

# MSD 2021 to educate public on financial literacy

In line with the nation's five-year plan on National Strategy for Financial Literacy, Permodalan Nasional Bhd (PNB) seeks to uplift all Malaysians by boosting the national financial literacy rate and empower Malaysians to make better financial decisions for long-term wellbeing.

PNB is organising its Minggu Saham Digital (MSD) 2021, consistent with the five priority areas of the strategy, which are to nurture values from young; increase access to financial management information, tools and resources; inculcate positive behaviour among targeted groups; boost long-term financial and retirement planning, and build and safeguard wealth.

MSD2021 is a digital adaptation of Minggu Saham Amanah Malaysia (MSAM), PNB's flagship event previously held annually for the past two decades.

This digital event is part of PNB's continuous efforts to strengthen financial literacy and education initiatives among Malaysians.

Themed #laburbersama, MSD 2021 is taking place from Nov 17 to 23 with activities to educate and enhance public understanding on financial planning in an edutainment format, while showcasing PNB's portfolio of companies and their business operations.

The seven-day livestream event will feature interactive, entertaining, educational and engaging content to educate and empower Malaysians of all ages to #laburbersama and achieve financial independence.

This digital version of MSAM was introduced last year and returns this year — packed with interactive educational and entertaining programmes between 12.30pm and 10.30pm daily, via its official Facebook page and YouTube channel.

The event — despite limited only to the digital platform — features programmes that encourage engagement and interaction of Malaysians from the comfort of their homes or wherever they may be.

PNB president and group chief executive (CEO) Ahmad Zulqarnain Onn said: "PNB's focus on creating value and generating long-term sustainable returns for our unit holders goes hand in hand



Minggu Saham Digital 2021's programmes will be streamed on its official Facebook page and YouTube channel, from 12.30pm to 10.30pm on Nov 17 to 23.

with our commitment to boost financial literacy standards and empower Malaysians to make better financial decisions for their future. With the same goal as its predecessor, Minggu Saham Amanah Malaysia, MSD remains as PNB's integrated financial literacy platform to achieve this aim."

Viewers can expect more than 70 programmes on finance, investment, entrepreneurship and economy by top personalities, celebrities and industry experts, such as Bijak Finance, Raiz Bersama, Sembang-Sembang ASNB and ASB Masterclass Series.

For those who are more business-inclined, the Asia School of Business-ICliff MBA Masterclass series will feature world-class speakers who will share insights into finance, entrepreneurship and investment.

The transition from MSAM to MSD is in line with PNB's digital transformation and the government's push for the digital economy to expedite the country's economic recovery plan amid the Covid-19 pandemic.

MSD enables PNB to continue its initiatives to improve financial literacy via a digital platform that is easy to navigate and accessible to all Malaysians.

MSD is jointly organised with PNB's investee companies and corporate partners. Maybank, Sime Darby Plantation Bhd and UMW Holdings Bhd are Rakan Premier partners, while Sime Darby Bhd, Sime Darby Property Bhd, SP Setia Bhd, MIDF Bhd (MIDF) and Perusahaan Otomobil Kedua Sdn Bhd (Perodua) are Rakan Utama partners. MNRB Holdings Bhd (MNRB), CCM Bhd, Duopharma Biotech Bhd, Velesto Energy Bhd, Sapura Energy Bhd and Projek Lintasan Kota Holdings Sdn Bhd (Prolintas) are Rakan partners.

"In conjunction with MSD 2021, Maybank has prepared exciting programmes for participants. Among them is a webinar on the basics of investing in unit trusts as well as insurance and takaful plans for yourself and your loved ones," said Maybank Group president and CEO Datuk Abdul Farid Alias.

Sime Darby Plantation Bhd group managing director Mohamad Helmy Othman Basha said: "My friends and I at Sime Darby Plantation are very excited to be back for this year's event. We will share the transformations we are implementing, our experience in the palm oil industry as well as the opportunities available for Malaysians."

UMW Holdings Bhd president and group CEO Datuk Ahmad Fuaad Kenali said: "As one of PNB's strategic companies, UMW Group is very pleased and proud of its involvement in the Malaysian Unit Trust Week as a premier partner since the year 2000, including this year's MSD 2021. Hopefully, PNB's noble efforts will continue to succeed in nurturing Malaysians to be more financially literate and efficient in investing for a brighter future."

MSD 2021 offers exciting prizes for the main competition, Jom. Kira Duit, such as a Hyundai Kona sponsored by Sime Darby Bhd, a Toyota Yaris sponsored by UMW Holdings Bhd, a Perodua Ativa sponsored by Perodua and Honda Dash 125 motorcycles sponsored by MIDF, as well as many other prizes worth more than RM500,000.

In addition, there will be daily lucky draws with e-vouchers for 2,400 lucky registrants, and Live Trivia quizzes, where each of the 19 episodes offers 10 viewers the chance to win e-vouchers.

To view the programme schedule and join the event, visit [www.mingusahamdigital.com.my](http://www.mingusahamdigital.com.my) or @mingusahamdigital on Facebook and Minggu Saham Digital's YouTube channel.



PNB president and group CEO Ahmad Zulqarnain Onn



Maybank Group president and CEO Datuk Abdul Farid Alias



Sime Darby Plantation Bhd group managing director Mohamad Helmy Othman Basha



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**PNB ASNB**

## MINGGU SAHAM DIGITAL

Some of the exciting programmes throughout the week

Visit [www.mingusahamdigital.com.my](http://www.mingusahamdigital.com.my) for full programme schedule