

Najib launches partnership between public, private sectors
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Prime Minister Datuk Seri Najib Razak today launched a new social service model for the government and private sector to collaborate on various projects.

Calling it the Social Public Private Partnership, Najib said the approach was new to the country.

"Under this model, the interventions by the social-purpose organisations (SPOs) will be measured in terms of social impact and the outcomes evaluated for scaling up in the future," he said at the launch in Putrajaya.

For a start, he said, the government and the private sector had created a small but symbolic pooled fund of RM1 million to facilitate various projects on education and capability development for youth.

Najib said the partnership could simply be described as a social service model that taps into the strengths of the government, the private sector, and social-purpose organisations to address social disparities.

Under the model, he said, the government and the private sector would align their resources in terms of funds and other in-kind contributions and leverage on the creativity, passion, skills and experience of SPOs, in addressing social issues.

"As Malaysia progresses towards a developed nation status, we see that societal dynamics are becoming increasingly complex.

"We can no longer work in silos if we want to improve the lives of the public. To tackle the issue at hand, we need fresh perspectives and creative new solutions. Most importantly, we need to work together," he said.

Najib said the Social PPP was among a number of initiatives under the National Blue Ocean Strategy (NBOS), to transform the country by focusing on the "people economy" and bringing the government closer to the public, as well as realise Vision 2020.

Najib said the Social PPP also related to the vision of the 11th Malaysia Plan. –
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