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PNB to Empower Communities in Melaka and Kedah with Santuni MADANI Programme, Driving Socioeconomic Growth Through Education, Infrastructure Upliftment and Community Welfare

Merlimau, Malacca 21 September 2025 – Permodalan Nasional Berhad (PNB) continues to strengthen its commitment to Corporate Social Responsibility (CSR) by adopting Kampung Merlimau Pantai in Melaka and Kampung Telok Kandih in Kedah as part of Government's Santuni MADANI Programme (*Program Satu Pemimpin Satu Kampung*).

PNB has allocated RM1.32 million to drive both initiatives reflecting its dedication to uplift and improve the quality of life for all Malaysians through a strategic, inclusive and long-term approach. As part of the broader Government-linked Enterprises Activation and Reform Programme (GEAR-uP) initiative, PNB is committed to driving Malaysia's economic growth by contributing meaningfully to local communities.

Under the pillar of the MADANI Economy framework, "Raising the Floor", Santuni MADANI serves as a key community focused initiative. Both villages will receive support to improve their socioeconomic conditions, foster community empowerment and access to education, in alignment with the programme objectives. The targeted beneficiaries include entrepreneurs, asnaf, sick and elderly residents, students and schools.

PNB aims to boost tourism and small business entrepreneurship in Kampung Merlimau Pantai by transforming it into a sustainable tourism destination, leveraging its natural beauty and cultural heritage to drive local economic growth. Meanwhile, in Kampung Telok Kandih near Alor Setar, programmes will focus on developing small businesses and nurturing entrepreneurial potential within the community.

The initiatives at both villages are delivered through the following key areas:

- 1. Economic Growth & Entrepreneurship**

- A long-term approach involving 13 local food and beverages and service entrepreneurs, supported by one-on-one business coaching from industry experts via Institut Keusahawanan Negara (INSKEN).

2. **Education & Skills Development**

- 10 students from Politeknik Merlimau will receive PNB's BUDI-TVET scholarship for a three-year diploma programme and seven students from Kampung Telok Kandih and surrounding areas will receive PNB's scholarship.
- Sekolah Kebangsaan Merlimau 1, Sekolah Menengah Kebangsaan Dang Anum both in Merlimau and Sekolah Kebangsaan Alor Mengkudu in Alor Setar have been adopted under PNB's Sekolah Angkat Malaysia MADANI programme.

3. **Infrastructure Development**

- Upgrading of two Sepak Takraw courts in Kampung Merlimau Pantai to support community recreation and engagement.
- Infrastructure upgrades at Kampung Telok Kandih Mosque and Tabika Kemas.

4. **Community Welfare**

- Donations for up to 50 asnaf at each village.
- Provision of medical equipment for the sick and elderly, including medical beds, wheelchairs, and diagnostic monitoring devices.

PNB President & Group Chief Executive, Dato' Abdul Rahman Ahmad, said, "PNB is pleased to support the Santuni MADANI Programme (*Program Satu Pemimpin Satu Kampung*) through the adoption of Kampung Merlimau Pantai and Kampung Telok Kandih. This is also in line with the GLIC GEAR-uP programme that aims to directly assist the needs of the people and enhance their socioeconomic and financial lives. We hope through our holistic efforts in providing community welfare, improving infrastructure development, promoting entrepreneurship and increasing business activities in these two villages, we would be able to bring meaningful impact to the lives of the rakyat".

Meanwhile, Encik Razmi Kandis, Village Development and Security Committee (JPKK) Merlimau Pantai Chairman, said, "On behalf of all the residents of Kampung Merlimau Pantai, I would like to express our deepest gratitude and sincere thanks to PNB for choosing our village and we welcome the contributions under Santuni MADANI programme."

The Santuni MADANI programme was introduced by Prime Minister YAB Dato' Seri Anwar bin Ibrahim during the tabling of the 2024 Budget.

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