at training and throws himself into every drill. His coaches see not just skill, but commitment and leadership.

“I used to walk out of class. Now I walk onto the field early, ready to play and learn. I want to be someone others can count on.”

“When I joined Jaguh RF, I felt people believed in me.”



Financial Highlights

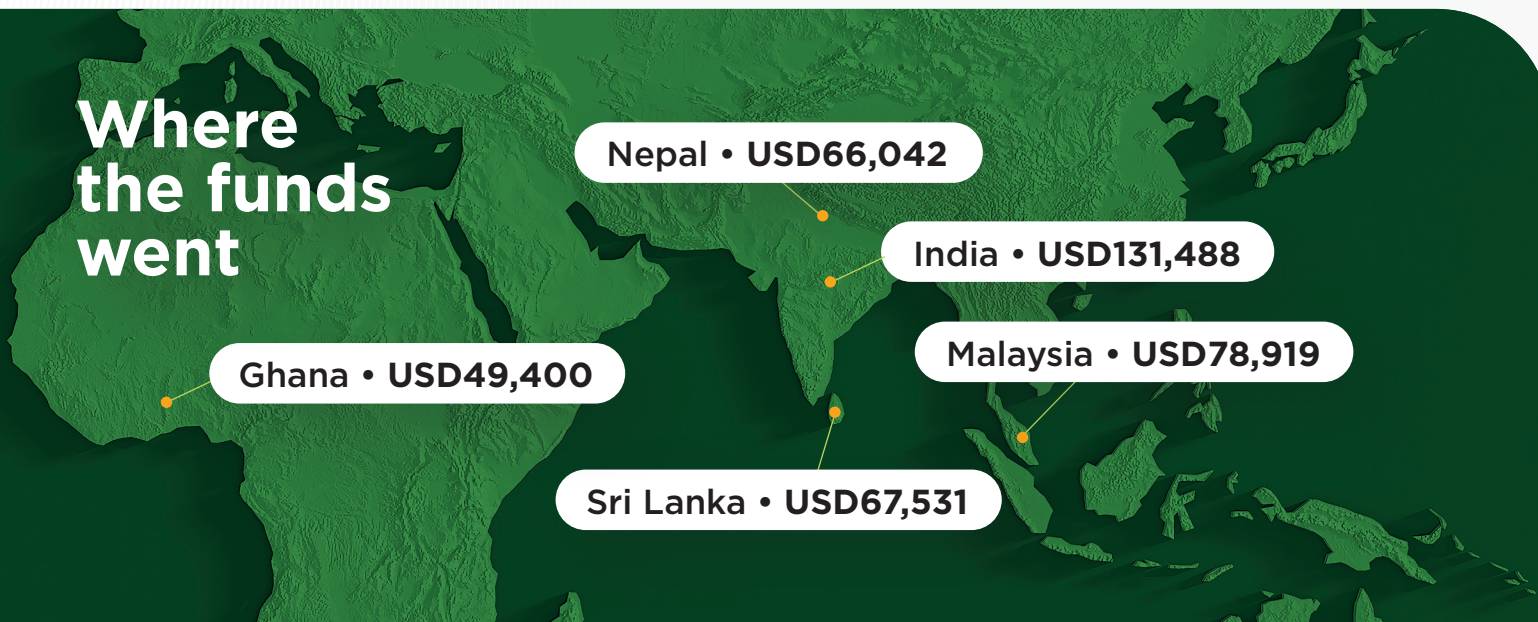
Turning Funds into Futures

Every amount tells a story of people, places, and possibilities.

In 2024, RYTHM Foundation invested **approximately USD393,400** in projects stretching from rural classrooms to urban training centres, across five countries and three continents.

These funds didn't stop at numbers. They became classrooms, training centres, and futures.

Where the funds went



By the Numbers

USD393,400 total invested

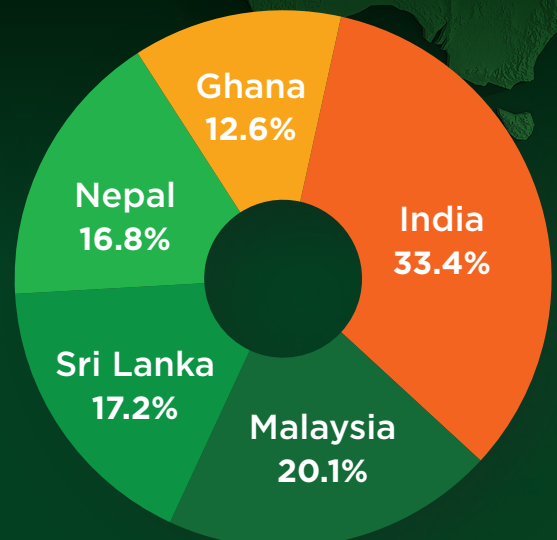
USD67,915 largest single investment
(Foundational Literacy & Numeracy, Jalpaiguri, India)

USD1,983 smallest investment
(Volunteer Development Programme, Malaysia)

13 projects funded

5 countries funded

Regional Share of Funds





Employee Community Impact

Volunteering That Goes Further

Our people gave more than time — they gave themselves.

Employees of the QI Group are encouraged to dedicate at least 16 hours a year to community service, but in 2024, they once again went far beyond.

Across eight countries, they devoted thousands of hours to causes ranging from reforestation and clean-ups to food distribution and blood donation, proving that service is more than a policy — it's part of who we are.



By the Numbers

1,379 employees engaged in volunteering

11,000+ hours dedicated to community service

30+ partners collaborated with

8 countries represented

2,109 beneficiaries engaged





Our Partners

Partnerships for Progress

Partnerships are at the heart of how we work. In 2024, RYTHM collaborated with organisations that share our commitment to creating lasting social impact.

These partnerships allowed us to reach more communities, strengthen local solutions, and amplify the change we could not achieve alone.



The ANOPA Project (Ghana)

Empowers children with disabilities through sports and skills in Ghana.



Universiti Sains Malaysia

Drives progress through research, teaching, and innovation.



Parinaama Development Foundation (India)

Builds skills and resilience in remote communities.



Door Step School (India)

Brings education to underserved children.



National Forum For Advocacy (Nepal)

Empowers marginalised communities through environment, rights, and gender equity work.



Sugam Karnatica (Malaysia)

Nurtures growth and resilience through arts and culture.



Plan International (India)

Advances child welfare and gender equality through grassroots programmes.



Akademi Seni Budaya dan Warisan Kebangsaan (Malaysia)

Preserves heritage and teaches performing arts.



Lanka Evangelical Alliance Development Service (Sri Lanka)

Protects children and builds resilient communities.



Kalpana Dance Theatre (Malaysia)

Connects local dancers with global masters of Indian classical dance.



Sarvodaya Shramadana Movement (Sri Lanka)

Strengthens communities through social and economic empowerment.



Temple of Fine Arts (Malaysia)

Makes the arts accessible through teaching and performance.



Good Shepherd Services (Malaysia)

Supports women, girls, and families facing violence and marginalisation.



Media Coverage

Our Stories in the Spotlight

In 2024, RYTHM's initiatives were highlighted by various respected media outlets.

This coverage extended the reach of our work and underscored its relevance on local and international platforms.

AGENDA AWANI

MAHARANI: IGNITING POTENTIAL IN YOUNG WOMEN

DATIN SRI Umayal Eswaran
Chairperson of RYTHM Foundation

TUESDAY • 5 MARCH 2024 • 9:00 PM
Watch it on CH 501 | Live TV - astroawani.com & Astro AWANI App

GO **astro AWANI**

General News of Friday, 27 September 2024 Source: QNET Africa Disclaimer

RYTHM Foundation targets equity for PWDs in Ghana with extension of project with ANOPA

RYTHM Foundation, the Corporate Social Responsibility (CSR) arm of the Q2 Group, (parent-company of QNET), has disclosed that ensuring equity and equality for people with disabilities is the main inspiration behind its decision to extend and expand their partnership with the Central Region-based award-winning Ghanaian non-governmental organisation (NGO), ANOPA Project.

RYTHM Foundation invests in the communities and people through strategic partnerships, community service, and employee volunteering, joining with and playing its pivotal role in achieving the United Nations' Sustainable Development Goals (SDGs). RYTHM is an acronym for 'Raise Yourself To Help Mankind'.

Ms Saritha Perumthottam, Head of RYTHM Foundation

WHAT YOU THINK

Neglected no more: why Malaysia must act to save the Orang Asli — Umayal Eswaran

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Monday, 04 Nov 2024 9:00 PM MYT

NOVEMBER 4 — As Malaysia continues to advance in the 21st century, much of the national discourse centres on economic growth, technological advancements, and global competitiveness. With significant shifts in how people learn and work, the World Economic Forum has highlighted a skills-focused approach as the future of the new economy. Earlier this year, the Ministry of Higher Education also unveiled an ambitious roadmap for the higher education system in the name of global

Opinion

Redefining disability rights

Datin Sri Umayal Eswaran

2024-09-05 09:25 AM

GENERAL • NEWS

Taarana School Launches Zero Waste Programme To Foster Sustainability, Inclusivity

14/08/2024 09:18 AM

Programme empowers Dusun community in Kiulu

POSTED ON FEBRUARY 5, 2024, MONDAY AT 8:42 PM SARAH

For the freshest news, join [The Borneo Post's Telegram Channel](#) and [The Borneo Post on Newsmax](#).

Dato Sri Vijay Eswaran, Founder Q2 Group and Datin Sri Umayal Eswaran, Chairperson RYTHM Foundation with the Ranau folks.

Bridging the gender gap: Towards Malaysia's first woman PM

By Umayal Eswaran - July 18, 2024 @ 5:21pm

Maharani Learning Lab memperkasa pelajar B20

GENERAL • NEWS

Rythm Foundation Hosts Major Maharani School Programme Camp In N. Sembilan

31/07/2024 10:37 AM

GENERAL

RYTHM Foundation Commits RM150,000 To Empower Aspiring Fine, Performing Arts Students

11/11/2024 02:51 PM

Making an impact for autism awareness

METRONEWS Tuesday, 14 May 2024

Related News

FOOTBALL 18 Dec 2023 16 P3 City bring cheer and joy to kids at Taarana School

METRONEWS 09 May 2023

Participants warming up before the event in Petaling Jaya.

W-TALK

12th November 2024 at 11:15 am

EMPOWERING YOUNG GIRLS THROUGH EDUCATION

Datin Sri Umayal Eswaran
CHAIRPERSON OF RYTHM FOUNDATION



2024 Snapshots

Our Journey in Frames

Faces and places behind the impact.

A year of service, learning, and community spirit — seen through the moments that defined 2024. These images reflect the people and places that brought our mission to life.





www.rythmfoundation.org

Join RYTHM Foundation in driving change.
Whether through your time, energy, or contribution,
you can help communities thrive. Explore our social media
and website, and sign up for our newsletter
using the QR codes below.



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