

# Away from poverty to prosperity

Sejahtera Madani raises RM120mil for families under eKasih system

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**PUTRAJAYA:** Datuk Seri Anwar Ibrahim was touched that a total of RM120mil was collected under the newly launched Sejahtera Madani initiative aimed at ending hardcore poverty.

The Prime Minister was also elated to announce that the government has received 1,000 offers from the private sector to adopt public schools, far surpassing its initial target of 200.

"I initially said if we get RM50mil, that is enough, the government can help a little.

"However, the support has been overwhelming," said Anwar, referring to the Sejahtera

Madani initiative.

"Although not everyone is happy with the initiative, we have managed to collect RM120mil so far," the Finance Minister said after launching the Sejahtera Madani 2025 initiative at Seri Perdana Complex on July 24.

The launch was also attended by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

Sejahtera Madani is a programme run by the Implementation Coordination Unit of the Prime Minister's Department to assist poor and hardcore poor households registered in the eKasih system.

According to a statement from the Prime Minister's Department, the programme brings together

various forms of assistance across ministries, agencies and the private sector to address poverty in a focused and integrated manner.

Guided by a "whole-of-nation approach," the programme is strengthened with additional elements that emphasise high-impact programmes or assistance for heads of households and household members under eKasih.

The initiative focuses on four key areas: income generation, education, housing and welfare.

Private sector corporate social responsibility (CSR) contributions for Sejahtera Madani will be channeled directly to recipients under the eKasih system, the department said.

"All CSR contributions are eligi-

ble for income tax deductions under Subsection 44(6) of the Income Tax Act 1967, as approved by the Finance Ministry."

As of July 15 2025, a total of 306,403 Heads of Households have been recorded in the eKasih system nationwide, consisting of 1,017 classified as hardcore poor, and 305,386 as poor, the department added.

"The government remains committed to eradicating hardcore poverty and is aiming for a 33% reduction in poverty this year," Anwar said at the fund's launch.

The event also honoured 16 selected eKasih heads of households from across the country, who received special invitations to the event.

The Prime Minister added that the government's mission to put an end to hardcore poverty is achievable due to the support from all backgrounds.

"It is within our means. Based on the figures in 2023 and 2024, we can do it although of course the numbers will be there. But it is way lower compared to before."

On the programme to adopt schools, Anwar said it is a testament to the strong ties between the government and the private sector.

"I don't think this is an easy feat that can be achieved by many countries in terms of strong collaboration between the government and the corporate sector," he said.