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The Star - Ali: Support Firms That Boost The Underprivileged's Lives

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Ali: Support firms that boost the underprivileged's lives

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CYBERJAYA: Impact-driven enterprises that uplift the lives of the underprivileged must be supported, says Chief Secretary to the Government Tan Sri Dr. Ali Hamsa.

He is considering a proposal that 10% of the procurement budget for government agencies be allocated to Impact Driven Enterprises, or IDEs.

"Representing the public sector, I am committed to driving this systemic shift in transforming the lives of the B40 in Malaysia," said Dr. Ali at the launch of the Impact Driven Enterprise Accreditation (Idea) initiative by the Malaysian Global Innovation and Creative Centre (MaGIC). Also present was Treasury Secretary-General Tan Sri Dr. Irwan Serigar Abdullah.

IDEs are organisations that proactively create positive social or environmental impact in financially sustainable ways.

The B40 category refers to those earning a salary of RM3,855 and below.

"Right now, we have hundreds of impact-driven enterprises creating jobs, providing subsidised goods and services, and economic empowerment for our B40 communities.

"Collectively, they make over RM15mil in revenue and have created hundreds, if not, thousands of jobs for B40 communities as well as lasting environmental impact," said Dr. Ali.

In giving an example of an IDE, Dr. Ali cited Batik Boutique, an award-winning impact-driven enterprise that produces batik products that were exported to the United States.

"They are not only reviving the lost art of promoting the batik industry in Malaysia, but is also providing employment opportunities for struggling families at Projek Perumahan Rakyat (PPR).

"To date, Batik Boutique has provided a dignified steady stream of income for up to 75 underprivileged women from PPR homes," he said.

The Idea initiative provides an online platform to connect IDEs with the public and private sectors.

Dr. Ali urged government agencies to prioritise IDEs registered on MaGIC's Idea platform.

Presently, there are about 25 to 30 IDEs that are accredited and listed on MaGIC's Idea platform.

Some 41 public and private sector entities have signed up to become Impact Partners, including Star Media Group Berhad.



Ali smiles: (From left) MaGIC CEO Ashran Datuk Ghazi, Dr. Ali, and National Entrepreneurial Group Economic Fund (Tekun) CEO Datuk Baharom Embi smiling happily during the MOU signing between MaGIC and Tekun at the launch of the Idea initiative.

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