

Media : The Star

Date : 3 Jan 2017

Culinary skills to escape poverty cycle

Programme to help underprivileged youths go into small business



The participants getting cookies ready for baking as representatives from Ajinomoto, Hope Worldwide Malaysia, MIB and JCI Kuala Lumpur look on.

Media : The Star

Date : 3 Jan 2017

By NADIAH KHAIRIL ANWAR
metro@thestar.com.my

FOR Ajinomoto (Malaysia) Bhd, the New Year is to be celebrated as the hope of life.

As a way to wrap up 2016, Ajinomoto Group organised a social and skill development programme called "Hope of Life with Culinary Arts" in collaboration with Hope Worldwide Malaysia, Malaysian Institute of Baking (MIB) and Junior Chamber International (JCI) Kuala Lumpur.

Initiated in 2013, the aim of the programme is to inspire, empower, educate and develop underprivileged communities, mainly youths, and to also help eradicate social issues caused by poverty.

By participating in this programme, underprivileged youths will learn skills that can help them sustain their living in the future.

The programme began in November 2016 and the participants included 26 underprivileged youths aged between 15 and 23 years from families with a monthly income below RM1,000.



A group photo of the participants after they completed lessons in baking cookies.

These families also currently benefit from Hope Worldwide Malaysia's Health and Education Programme.

The programme comprises a total of five classes running from November 2016 until March 2017

for underprivileged youths, including one culinary theory class, two hot-cooking classes and two baking classes.

Progressively, two classes have been completed in November, which were on culinary theory and

cooking popular Malaysian street-food.

In December, the baking class was completed with the guidance of MIB's faculty, where the participants were taught to make snacks based on recipes

created by MIB.

In order to assess the learning progress and to give the trained participants an experience on how the culinary skill will benefit them in the pursuit of future success, a 1Charity Selling campaign will be held in March this year.

All the participants will require to prepare one of the recipes they learned in the programme and sell them during the 1Charity Selling-event.

Ajinomoto will hold a graduation ceremony to mark the completion of the culinary training and acknowledge the achievement of all graduates after the campaign.

The funds collected during the campaign will be donated to the beneficiaries.

These culinary classes offer great exposure for the beneficiaries to learn and polish their culinary skills.

These new skills will help improve the future of all participating beneficiaries and hopefully continue to enhance their passion to attempt ventures into a small business startup.