



Home National Business គ្រឹះស្ថាន 中文新闻 Khmer Times TV Editorial Opinion Property Sport Press Releases  
Supplements More Search

Supplements March 23, 2023

# Prudential's Social Responsibility Journey in Cambodia: Making a Positive Impact

## Khmer Times App



Khmer Times is now available on iPhone and Android. Download the app and keep up with real time news from Cambodia and the world.

Click here to get Khmer Times Breaking News direct into your Telegram



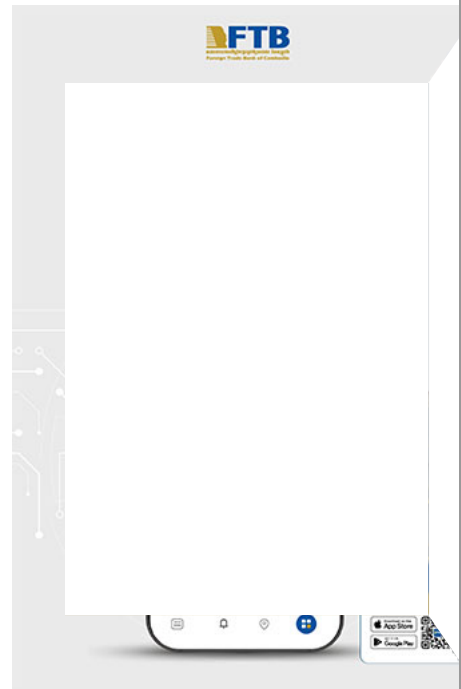
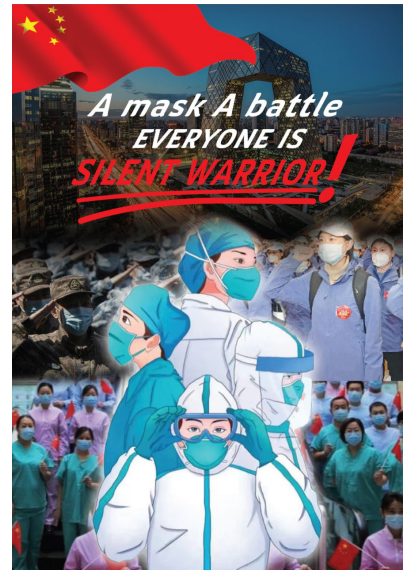
Prudential is one of the leading life insurers in Cambodia and has been actively engaging in Corporate Social Responsibility (CSR) initiatives in the Kingdom since its establishment in 2013. Prudential, through Prudence Foundation, the Community Investment arm of Prudential plc across Asia and Africa, has been committed to improving the quality of life for Cambodians through education, child protection, road safety, and COVID-19 relief. To date, a total funding of more than USD 7 million has been committed to help address various social issues to help build community resilience against life's risks.

Prudential had been committed to improving road safety in Cambodia in partnership with the Coalition for Road Safety (CRY). The programme aimed to donate road barriers to schools in 17 provinces along the main national road in Cambodia. In 2022, Prudential partnered with Asia Injury Prevention Foundation (AIP Foundation) to implement the SAFE STEPS Road Safety programme in Kampong Thom province to create road safety awareness as well as school safety improvements in view of road incidents. The project is expected to reach more than 7,000 students directly.

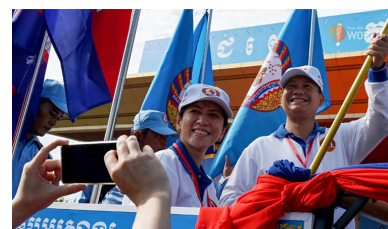
Prudential has also sponsored the ACLEDA Jardine Educational Foundation (AJF), which is aimed at supporting education in remote and impoverished villages in Cambodia. a AJF was established in May 2017, with a focus on constructing primary school buildings in five provinces in Cambodia. The foundation plans to build three more primary schools in 2023, the ninth, and tenth and eleventh schools in Preah Vihear and Oddar Meanchey provinces, respectively.



One of Prudential's outstanding CSR programs is the Cha-Ching financial literacy program, in partnership with Child Right Foundation. The program aims to educate children aged 7 to 12 years old about financial literacy through a world class curriculum that includes interactive activities and games. The program has reached over 75,000 children in Cambodia and will continue with Phase II and Cha-Ching Money Adventure game.



## Opinion



**Will Cambodian Bureaucracy see extensive reform under Hun...**





Prudential has also been committed to promoting a safe and secure environment for children through the Safe Schools project, implemented in partnership with Plan International Cambodia. The programme has run in Stung Treng since 2016, benefitting 60 schools and more than 50,000 students. The next phase sees the project expand to Seam Reap and Ratana Kiri in August 2023.



In response to the COVID-19 pandemic, Prudential has partnered with various organizations such as the Ministry of Health, Provincial Government, and International Rescue Committee (IRC) to provide support to frontline healthcare workers and vulnerable communities in

The rumblings of change have begun in the Kingdom of Cambodia. When Samdech Hun Sen, the long-standing Prime Minister of the country, announced his resignation after the primary results of the 2023 National Election



### Manhattan Project continues to haunt the world about nuclear...

The only nuclear deterrence policy which has been universally accepted by all nuclear powers is called "MAD" or mutual assured destruction.



### New Cambodian PM set to take legacy of Beijing policy

Cambodian King Norodom Sihamoni endorsed army chief Hun Manet to succeed prime minister Hun Sen as the country's leader after their Cambodian People's Party sealed a victory in the national election in July.



### Digital Transformation in Cambodia's Financial Sector,...

Cambodia's financial sector is undergoing a rapid digital transformation, with the adoption of digital financial services on the rise.

## Features



Phnom Penh and 25 provinces. Prudential's COVID-19 relief fund has provided medical supplies, personal protective equipment (PPE), and other essential items to those in need.



Working closely with our NGO partners, government and local communities, Prudential remains committed to its existing projects, including Cha-Ching financial literacy, Cha-Ching Money Adventure game, Safe Schools, and Road Safety with the Asia Injury Prevention Foundation (AIP), to create sustainable solutions that promote social and economic development in Cambodia. As Prudential celebrates 10 years of operations in Cambodia, its CSR journey highlights its commitment to creating a positive impact on society, and ensuring people get the most out of life. Through its various initiatives, Prudential contributes to improving the quality of life for Cambodians, especially during times of crisis. By working closely with its partners, Prudential continues to create sustainable solutions that promote social and economic development in the country. Since its establishment in 2013, Prudential Cambodia has been dedicated to serving its more than 300,000 customers, approving more than USD 18 million in claims last year. This year Prudential is celebrating its 10<sup>th</sup> anniversary in Cambodia and 175 years of history worldwide to commemorate the anniversary of providing financial protection.



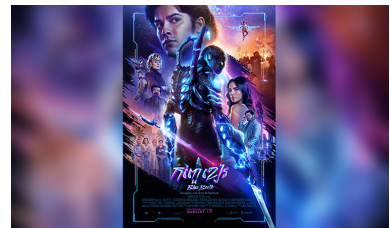
### CPAs – where women and natural resources thrive together

Mom Chantry grins broadly as she shares the story of her success. She began by joining her local Community Protected Area (CPA) and progressed to become the leader of her local commune, Krang Tes.



### Professional football schools for kids on the rise

Football schools run by professional football clubs competing in the top-flight tier have given broader preference for kids to train professionally.



### 'Blue Beetle' soars into theatres soon

A new hero is flying out of the DC Studio. He is strong. He can fly. He is special. He is the Blue Beetle!!!

## Good Times2



### An on-again, off-again year for Siem Reap's arts

Siem Reap's 2020 arts and lifestyle coverage kicked off the year on an optimistic note that, with the wisdom of hindsight, turned out to be somewhat ironic.

## Related Posts



March 23, 2023

**CORPORATE  
SOCIAL  
RESPONSIBILITY**



March 23, 2023

**CSR initiatives  
involve  
sustainable, just**



March 23, 2023

**A Step Forward:  
From CSR to ESG**



March 23, 2023

**MVA's dedicated  
commitment to**

70%

80%

(CSR) FOR A  
SUSTAINABLE  
CAMBODIA

social  
development

CSR for a better  
Cambodia

Tags: CSR, CSR In Action, Prudential



### Remaining sane while you care for your baby

Because our baby is now at the centre of our life, it has been mentally challenging since even getting a good night's sleep or a decent meal has suddenly become a real task.

◀ PREVIOUS ARTICLE

**Phillip Bank spreads financial literacy among children, helps farmers**

NEXT ARTICLE ▶

**Prince Foundation Provides Educational and Healthcare Initiatives to Empower Young Cambodians**

90%



[Contact Us](#) | [About Us](#) | [Advertising](#) | [Privacy Policy](#) | [Job Opportunities](#) | [Site Design by Samaki Media](#)

ប្រាសាក់ ក្លាយជាធនាគារពាណិជ្ជ ធនាគារ ខេប៊ីប្រាសាក់ ម.ក

 KB PRASAC Bank

086 999 911

Copyright © 2023 Virtus Media Pte., Ltd. (Khmer Times)

100%