



CONVERGING COMMUNITIES

# IMPACT ON COMMUNITIES



**HIGH IMPORTANCE**  
**MEDIUM IMPORTANCE**  
**LOW IMPORTANCE**

## SIGNIFICANCE

**B**eyond being mere transit routes, our highways serve as crucial connectors, shaping the socioeconomic fabric of communities. PROLINTAS embraces a proactive stance in acknowledging and addressing the multifaceted needs of neighbouring communities, spanning social and environmental domains. Through extensive stakeholder engagement, our initiatives strategically elevate the quality of life and boost socioeconomic activities. This underscores the importance of our Impact on Communities, reinforcing the integral role our intracity thoroughfares play in catalysing economic growth and fostering community wellbeing.



*PROLINTAS community programmes are the cornerstones of enriching lives, weaving education, societal values and environmental stewardship into the fabric of everyday life for a more meaningful and connected future.*

## OUR APPROACH IMPACT ON COMMUNITIES

01

**DRIVING ECONOMIC  
GROWTH AND COMMUNITY  
DEVELOPMENT**

Our highways bridge communities, breaking down geographical barriers and fostering social cohesion via a two-fold strategy:

02

**COMMUNITY ENGAGEMENT  
AND SUPPORT**

**01:** Our highways play a vital role in enhancing connectivity among different locations and communities. They enable people from various areas to engage in social, economic and cultural exchanges more readily, which fosters mutual understanding, cooperation, and a sense of community. We are dedicated to creating a more integrated and interconnected society.

**02:** We tailor initiatives for maximum impact through dynamic engagement, gaining insights into the diverse needs of multi-stakeholder groups, including those residing near our highways. PROLINTAS outreach programmes centre on **Advancing the Community, Empowering Education** and **Protecting the Environment**.





## 01

### DRIVING ECONOMIC GROWTH AND COMMUNITY DEVELOPMENT

#### CATALYST TO LOCAL ECONOMIES AND COMMUNITY CONNECTIVITY

Our highways are more than just roads; they are dynamic channels that connect talents to workplaces, consumers and contractors to markets, and individuals to essential services. They are pivotal in stimulating economic and socio-economic activities and driving growth and development in the surrounding regions. In the bustling Klang Valley, our highways are a lifeline, accounting for over a quarter of the area's total traffic, with an estimated 2.3 million vehicles using these routes daily.

Our network encompasses six strategic highways, each serving a crucial part of Malaysia's economic hub: GCE in the north, SUKE in the northeast, Kajang SILK in the southeast, LKSA in the south, DASH in the west, and AKLEH within Kuala Lumpur city centre. This comprehensive coverage ensures efficient access across the country's economic heartland.

Beyond facilitating transport, our highways enhance community connectivity across the Klang Valley. They dissolve suburban isolation by significantly reducing travel times and guarantee seamless integration into broader economic and social networks. Furthermore, our highways catalyse the growth of new townships and spur development at various ingress and egress points along their routes. This strategic infrastructure connects and transforms communities, underlining our commitment to shaping a more accessible, integrated and prosperous society.

*Growing Guardians of the Earth - Inspiring the next generation to cherish and protect our planet through hands-on environmental education.*



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### ACCELERATING ECONOMIC GROWTH AND FOSTERING COMMUNITY DEVELOPMENT THROUGH PROLINTAS' HIGHWAY INFRASTRUCTURE

**P**ROLINTAS' highway infrastructure is not just a network of roads; it is a catalyst for economic growth and community development. With burgeoning townships emerging on the outskirts of Kuala Lumpur and Selangor, our highways, such as GCE, LKSA and DASH, are pivotal in bridging the distance, enabling easier commutes and fostering regional integration.



PROLINTAS' highways are more than asphalt paths - they are the arteries of progress, pumping vitality into the heart of Malaysia's growth.

#### RISING POPULATION AND URBANISATION IN KLANG VALLEY



##### POPULATION

KL and Selangor forecasted to continue to grow and reach

**9.2 million**

in 2025 and

**9.7 million**

in 2030

**27.5%**

total population in Klang Valley

2.5 million (1980)

5.6 million (2000)

9.0 million (2022)



This is leading to a higher urbanisation rate

**2027**

**80.6%**

Malaysian households live in urban areas.

**78.2%**

(FY2017: 75.4%)

Malaysian households live in urban areas.

The higher population and urbanisation rate, particularly in the Klang Valley, are expected to continue to drive the usage of urban highways.

#### NEW TOWNSHIP DEVELOPMENTS FURTHER FROM THE CITY CENTRE OF KL

One key success factor of these townships is good connectivity to major road infrastructure to reduce the travel time between the township areas and the city centre.

As Kuala Lumpur and Selangor become more crowded and developed, house prices have risen faster than incomes, making some homes unaffordable. This has led to the construction of affordable **housing** and **new townships** further from the city. In the last decade, areas over **30 km** away, such as **Setia Alam, Nilai, Sepang** and **Semenyih**, have seen rapid growth and development.

As more townships are being developed further away from the city centre, such as in the City of Elmina in Shah Alam, Lagong Mas in Rawang, and Kota Warisan in Salak Tinggi, a higher proportion of the population reside or will reside further away from the city centre, thus increasing the need for tolled highway usage for daily commute. To this extent, highways designed to improve connectivity, particularly GCE, LKSA, and DASH, are expected to benefit from this trend.

#### EXISTING ROAD OVERCAPACITY LEADING TO A HIGHER DEMAND FOR ALTERNATIVE ROADS

**Road users** in KL city centre have long suffered from traffic congestion. The construction of new highways represents one of the approaches available by providing alternative roads.

Ministry of Transport Malaysia (MOT)



Total Vehicles FY2022

**6.8 million**

(FY2017: 6.2 million)



Total Vehicles FY2022

**3.1 million**

(FY2017: 2.9 million)

This increment in total vehicles on the road will lead to further congestions in Klang Valley, which will drive the demand for new tolled highways in the future.





## OBJECTIVE

To create event spaces and convert highways into points of destination.

## PURPOSE

- To utilise vacant areas underneath elevated highways.
- To drive value through sustainable development and community engagement.

## RATIONALE

- The spaces underneath elevated highways are often under utilised and neglected.
- Perceived as hazardous and unsightly, vacant spaces are urban spaces that are of interest to various stakeholder groups.
- With proper planning, these vacant spaces can be turned into viable economic, social and environmental resources that can contribute to long-term value for stakeholders.

## PROJECTS

- Jogging Trail, Sungai Ampang, SUKE.
- Playground Facilities, Ampang, SUKE.
- Basketball & Futsal Court, Alam Damai, SUKE.
- Urban Park @ LKSA.

## BENEFITS

- Availability of community spaces within our highway network.
- Enhances safety and addresses use of space underneath elevated highways.



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The previously neglected area has now been repurposed into a recreational area specifically designed for children.





CONVERGING COMMUNITIES

## IMPACT ON COMMUNITIES

02

### COMMUNITY ENGAGEMENT AND SUPPORT

Through dynamic engagement, we glean invaluable insights into the unique needs and concerns of our diverse group of stakeholders, including residents and workers near our highways. This enables us to tailor initiatives for maximum positive impact.

At the core of our outreach efforts are multifaceted programmes focused on community support, educational empowerment, and local development projects aimed at enhancing community well-being.

Our approach is defined by three key areas:

**Advancing the Community, Empowering Education, and Protecting the Environment.** In our pursuit of Converging Communities, we prioritise initiatives that directly address the immediate needs of residents, reinforcing a sense of unity and shared progress.

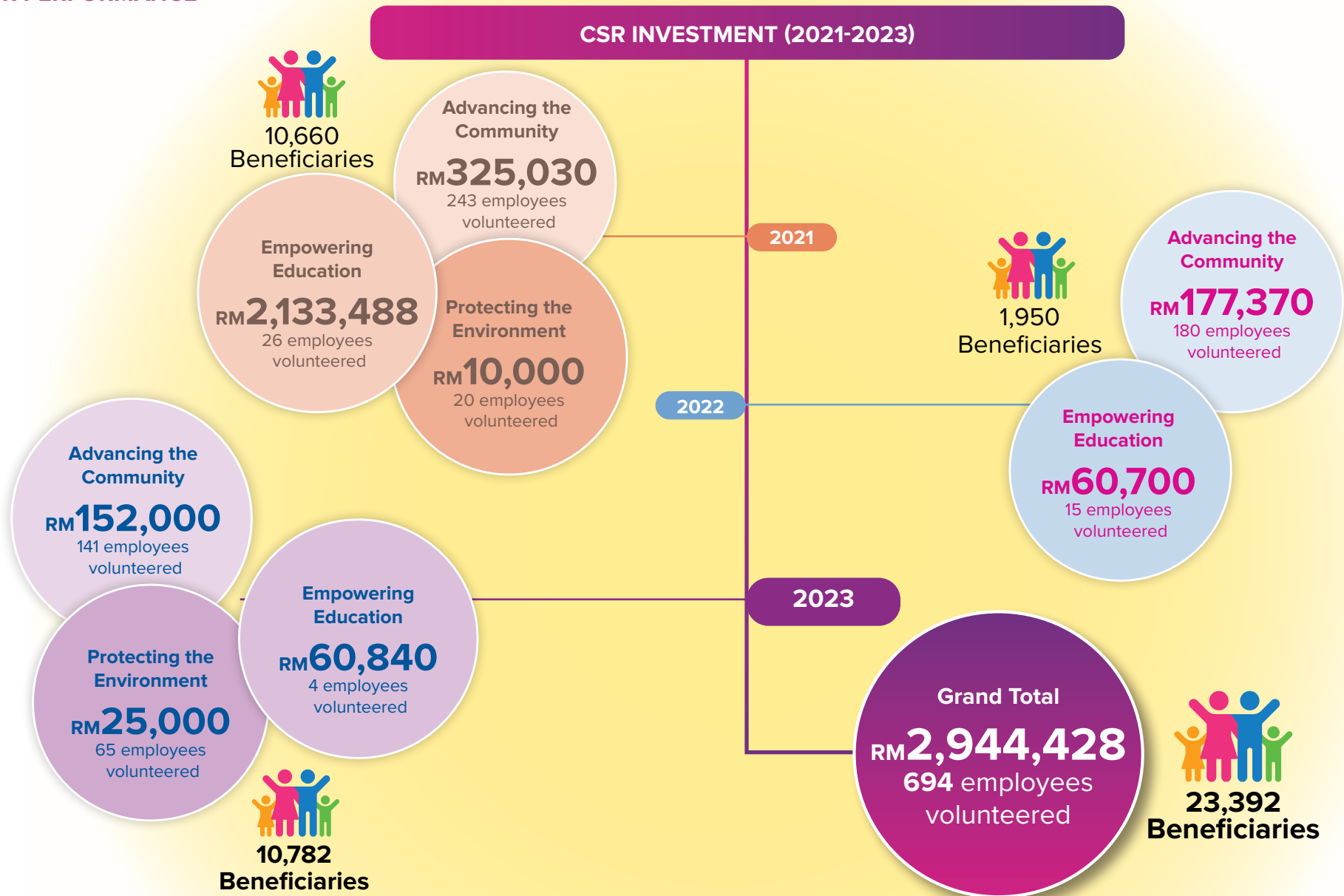
*Tabika Kemas students participated in a gardening campaign organised by PROLINTAS in collaboration with the Free Tree Society.*

The Group's social investments and activities are segmented into three key areas:

- ADVANCING THE COMMUNITY**  
We focus on the urban poor and disenfranchised segments in need of basic necessities. We engage with stakeholders who have ties to our businesses and other groups such as art movements, resident associations and business communities.
- EMPOWERING EDUCATION**  
We are committed to nurturing a new generation. In addition, we educate the public on matters related to our business, current issues and our impact on communities, businesses and the economy.
- PROTECTING THE ENVIRONMENT**  
In line with our pledge towards sustainable development, we are involved in transplanting plants, replacing green lungs, replanting activities, observing green best practices and leveraging on green technology.



## OUR PERFORMANCE







## CONVERGING COMMUNITIES IMPACT ON COMMUNITIES

The beneficiaries of Chinese New Year  
FY2023 contributions.



### DISTRIBUTION OF BASIC FOOD SUPPLIES TO B40 CHINESE FAMILIES AT KAJANG SILK AND SUKE CONSTRUCTION AREAS



LOCAL COMMUNITY

**100** Families

**20** Employees Involved

**RM 10,000** Contribution

We distributed daily necessities to 25 families in Sungai Chua and another 25 families in Sungai Ramal living near construction areas along Kajang SILK. Similar contributions were made to 25 families in Taman Bukit Cheras and 25 families in Kampung Tasik Permai near SUKE.

PROLINTAS, in collaboration with other corporate entities, sponsored  
sewing equipment for female inmates at Kajang Women's Prison,  
providing them with income-generating opportunities.



### CREATING INCOME OPPORTUNITIES FOR FEMALE INMATES AT THE KAJANG WOMEN'S PRISON



LOCAL COMMUNITY

**200** Individuals

**3** Employees Involved

**RM 5,000** Contribution

In collaboration with students of Universiti Kebangsaan Malaysia's Graduate School of Business (UKM-GSB) and the Malaysian Prison Department, we upgraded the facilities and equipment for skills development programmes at the Kajang Women's Prison, to enable various employment activities such as the production of food products, sewing services and personal care services.

Our Back to School Programme helped to  
reduce the financial burden of B40 families.



### BACK TO SCHOOL PROGRAMME WITH THE B40 COMMUNITY



LOCAL COMMUNITY

**200** Students

**20** Employees Involved

**RM 46,000** Contribution

We handed over essential school supplies to primary and secondary school students living near our six highways. Specific allocations were made to:

- 30 students from PPR Jelatek, AKLEH.
- 40 students from Kampung Sungai Ramal Luar, Kajang SILK.
- 30 students from Flat Sri Lembayung, LKSA.
- 40 students from PPR Raya Permai, SUKE.
- 30 from Flat Bukit Subang, GCE.
- 30 from Kampung Melayu Subang, DASH.



## CONVERGING COMMUNITIES IMPACT ON COMMUNITIES

Contribution handover during the month of Ramadhan in FY2023.



### RAMADHAN BUKA PUASA CONTRIBUTION FOR MOSQUES AND MUSOLLAHS NEAR OUR HIGHWAYS



#### LOCAL COMMUNITY

**1,000** Individuals

**60** Employees Involved

**RM 18,000** Contribution

Donations to mosques and musollahs during the month of Ramadhan:

- Masjid Sg Ramal Luar, Kajang SILK.
- Masjid Zaid Bin Thabit, SUKE.
- Surau Al Amin Taman Bukit Subang, GCE.
- Surau An Nur, Taman Sri Lembayung, LKSA.
- Surau At-Taqwa, PPR Jelatek, AKLEH.
- Surau Nurur Rahmah, DASH.

The beneficiaries of Aidiladha contributions in FY2023.



### CONTRIBUTION OF CATTLE TO COMMUNITIES ALONG OUR HIGHWAYS FOR HARI RAYA AIDILADHA



#### LOCAL COMMUNITY

**600** B4O families and asnaf individuals

**30** Employees Involved

**RM 39,000** Contribution

In conjunction with the Hari Raya Aidiladha celebration, we donated cattle for *qurban* to six local communities along our highways:

- PPR Desa Tun Razak, SUKE.
- Surau As Salam, Gugusan Semarak, DASH.
- Surau Al Ikhwan, Kg Sg Ramal Dalam, Kajang SILK.
- Surau An-Nur, Flat Sri Lembayung, LKSA.
- Flat PKNS - Kg Baru, AKLEH.
- Surau Al Falah, Taman Bukit Subang, GCE.



- Contribution for family day - Kelab Kebajikan Seksyen Makro dan Penswataan (SMP) SUK Selangor.
- Contribution for the welfare of journalists to the National Press Club.
- Contribution for kidney patients via the National Kidney Foundation Malaysia.
- Contribution to Persatuan Kontraktor Bumiputera Malaysia for conducting their Annual General Meeting.
- Contribution for school mutual aid to PIBG SMK Subang Bestari.
- Contribution to Tabung Kemanusiaan Palestin KKR - Badan Kebajikan Sosial dan Sukan Lembaga Lebuhraya Malaysia.



#### LOCAL COMMUNITIES, LOCAL AUTHORITIES, NGOS AND MEDIA

**RM 22,000** Contribution

These philanthropic activities, aimed at benefitting various stakeholders, reflect our commitment to a diverse range of social causes.

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## IMPACT ON COMMUNITIES

SPM 2023 candidates participated in the “Program Anjakan Minda” organised by PROLINTAS.



### CONTRIBUTION TO SMK TUDM SUBANG FOR SCHOOL INFRASTRUCTURE



SCHOOL STUDENTS

**1,000** Students

**1**

Employee Involved

**RM 1,500** Contribution



### EDUCATION PROGRAMME FOR SECONDARY SCHOOLS: PROGRAM ANJAKKAN MINDA



SCHOOL STUDENTS

**250** Students

**3**

Employees Involved

**RM 59,340** Contribution

This programme was conducted at six selected schools.

- **Objective:** To equip SPM students with a growth mindset and goal-setting skills, focusing on personal and environmental sustainability.
- **Approach:** Interactive workshops to engage students in hands-on sessions.
- **Outcome:** Improved academic resilience for students.
- **Sustainable Goals:** Students learned to set and achieve goals with an eye on environmental and societal wellbeing.

#### • Impact:

**Empowered Youth:** To cultivate a generation that excels academically and is conscious of their role in sustainable development.

**Community Connection:** To encourage students to apply their skills in community-oriented sustainable projects.

- **Essence:** This initiative blends academic skill-building with sustainability awareness, shaping students into capable and environmentally-conscious individuals.



# PROTECTING THE ENVIRONMENT



Residents acquired knowledge and fostered social bonds through engagement in recycling activities.

## ESG-BASED COMMUNITY ENGAGEMENT



### LOCAL COMMUNITIES

**300** Individuals

**5** Employees Involved

**RM 15,000** Contribution

The programme focused on the proper management of organic waste, with a workshop to teach participants how to make soap from used cooking oil. The participating communities were from Kampung Sg Balak, Kajang and PPR Sri Jelatek.



Initiative is crucial in shaping a more promising future for future generations.

## TREE PLANTING PROGRAMME



### PRE-SCHOOL STUDENTS

**180** Students

Held at all six highways, the programme aimed to instil interest in gardening among kindergarten students from:

- KEMAS Kindergarten Lembah Jaya Selatan (near SUKE).
- KEMAS Kindergarten Dato Ahmad Razali (near AKLEH).

**60** Employees Involved

**RM 10,000** Contribution

- KEMAS Kindergarten Section 18 West (near LKSA).
- KEMAS Kindergarten Subang Perdana (near DASH).
- KEMAS Kindergarten Kampung Sungai Balak (near Kajang SILK).
- Minda Ceria Kindergarten Kampung Merbau Sempak (near GCE).

SCAN ME



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## IMPACT ON COMMUNITIES

### PARTNERSHIPS AND COLLABORATIONS

The Group collaborated with an NGO, Ecomknight, in a community-based project, Trash to Treasure (T2T), to instil sustainability values in residential and school communities within the vicinity of our highway.

#### OLD SOLES NEW LIFE (OSNL)

##### DESCRIPTION

Launched in July 2022, the project provided a recycling platform for citizens to discard their old shoes responsibly. It involved the collection of old shoes to be repurposed into granules that were subsequently used to build environmentally-friendly playgrounds or sports surfaces.

The project carried the motto *'Paving The Way for More Eco-Friendly and Sustainable Sports Infrastructure Built in The Future.'*

##### COMPONENTS

- OSNL awareness talk and shoe collection drive.
- OSNL bin placement: **20** bins were placed along our highways
- **Campaign duration: December 2023 - March 2024.**

##### BENEFICIARIES

Schools and residential communities.

##### PARTICIPANTS

###### Schools

- SK Lembah Jaya, Hulu Langat.
- SMK Bandar Tasik Selatan, Kuala Lumpur.
- SK TTDI Jaya, Shah Alam.

###### Residential Community

- PPR Sri Jelatek.

##### OUTCOME

###### Social Impacts

- Greater awareness on proper method of discarding old shoes.
- The programme encompassed three schools and one residential community with a total of 1,222 individuals.

###### Environmental Impacts

- 273.8 kg of old shoes were collected.
- 20 shoe collection points were installed along our highways.

The T2T initiative comprised two components:



**Old Soles New Life (OSNL),**  
a recycling  
programme for  
old shoes.



*Some of the primary school students that participated in the old shoe recycling activity organised by PROLINTAS Ecomknight.*





## CIRCLE

### DESCRIPTION

This initiative encouraged the proper management of organic waste, particularly used cooking oil.

### COMPONENTS

Used cooking oil was re-purposed into household soaps.

### BENEFICIARIES

Residential communities.

### PARTICIPANTS

#### Residential Communities

- Kampung Sg Balak, Kajang.
- PPR Sri Jelatek.

### OUTCOME

#### Social

- Higher awareness of re-purposing waste into useful products.
- **40** individuals from two residential communities participated in the programme.

#### Environmental

- **12** kg of used cooking oil was recycled into soaps.

*One of the recycling campaign activities in Kampung Sg Balak, Kajang, encouraged residents to recycle used cooking oil to promote proper organic waste management.*

  
CIRCLE, a  
recycling  
programme for  
organic waste.







CONVERGING COMMUNITIES

## IMPACT ON COMMUNITIES

### OUR IMPACT STORY

Reflecting our social responsibility and commitment to sustainable community development, PROLINTAS has collaborated with Universiti Kebangsaan Malaysia (UKM) in two projects to increase the income opportunities of female inmates at the Kajang Women's Prison and support the development of their children.

We sponsored the **Cradle for Inclusive Nurturing and Teaching Atmosphere (C.I.N.T.A CARE)** and contributed financial assistance to upgrade facilities while improving the skillsets of inmates at the prison.

### What is C.i.n.t.a Care?

This initiative was aimed at creating a safe, nurturing environment for infants born to inmates via the provision of facilities including secure sleeping areas, dedicated breastfeeding spaces and educational toys useful for the development of young minds.

### Why C.i.n.t.a Care?

#### OBJECTIVE 1: UPGRADING FACILITIES FOR INFANTS BORN TO INMATES

We believe every child deserves a safe and nurturing environment to grow and thrive, regardless of their circumstances. This is the reason why we initiated a programme to provide a secure place for infants born to inmates. Understanding the challenges these little ones face, we organised facilities, including secure sleeping areas, dedicated breastfeeding spaces and educational toys that aid their development. We aim to meet their immediate needs, strengthen family bonds and create a pathway for inmates to reintegrate into society. These efforts will lead to a healthier, more inclusive society where every child has an equal chance to succeed.

*Representatives from UKM, Malaysian Prisons Department and PROLINTAS interacted with the children born to inmates at the Kajang Women's Prison.*



#### OBJECTIVE 2: UPGRADING WORKING FACILITIES FOR INMATES

We received a heartfelt request from the prison to upgrade baking and related equipment to improve the quality of cakes and biscuits made by the inmates. We understood how important it was to provide the inmates with opportunities to hone their skills and contribute to society, and we were happy to help.

The Group offered financial aid, allowing the prison officials to purchase new ovens, mixers and other necessary equipment to make this initiative successful. We are delighted to report that the production output of cakes and biscuits has increased, boosting sales and generating additional income for the inmates.

It gives us immense satisfaction to know that our contribution has not only led to an improvement in the quality of baked goods made by the inmates but also contributed to their financial wellbeing. We are grateful for the opportunity to positively impact the lives of those who need it the most.





## How are we contributing?

We take great pride in our sponsorship activity that involves BrickMatrix, a LEGO wall game designed to inspire creativity and stimulate cognitive development in children. We believe that early exposure to Science, Mathematics, Engineering and Technology (STEM) is crucial for the growth and success of our future generations. We are honoured to be a part of this initiative that encourages learning in a fun and engaging way.

### BENEFITS OF C.I.N.T.A CARE

#### ECONOMIC

Increased sales of products produce by inmates.

Benefited **40** inmates.

#### SOCIAL

##### ENHANCED QUALITY OF LIFE

Improving living and educational conditions for children, positively impacting their overall development.

##### SUPPORT INMATES' FAMILIES

Alleviated some of the emotional and psychological burdens on inmates concerning the welfare of their children.

### GOING FORWARD

As PROLINTAS looks towards the future, our main objective is to foster a future where innovative infrastructure, community wellbeing and environmental stewardship come together. We are dedicated to this cause and will drive the development of comprehensive community engagement initiatives, educational programmes, and sustainability projects that enhance the efficiency of our highways and improve the quality of life of the people we impact.

Our priorities include:

- strengthening our focus on safety,
- expanding our social impact through targeted community support, and
- embracing environmentally responsible practices that will help safeguard our planet for present and future generations.



Chairman of UKM's Board of Directors, Prof. Emeritus Dato' Dr. Mohamad Abd. Razak (right) with the Deputy Commissioner General of Prisons (Management), Malaysian Prisons Department, TKJP Abd Kadir Rais and representatives of PROLINTAS in front of the BrickMatrix LEGO Artwork at the nursery of the Kajang Women's Prison.