

Najib Urges More Companies To Do CSR
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KUALA LUMPUR, Oct 22 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak urged more companies to carry out corporate social responsibility (CSR) to help those in need for a better future of the country.

"It is the kind of corporate ethos that will help Malaysia achieve its economic aims without forgoing human development," he said at Parkson's 25th Anniversary Gala Night, here.

His wife Datin Seri Rosmah Mansor and Lion Group executive chairman-cum- Parkson Holdings Berhad chairman Tan Sri William Cheng were also present.

Najib said through promotions and marketing programmes, foundations and charity drives, Parkson, under the stewardship of the Lion Group, was working to make society stronger.

"Its focus is education and medical care - two of the most powerful tools to help those in need," said Najib.

"I've been informed that every year, the Lion Group Foundation funds scientific research and awards scholarships and loans to undergraduates, and Parkson also each year asks the public to donate school supplies and then distributes them to needy schoolchildren," he said.

Najib said the Lion Group Medical Assistance Fund helped the less fortunate access medical care, besides paying for surgery and medications and purchasing hospital equipment.

He said these were not just publicity stunts designed to puff up the annual report, but they reflected a deeper commitment to improving the lives of the underprivileged.

"Parkson has recognised that a truly sustainable business is a business that sustains society. We need more companies who think this way," he added.

At the event, Najib witnessed the presentation of a mock cheque for RM750,000 from Parkson to World Vision, a worldwide humanitarian organisation helping the underprivileged, as well as improving the quality of their living environment.

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