

PRESS RELEASE
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**Singapore Institute of Management Confers Future
Regional Leaders with Inaugural STARRR Award
Focused on Resilience, Resourcefulness, and
Responsibility**

The merit-based award supports outstanding undergraduates in their academic and leadership journeys, covering tuition and living expenses.



SIM STARRR Award Recipients Ms Chow Kah Ying, Mr Bryan Syalom Hermawan, and Ms Ernita Jocelyne Tanudjaja (left to right) at the SIM Scholarship Award Ceremony on 31 July 2025.

Photo credit: Singapore Institute of Management

31 JULY 2025, SINGAPORE – The [Singapore Institute of Management](#) (SIM), Singapore's largest private education institution and one of the region's leading lifelong learning institutes, has today awarded its inaugural SIM STARRR Award to three undergraduates at the SIM Scholarship Award Ceremony.

The SIM STARRR Award recognises undergraduates who exemplify the values of **Resilience, Resourcefulness, and Responsibility (3Rs)**, qualities identified by SIM as essential for creating value in an increasingly complex and fast-changing world. The merit-based award also acknowledges

individuals with outstanding academic results and strong leadership qualities. In its first year, the award attracted over 60 applicants from over 10 countries, including Singapore. The inaugural awardees are two undergraduates from Indonesia and one from Malaysia.

The SIM STARRR Award is an initiative under the S\$60 million SIM Impact Fund, launched in 2024 to commemorate SIM's 60th anniversary. The SIM Impact Fund is dedicated to expanding access for learners who face financial barriers and supporting initiatives that create meaningful change in communities. This includes funding for hands-on learning, overseas experiences, and a wide range of scholarships and bursaries.

Professor Wei Kwok Kee, President and Chief Executive Officer, Singapore Institute of Management said, "The SIM STARRR Award reflects our belief that academic excellence must go together with the strength of character. By recognising learners who embody resilience, resourcefulness and responsibility, we are not just rewarding achievements, but championing the qualities needed to thrive in today's complex world. Through this award and the SIM Impact Fund, we are living out SIM's purpose, to maximise potential and expand access to flexible, meaningful learning pathways."

About the SIM STARRR Awardees

Indonesian undergraduate Mr **Bryan Syalom Hermawan**, a first-year Bachelor of Science (Honours) International Business (Top-up) learner at SIM-University of Birmingham, stood out for his perseverance and innovative thinking in turning challenges into possibilities. From championing financial literacy for rural youth in Indonesia to building sustainable, sponsor-backed programmes and volunteering across causes, Bryan consistently turns constraints into opportunities. His drive to turn personal challenges into opportunities for others, and his commitment to empowering underserved communities, reflect the 3Rs that define the SIM STARRR Award.

Ms **Ernita Jocelyne Tanudjaja**, also from Indonesia, and a first-year Bachelor of Business student at SIM-RMIT University, was recognised for her quiet strength, deep sense of responsibility, and determination to lead with purpose. After high school, she made the courageous decision to leave her family in Indonesia to pursue her education in Singapore, a choice made to honour her parents' sacrifices. In the face of isolation and uncertainty, Ernita built a new life with discipline and quiet resilience. She later demonstrated resourcefulness and initiative as a student leader, successfully revitalising a Model United Nations conference by leading cross-border outreach, despite limited

experience. Whether navigating intense academic and internship demands or stepping up when no one else would, Ernita's story is one of perseverance, and personal leadership.

Ms **Chow Kah Ying**, a young nurse from Malaysia and first-year student at the SIM-University of Sydney's Bachelor of Nursing (Post-Registration) programme, was recognised for her resilience, quiet strength, and deep sense of responsibility in her work as an ICU nurse. From managing life-and-death emergencies early in her career to maintaining composure under pressure, she exemplifies what it means to serve with both skill and heart. Her resourcefulness in navigating clinical demands, supporting peers, and growing through self-reflection reflects a commitment to continuous learning and care.

The STARRR Award covers tuition fees capped at S\$36,000, along with reimbursements of up to S\$5,000 for accommodation, S\$1,500 on airfare for an exchange programme, and S\$2,000 for a computer allowance. It also includes a one-time payment of S\$6,500 for living expenses. There is no bond attached to the scholarship. Up to five recipients can be awarded annually.

In addition to the SIM STARRR Award, 36 other learners from Singapore and the region were also recognised at the SIM Scholarship Award Ceremony, including 21 diploma scholarship recipients, seven SIM Global Education undergraduate scholars, five recipients of the SIM Award, and three Sports & Artistic Talent award winners. Together, these awards reflect SIM's holistic approach to recognising excellence, leadership, and potential across diverse fields.

As one of the region's leading private education institutions, SIM offers comprehensive support and flexible learning pathways designed to meet the evolving needs of today's learners. With over 140 academic programmes from 12 reputable university partners worldwide, SIM provides diverse and flexible pathways that equip learners with global perspectives and industry-relevant skills that boost employability.

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