

The Reading and Writing (RAW) Programme



Primary school children from Sekolah Kebangsaan Ampang doing their course work under the RAW project, which has helped in significantly improving their command of the English language (1 August 2007)

The Reading and Writing (RAW) project, a partnership between HSBC Bank Malaysia Berhad and Child Information, Learning and Development Centre (CHILD), aims to provide underprivileged students throughout Malaysia with the Ladybird series' books, to improve communication skills in English.

RAW promotes a reading culture among young Malaysian school children, especially those from rural schools.

This partnership with CHILD began in 2006 when HSBC provided the books to 17 schools from Selangor, Malacca, Negeri Sembilan, Perak, and Pahang. In 2007, the partnership was extended when the Bank further contributed to 12 schools in Kelantan and Kedah.

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