ALPHA INDUSTRIES SDN BHD

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COMMUNITY PROGRAM

“PROGRAM MOBILITI PELAJAR ANTARABANGSA 2026: JALINAN KASIH MADANI DAN INISIATIF CSR GLOBAL”

KAMPUNG PERLIS, BALIK PULAU
4 JULY 2026

In Collaboration with:

UNIVERSITI SAINS MALAYSIA



Guided by VALUES
Inspired by ACTION



Our Commitment

Through our CSR initiatives, we strive to promote social well-being, environmental sustainability, and meaningful community engagement while upholding our corporate values and ethical business practices.

Our CSR activities are guided by our 3 Core Values 7 Behavioral Principles, ensuring that every initiative contributes to sustainable development

3 Core Values

Building Trust

- Act with integrity, honesty, and accountability

Embrace Change

- Welcome innovation and adapt to new challenges

Passion for Results

- Pursue excellence and deliver meaningful outcomes to communities

7 Behavioral Principles

- Can-Do Attitude
- Set Clear Goals and Principles
- Proactive and Systematic
- Altruism
- Build Relationships
- Teamwork
- Continuous Improvement

Tentative Program.

On 4 July 2026, 18 volunteers from Alpha Industries Sdn. Bhd. participated in the Program Mobiliti Pelajar Antarabangsa 2026: Jalinan Kasih MADANI dan Inisiatif CSR Global at Dataran MADANI, **Kampung Perlis, Balik Pulau.** Organised in collaboration with Universiti Sains Malaysia (USM), and the Khariah Masjid Kampung Perlis, the programme aimed to strengthen collaboration between the university, industry, and local community through volunteerism, community service, and meaningful engagement.

8.30 AM	Arrived at Kampung Perlis Balik Pulau
9.00 AM	Breakfast
9.30 AM	Chairobic
10.30 AM	Community clean-up (Gotong-royong)
12.00 PM	Speech by Alpha Industries representative, Mr. Rohasyimi and donation from Alpha to families in Kampung Perlis
12.30 PM	Forum : “Keluarga Sakinah Cinta Masjid”
1.00 PM	Lunch and adjournment

From Principle to Practice

Behavioral Principle: Build Relationships

Upon arriving at Kampung Perlis, Alpha employees were warmly welcomed by the villagers, fostering meaningful connections from the start of the programme. Over breakfast, participants **shared a meal** prepared by the USM team and the local community, creating opportunities for interaction, collaboration, and stronger relationships among all participants.











From Principle to Practice









Behavioral Principle: Can-Do Attitude

Participants **enthusiastically took part in the chairobics session,** embracing the activity with energy and a positive mindset. Their active participation reflected a commitment to healthy living and a willingness to contribute wholeheartedly to the programme.

From Principle to Practice

Behavioral Principle: Proactive and Systematic

The **village representative assigned tasks to Alpha employees and USM members** along the village road, including trimming flower pots and clearing roadside waste. Through proper coordination and teamwork, participants worked systematically to improve the cleanliness and appearance of Kampung Perlis, creating a cleaner and more welcoming environment for the community.







From Principle to Practice













Behavioral Principle: Teamwork

Participants **joined hands in the gotong-royong activity,** working together to enhance the village surroundings. The collaboration between Alpha, USM, and the community reflected the strength of teamwork in achieving shared goals.

From Principle to Practice

Behavioral Principle: Set Clear Goals & Principles

Company Representative's speech by Mr. Rohasyimi Bin Hashim, Admin Manager of Alpha Industries Prai, shared the objectives of the CSR initiative and highlighted the **company's commitment to responsible and sustainable community engagement.** The session reinforced the importance of having clear goals, shared values, and a strong purpose in creating meaningful impact for community.







From Principle to Practice













Behavioral Principle: Altruism

Alpha representatives, **Mr. Mohd Shafiz Bin Mohd Zaki (Factory Manager)** and **Mr. Rohasyimi Bin Hashim (Admin Manager),** presented **donations of household essentials to six host families participating in the "Program Keluarga Angkat"** with students from Universiti Islam Negeri Ar-Raniry, Banda Aceh, Indonesia.

From Principle to Practice

Behavioral Principle: Continuous Improvement

Programme continued with the **Forum Keluarga Sakinah**, featuring **Mr. Zaidi Bin Othman, representative of Alpha Industries Sdn. Bhd.,** and a lecturer from the School of Humanities, Universiti Sains Malaysia (USM). The forum highlighted the importance of strong family institutions as the foundation of a harmonious, resilient society rooted in the values of Malaysia MADANI.











APPRECIATIONS

Appreciations from Universiti Sains Malaysia



Appreciations from Khariah Masjid Kampung Perlis







Community
Hospitality









Before the programme concluded, participants were served lunch prepared by the local community. The shared meal provided an opportunity to relax, express appreciation, and strengthen the bonds formed throughout the day's activities.

Moments to Remember







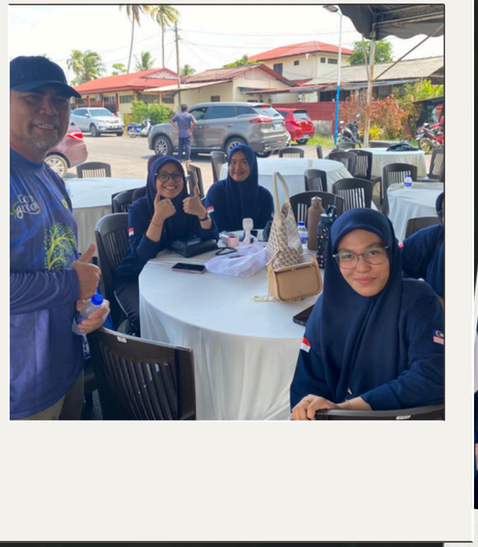
















THANK YOU!


Program Mobiliti
Pelajar Antarabangsa 2026:
JALINAN KASIH MADANI
DAN INISIATIF CSR GLOBAL