



MS. JUDITH GREEN
Country Manager, Malaysia
World Bank Group
East Asia and Pacific Region

Letter No.: 037/2025

February 25, 2025

TO WHOM IT MAY CONCERN,

YBhg. Tan Sri/Datuk/Dato'/Datin/Tuan/Puan,

***SUBJECT: NOTICE OF FIELD WORK FOR THE ADULT SKILLS ASSESSMENT
IN MALAYSIA STUDY***

Warm greetings from the World Bank Group Inclusive Growth and Sustainable Finance Hub in Malaysia.

2. ***World Bank Group Inclusive Growth and Sustainable Finance Hub in Malaysia*** is conducting a study on adult skills assessment. The study aims to evaluate literacy, digital, and socioemotional skills among youth and adults to better prepare them for 21st-century workplaces and societal needs.

3. In order to collect data for this assessment the ***World Bank Group in Malaysia*** has hired **Central Force International Sdn. Bhd.** We would like to inform you that the team plans to commence this process on **3 March 2025** until **30th May 2025** in residential areas in Klang Valley and Selangor.

4. This study will involve in-person interviews and assessment with youths and adults aged 15-64 in Klang Valley and Selangor. We kindly request the IPD's (District Police Headquarter) cooperation to allow the interviewers to enter your jurisdiction and conduct the necessary fieldwork seamlessly.

5. Information collected in this study is **CONFIDENTIAL** and subject to the Personal Data Protection Act 2010. For further information, you may reach out to:

- i. Puan Liew Suet Li, 011-27334193 (World Bank)
- ii. Encik Malcolm Gerard, 010-2114876 (Central Force International Sdn. Bhd.)

Your kind consideration and support in ensuring the success of this study are greatly appreciated.

Thank you in advance.

Sincerely,

for

Ms. Judith Green
Country Manager, Malaysia
World Bank Group



14 March 2025

The World Bank Group's Inclusive Growth and Sustainable Finance Hub in Malaysia, in close collaboration with **Central Force International**, is proud to announce the launch of a significant national study: the **Adult Skills Assessment in Malaysia (ASAM)**. This initiative marks a pivotal step in understanding and enhancing the skills landscape of our nation.

In an era of rapid technological advancement and evolving societal needs, the ASAM study aims to provide a comprehensive evaluation of the essential skills that empower individuals to thrive.

We will be focusing on three critical areas:

- Literacy - the foundational ability to read, write and understand
- Digital proficiency - the capacity to navigate and utilize technology effectively
- Socioemotional intelligence - the vital skills that enable us to communicate, collaborate and adapt in diverse environments

The results of the ASAM study will provide invaluable insights into the current skills levels of our youth and adult population. This data will be instrumental in informing the development of targeted policies and programs that address skill gaps and prepare Malaysians for the dynamic demands of the 21st-century workplace and society. By participating, you will directly contribute to building a more skilled, resilient and prosperous Malaysia.

From 3 March to 30 May 2025, our dedicated team will be conducting assessments in residential communities throughout **Klang Valley, Putrajaya** and **Selangor**.

We understand that your time is valuable and we are committed to making the assessment process as smooth and convenient as possible. To ensure the safety and security of both participants and assessment teams, permission has been granted by the enforcement team at Ibu Pejabat Polis Daerah (IPD) Cheras to conduct this study within designated residential areas.

Furthermore, we want to assure you that all data collected is strictly **CONFIDENTIAL** and will only be used for the purposes of this study. We adhere to the Personal Data Protection Act 2010 (PDPA), ensuring the secure handling and protection of your personal information in accordance with Malaysian law and to ethical guidelines from ESOMAR (European Society for Opinion and Marketing Research) and WAPOR (World Association for Public Opinion Research).

We encourage you to be a part of this transformative initiative. Your active participation is absolutely crucial, as it will provide the critical data required to design and implement impactful future skills development initiatives. By contributing your insights, you will not only pinpoint vital areas for improvement but also directly empower individuals and communities across Malaysia to unlock their full potential and thrive. Together, we can shape the future of Malaysia's workforce, fostering a brighter, more prosperous and equitable future for all Malaysians.

Your contribution truly matters. Thank you.