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FOSTERING, EMPOWERING COMMUNITIES



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IN celebration of its 30th anniversary, Khazanah Nasional launched the #BerbudiBersama community outreach programme at the picturesque Taman Tugu Lawn in Kuala Lumpur last Saturday.

This initiative was not only a tribute to Khazanah's three decades of contribution but also a testament to its commitment to fostering unity and collaboration across Malaysia.

Taman Tugu Lawn was transformed into a bustling hub of entertainment, education and meaningful engagement. The atmosphere resembled that of a lively carnival, with *gerai rakyat* booths from local SMEs offering a delicious array of food and beverages, alongside handcrafted merchandise that celebrates Malaysia's rich cultural heritage.

Amidst the festivities, guests of all ages were treated to an abundance of fun activities designed to ignite joy and curiosity. From interactive workshops to engaging demonstrations, there was something for everyone to enjoy, fostering an inclusive and dynamic environment.

Keeping the energy levels high throughout the day were the charismatic emcees, Naz Rahman and Zoey Teo. Their lively commentary and infectious enthusiasm ensured that everyone remained informed and entertained, adding to the overall excitement of the event.

The #BerbudiBersama programme was officiated by Minister of Finance II Datuk Seri Amir Hamzah Azizan, and hosted by Khazanah managing director Datuk Amirul Feisal Wan Zahir. Present were Khazanah and Amanah Warisan Negara (Awan) board members and key delegates from Yayasan Hasanah, Think City, Taman Tugu and Khazanah-linked companies (KLCs).

Amir Hamzah and Amirul Feisal joined hands in a symbolic gesture to plant and water a *merbau* tree together. This act marked the inaugural moment of Khazanah's commitment to nurturing its nationwide outreach initiative, symbolising the organisation's dedication to fostering growth and sustainability across Malaysia.

Spirit of unity

"#BerbudiBersama is not only to celebrate Khazanah's 30th anniversary, but it marks a significant step forward in fostering a spirit of unity and collaboration in Malaysia," said Amirul Feisal at the event.

"By bringing together diverse stakeholders across the nation, we aim to empower communities, celebrate our shared heritage, and create a lasting positive impact for all Malaysians.

"We are excited to embark on this journey and we believe that together, we can build a brighter future for generations to come."

Amirul Feisal extended his gratitude to Taman Tugu, highlighting its significance as a cherished green space within Kuala Lumpur, and commended the park management for preserving this invaluable sanctuary, ensuring it remains accessible to all, including future generations, for years to come.

Since its inception in 2018, Taman Tugu has welcomed over

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Khazanah Nasional's 30th anniversary event highlights collaboration and shared values



Datuk Seri Amir Hamzah Azizan (left) and Datuk Amirul Feisal Wan Zahir launching Khazanah Nasional's #BerbudiBersama initiative that fosters unity and collaboration across Malaysia.

a million visitors, embodying its role as a green lung for the city.

Partnership with communities

A commitment to provide enriching opportunities for all Malaysians lies at the heart of the #BerbudiBersama initiative.

Over 100 booths dotted the landscape of Taman Tugu, offering a diverse array of activities and information sessions. From upskilling workshops to financial literacy sessions, from entrepreneurial guidance to educational workshops, the event catered to individuals from all walks of life and income groups.

The event was certainly not just about Khazanah; it was a collaborative effort involving various stakeholders.

Local SMEs participated in the *gerai rakyat* programme, showcasing their products and offering delightful treats to visitors.

Khazanah's value creation arms Yayasan Hasanah, Think City and Taman Tugu – together with KLCs and investee companies namely Axiata, CIMB, Malaysia Airports, TNB, TM, UEM Group, PLUS, Iskandar Investment Berhad, IHH Healthcare, Destination Resorts and Hotels (DRH), Cenviro, ReGen Rehab Hospital and Farm Fresh – also showcased various community development projects, products, including arts, culture and heritage preservation efforts.

Amirul Feisal acknowledged the importance of these valued stakeholders, saying that more than RM2.2bil had already been spent on over 600 programmes in various fields involving almost 500 collaborators across the country – benefiting more than 2.4 million people from various segments of society, including children, youth and women.

"None of these efforts would have succeeded without the co-operation and support from our impact delivery entities," he said.

Enriching activities for all

There was much to eat, see and do all day.

Through traditional dance performances, visitors were treated to a glimpse of Malaysia's rich cultural heritage.

Educational talks on mental

health awareness, youth empowerment, and corporate social responsibility efforts further underscored Khazanah's commitment to societal well-being.

Think City's booth at #BerbudiBersama had a multi-faceted approach to raising awareness about creating livable cities.

Visitors were invited to engage in a fun activity board where they could envision and "build" their dream city – fostering a sense of creativity and imagination while highlighting the importance of urban planning and design.

Think City also provided a platform for individuals from public housing projects (PPR) to showcase their singing talents.

Komuniti Tukang Jahit (www.ktjmalaysia.com), a social enterprise that provides sewing training and job opportunities to marginalised and underprivileged women, was represented at #BerbudiBersama.

KTJ empowers women who are single, single mothers, the disabled, and stay-at-home mums so they can earn a sustainable income.

The Global Environment Centre (www.gec.org.my) is a non-profit organisation whose vision is to ensure that natural resources are conserved and used sustainably through equitable stakeholder partnerships for the benefit of people and the planet.

The GEC booth featured pandanus and wood handiwork by the Temuan Orang Asli, as well as highlighted various programmes that it conducts including river care and homestays with the Orang Asli.

Datari Hotel in Langkawi (www.thedatari.com) also made its presence felt by featuring the Datar Pledge, conceived to ensure environmental preservation and community well-being amidst the growth of tourism. The pledge's vision aligns with the resort's emphasis on the relationship between people and nature.

There was kelulut honey for sale, made by Langkawi resident Pak Long, and the hotel also showcased its visitor programme that teaches one how to harvest honey directly from its unique stingless bee hives.

The Datar also collaborates with Kanshalife Project to upcy-



Fun activities at Khazanah Nasional's #BerbudiBersama community outreach programme at Taman Tugu Lawn in Kuala Lumpur on March 9.

cle and recycle waste to reduce its carbon footprint.

The Free Tree Society (www.freeteresociety.org) spread some green cheer by giving away trees for free, inspiring everyone to be environmental stewards.

Attendees were also treated to an array of engaging workshops and activities.

At the Spin Art Factory, participants pedalled on bikes to spin basins, then poured paint onto blank canvases within the basin, creating captivating swirls of colour.

For those seeking a more personalised experience, caricature artists were on hand to sketch their portraits.

Visitors also had the opportunity to witness captivating demonstrations showcasing Malaysian food, arts and culture, including the intricate process of *muruku* making and the creation of batik copper stamps.

Meanwhile, children and adults alike enjoyed simple pleasures like blowing bubbles, adding to the festive atmosphere of the event.

Attendees had the opportunity to embark on an exciting adventure in search of eight augmented reality art sculptures scattered

throughout the grounds.

By scanning a QR code and a unique coloured marker on the ground, participants could bring these captivating sculptures to life right before their eyes. It was a truly immersive and innovative experience that added an extra layer of excitement to the event.

As Khazanah's MD had earlier emphasised, #BerbudiBersama marked a significant step forward in fostering unity and collaboration in Malaysia.

By empowering communities, celebrating shared heritage, and creating lasting positive impacts, Khazanah is paving the way for a brighter future for generations to come.

Indeed, last Saturday's event stood as a testament to Khazanah's commitment to recognising and thanking stakeholders while providing members of the public enriching opportunities to learn, empathise and appreciate the communities around them.

Through partnerships, diverse activities and a celebration of shared values, the event encapsulated the spirit of unity and collaboration that defines Malaysia's journey towards progress and prosperity.