



## **PRESS RELEASE**

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### **CELIK MADANI PROGRAMME RECORDS PARTICIPATION OF OVER 200,000 STUDENTS FROM HIGHER LEARNING INSTITUTION, TARGETING A CUMULATIVE REACH OF 1 MILLION STUDENTS by 2030**

*Empowering Youth as an Investment Savvy Generation for a Brighter Future*

**Kuala Lumpur, 13 April 2026** – Permodalan Nasional Berhad (PNB), through its wholly owned unit trust management company Amanah Saham Nasional Berhad (ASNBN), has recorded a significant milestone of the *Celik Kewangan Belia MADANI* (Celik MADANI) programme, which registered more than 200,000 student participations from institute of higher learning (IHL) nationwide last year.

The programme aims to achieve a cumulative participation of one million students by 2030, in line with ASNBN's ongoing efforts to strengthen financial literacy and shape Malaysian youth into a resilient investment-savvy generation for a brighter future. Students participating in the Celik MADANI programme receive a RM50 seed investment in the form of unit trust investments under Amanah Saham Bumiputera (ASB) or Amanah Saham Malaysia (ASM), serving as an initial step in beginning their investment journey.

The programme was introduced by the Prime Minister, YAB Dato' Seri Anwar bin Ibrahim during the Minggu Saham Amanah Malaysia (MSAM) on 22 August 2024. The programme successfully achieved its participation target of 200,000 students from

Public Institutions of Higher Learning (IPTA) and selected Government-Linked Universities (GLU) in its first year of implementation.

To date, 27 universities have demonstrated their commitment to the programme, with 196 promotional activities conducted nationwide by ASNB, involving 134,000 students who have participated in financial literacy programmes and account-opening advisory sessions.

Dato' Seri Diraja Dr. Zambry Abd Kadir, Minister of Higher Education, said, "This achievement reflects the strong commitment from institute of higher learning in empowering students, not only academically, but also equipping them with financial management skills and preparedness to navigate the workplace and real-world challenges upon graduation."

"In view of these positive outcome, I call upon more universities to come forward and participate in the Celik MADANI Programme by taking proactive initiatives to continuously organise financial literacy programmes, particularly through strategic collaborations with ASNB. This approach enables financial knowledge to be delivered in more structured, relevant, and student-centric manner," he added.

He made these remarks at *Majlis Pencapaian dan Halatuju Celik MADANI* held at Menara Merdeka 118. Also in attendance were YM Raja Tan Sri Dato' Seri Arshad Raja Tun Uda, Group Chairman of PNB; Dato' Abdul Rahman Ahmad, President & Group Chief Executive of PNB and Datuk Prof. Dr Azlinda Azman, Director General of Higher Education, Department of Higher Education.

At the ceremony, six outstanding institutions received special recognition for their exemplary contributions to the successful implementation of the Celik MADANI Programme in 2025.

Beyond recognising institutional contributions, the event also reinforced a shared commitment to expand the programme in 2026, driven through continued

collaboration between ASNB, higher education institutions, and key stakeholders, with the aim of enhancing the programme's reach, participation, and overall effectiveness

Meanwhile, YM Raja Tan Sri Dato' Seri Arshad, Group Chairman of PNB, said, "PNB and ASNB remains committed to sustaining the mandate of the Celik MADANI Programme into 2026."

"Our commitment is clear, to expand this programme to more universities and higher learning institutions across Malaysia and ensure a greater number of students are equipped with essential financial skills. This aligns with our strategic direction of nurturing a resilient and financially literate generation (*generasi labur*) of investors."

"We aspire to cultivate a future generation that is financially aware and responsible managing their financial well-being, in line with our Purpose to uplift the financial lives of Malaysians across generations," he added.

### **Empowering the Financial Well-Being of Future Generations**

As part of ASNB's long-term vision for *Kita Generasi Labur* to nurture a financially disciplined and future-ready generation, ASNB continues to drive initiatives that encourage early investing and long-term financial planning among Malaysians.

The ongoing *Pandu Impianmu 2.0* campaign reinforces this by inspiring individuals, particularly youths, to take proactive steps towards achieving their life goals through consistent investing. By investing as little as RM500, participants stand a chance to win prizes including BMW, electric vehicles, and travel experiences.

In addition, ASNB continues to promote ASB 3 Didik as a key solution for parents and guardians to build a strong financial foundation for their children's future, particularly in supporting long-term goals such as education. As a fixed price fund, ASB 3 Didik offers a stable and accessible pathway for families to start early and grow their savings steadily over time.

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**About Permodalan Nasional Berhad (PNB)**

Permodalan Nasional Berhad (PNB) is one of the largest fund management companies in Malaysia with assets under management (AUM) exceeding RM300 billion. PNB's portfolio covers strategic investments in Malaysia's leading corporates, global equities, private investments and real estate. For over four decades, we remain focused in contributing to the wealth of Bumiputeras and all Malaysians and are dedicated to fulfilling our purpose to uplift the financial lives of Malaysians across generations. We are committed to sustainability, responsible practices, and the creation of an inclusive future that benefits both our stakeholders and the communities we serve. For more information, please visit [www.pnb.com.my](http://www.pnb.com.my).

**Amanah Saham Nasional Berhad (ASNB)**

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