

PTPTN kicks off BMS 2023 with exciting activities to encourage saving for higher education

by **NURUL SUHAIDI**

THE National Higher Education Fund Corp (PTPTN) has launched its annual saving campaign, Bulan Menabung Simpan SSPN (BMS) 2023, to encourage parents to start or continue depositing to save for their children's higher education.

The nationwide programme which is in conjunction with World Savings Day, observed on Oct 31 every year, has in line a variety of activities and educational sub programmes throughout October.

PTPTN chairman Datuk Norliza Abdul Rahim said BMS 2023 has a target of RM220 million in savings throughout the programme, which she is confident it will achieve.

"The success of BMS from 2018 until 2022 has become the best benchmark to realise this target.

"With the support from the public and strategic partners, we are optimistic," she said in her keynote address at the BMS 2023 launch on Oct 1.

She added that PTPTN remains committed to carrying out its duty to provide loan facilities as the country's main education saving platform to transform the mindset from borrowing to saving, reduce dependency and prevent children from graduating with debt.

BMS 2023 runs until Oct 31, with the theme of "Robotic" and tagline "Jom jadi superhero anak anda" (Let's become your children's hero), in line with PTPTN's digitalisation effort focusing on increasing the



Norliza (second from right) presenting a certificate of appreciation to a strategic partner of BMS 2023

(From left) Ministry of Higher Education deputy secretary general (policy) Datuk Dr Megat Sany Megat Ahmad Supian, Norliza and PTPTN CEO Ahmad Dasuki Abdul Majid officiating the BMS 2023

usage of the myPTPTN app for a seamless and safe operation.

Among the programmes available for parents and children include a robotic competition, SSPN Got Talent, PTPTN e-sport challenges, ambassador meet-and-greet, Jenga family competition, BMS Hints Challenges and more.

The programme kicks off its first week in Selangor, followed by at Borneo and east zone in the second week, the southern and north zone in the third week, and

finally in Kuala Lumpur.

Throughout BMS 2023, PTPTN is also offering a lucky draw of up to RM77,000 worth of cash prizes for 66 winners and participating depositors nationwide.

During the BMS 2023 launch, PTPN also awarded a one-off cash prize to three primary schools namely SK Taman Dato Harun, SK Bandar Tasik Puteri and SK Bandar Baru Sungai Buloh for their savings club initiative and for pioneering the PTPTN Kelab Simpanan Pendidikan.

As of Aug 31, 2023, the amount of Simpan SSPN deposits was RM15.81 billion, under six million accounts.

The Simpan SSPN Prime account offers numerous advantages to Malaysians including tax relief of up to RM8,000 annually, free takaful coverage, competitive dividends, matching grants of up to RM10,000 and shariah-compliant government-guaranteed savings. Further information can be found on <https://www.ptptn.gov.my/BMS2023/> and PTPTN's social media.