

Anwar moved by private sector's RM120m aid for hardcore poor

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PUTRAJAYA: The Sejahtera Madani programme has secured RM120 million in contributions from the private sector, more than double what the government had hoped to raise for its hardcore poverty-eradication initiative.

Prime Minister Datuk Seri Anwar Ibrahim hailed this achievement as “exceptional”, surpassing the initial RM50 million target and reflected the private sector’s confidence in the government’s efforts to uplift vulnerable communities.

“I had said that raising RM50 million would be commendable, and the government could top it up. But the response has not just doubled — it has exceeded expectations.

“I feel quite moved by this, and I apologise. I am only human, and sometimes emotions surface, even though some may be uncomfortable with that.

“But I believe in this initiative, and we have now raised nearly RM120 million,” he said at the programme’s launch yesterday.

The Sejahtera Madani programme, coordinated by the Implementation Coordination Unit under the Prime Minister’s Department, aims to support poor and hardcore poor households registered in the eKasih system.

The programme brings together various forms of assistance from the government and the private sector

in a targeted and integrated manner.

It is a “whole-of-nation” approach, focusing on sustainable and high-impact interventions, based on four pillars: income generation, education, housing and welfare.

Anwar also highlighted the Sekolah Angkat Madani initiative, which had expanded from 200 to 1,000 schools thanks to private sector support.

“We want to move this country forward — to become strong and respected. And to achieve that, we must begin with leadership rooted in good governance, accountability, and zero tolerance for corruption

and abuse of power.

“But our efforts will not succeed without the strength of the private sector — businesses that are now expanding into international markets in Egypt, Italy, France, Peru and Brazil. This is a credit to the strength of our private enterprises,” he said

Anwar said hardcore poverty could be addressed effectively with Sejahtera Madani, alongside the commitment of the government, private sector, religious councils and zakat funds.

“This isn’t a new concept — some companies already employ locals from communities (near their operations).

“The visit of a chief executive of-

ficer or president alone can inspire confidence and hope in local youths, especially those from disadvantaged backgrounds.”

Anwar also urged ministries to foster closer collaboration with the private sector.

“There’s no need to dwell on divisions over race, religion, regions or states. This is our shared challenge — as one national family. Let’s not undo the progress we’ve made. Let’s work on this together.”

As of July 15, 306,403 households are registered in the eKasih system. Of this number, 1,017 are classified as hardcore poor. The government aims to slash overall poverty by 33 per cent this year.