



## PRESS RELEASE

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### **Great Eastern Takaful and Universiti Teknologi Malaysia Join Forces to Launch GREAT Innovation Challenge with Cash Prizes and Grants up to RM77,000**

*Reengineering plastics for impact through innovation and youth empowerment.*

**26 September 2025, Kuala Lumpur** – Great Eastern Takaful Berhad (GETB), a family takaful operator is paving the way for a new era of sustainability-driven innovation, has officially launched the **GREAT Innovation Challenge** with its strategic partner, Universiti Teknologi Malaysia (UTM). This national-scale initiative invites Malaysian university and college students to reengineer the plastic upcycling machine into smarter, portable, and enhanced mechanical systems with AI integration that transform plastic waste into valuable products, contributing to a greener environment and circular economy.

More than just a technical competition, the challenge is designed to raise environmental awareness and foster responsible innovation among the youth. With plastic pollution issue continuing to pose a serious threat to ecosystems and communities, this initiative empowers students to develop practical, scalable solutions that reduce waste and promote sustainable living. Participants will gain hands-on experience in sustainable design, automation, and basic AI integration, equipping them with future-ready skills and a deeper understanding of their role in protecting the environment.

According to Mr. Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful Berhad, “Innovation is the driving force behind new and effective sustainability practices, and this challenge exemplifies how forward-thinking solutions can redefine our approach to environmental responsibility. Following our upcycling initiative that was launched in 2022, the GREAT Innovation Challenge is a testament to our commitment towards greener environment, where education, technology, and purpose converge to raise awareness and drive action. By empowering young minds to embark their upcycling journey innovatively, we are investing in a future where sustainability and engineering work hand in hand. We believe that the solutions developed through this initiative will inspire a broader movement toward responsible innovation across Malaysia.”

The program will award a total of RM77,000 in prizes and grants, in rewarding great concept designs, innovative ideas and functional prototypes. This includes RM8,000 in grant for five finalist teams, totalling RM40,000 to support the development of their actual upcycling machines.

In collaboration with Universiti Teknologi Malaysia (UTM) as the strategic partner, it brings profound expertise in artificial intelligence, robotics, and engineering to the challenge. “The GREAT Innovation Challenge offers a meaningful opportunity for students to explore how technology can drive sustainable solutions. At UTM, we believe that innovation in areas such as artificial intelligence and smart systems while focusing on elements such as durability and mobility can play a transformative role in advancing environmental stewardship. We are proud to guide the participants through their design concept, prototyping and system integration, ensuring their ideas are not only creative

but also technically robust and aligned with the sustainability goals,” said Assoc. Professor Ts. Dr. Mohd Ibrahim Shapiai, Director of Center for Artificial Intelligence and Robotics (CAIRO).

University students across Malaysia are invited to register for the GREAT Innovation Challenge from **12 September to 30 September 2025**. Interested teams can sign up through this website: [research.utm.my/cairo/greatinnovationchallenge](https://research.utm.my/cairo/greatinnovationchallenge). Supported by Center for Artificial Intelligence and Robotics (CAIRO) and Institute of Electrical and Electronics Engineers (IEEE), Great Eastern Takaful and its partners aim to nurture the young generation in leading Malaysia’s transition toward a greener future.

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#### **ABOUT GREAT EASTERN TAKAFUL BERHAD**

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers’ protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognition is the “Best Takaful Provider Malaysia 2022” by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded the “Most Valuable Brand – Takaful Solutions” by The BrandLaureate BestBrands Awards, the “Best Takaful Solutions Provider” by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards by the Malaysian Takaful Association. 2024 observed Great Eastern Takaful being named “The Best Employer” by the Kincentric Best Employers Award, awarded the “Best Takaful Solution Provider” by Global Islamic Finance Awards (GIFA), honoured with the “Initiative Award – Upcycling” by the ESGBusiness Awards and received several other awards from the HR Excellence Awards 2024. For further information, visit [www.greateasterntakaful.com](https://www.greateasterntakaful.com). Great Eastern Takaful is a member of PIDM.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

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