

Najib launches nationwide 'social enterprise' blueprint
The Malaysian Insider
May 13, 2015

Prime Minister Datuk Seri Najib Razak today launched the Malaysian social enterprise blueprint with hopes of creating at least 1,000 successful social enterprises in the country, in three years.

He said the blueprint would focus on three areas namely social enterprises, eco-system and institution, respectively.

He said the blueprint, that would radically transform the sector, had currently identified some 100 successful social enterprises.

"The social enterprises are businesses that trade to tackle chronic social problems, improve communities, people's life chances or the environmental protection within the framework of a for-profit business model.

"In other words, they make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community," he said at the launch of the blueprint at the Malaysian Global Innovation and Creativity Centre (MaGIC) in Putrajaya.

Under the social enterprises, Najib said building a critical mass of successful social enterprises was important so that they become an inspirational model for businesses and charities across the country.

The second focus would be on creating an enabling ecosystem to support the fostering of social and public partnership, he said.

Under the institution, the blueprint would place emphasis on systematic changes so that regulatory, tax and administrative frameworks will ensure sustainable and consistent growth for the sector in the long term, he said.

Najib said the successful implementation of the blueprint would see a social sector that was more entrepreneurial and self-sustaining, a public sector that was collaborative and would deliver more innovative, cost effective and better services.

He added that social entrepreneurship was a vital part of the government's focus on a people's economy, in which growth was sustainable and inclusive, and the fruits of success were shared by all.

At the same event, Najib also presented certificate of appreciation to 44 volunteers including 26 international volunteers from 22 different countries, who have been involved for less than five months under the Volunteering for International Professionals (VIP) Programme.

He said the VIP programme was launched in January for volunteers who had

successfully contributed in projects helping homeless, underprivileged youths, children at risk, aiding female empowerment and in education and the arts.

Najib also expressed his desire for Malaysia to be a global champion of expert volunteerism and to make Kuala Lumpur the hub for VIP programme activities and partnership.

He also proposed for the Finance Ministry to continue with the VIP programme initiatives and start working on the next phase to enable more communities to enjoy its benefits. – Bernama, May 13, 2015.

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