

Beyond the towers of Kuala Lumpur and the steady hum of economic growth, a softer but no less powerful movement is taking shape — one that values compassion, sustainability, and human connection.

In achieving its Purpose, to uplift the financial lives of Malaysians across generations, Permodalan Nasional Berhad (PNB) is demonstrating how large institutions can walk the talk.

Through its latest initiative, PNB has set a bold target: to achieve 10,000 volunteer hours by 2025. This milestone is more than a number — it reflects the company’s long-term commitment to giving back, fostering community resilience, and nurturing a culture of service among its employees.

The recent launch of the PNB Signature Volunteerism Day gathered 487 volunteers from various regions, a testament to the strength of nationwide mobilisation when goal meets planning.



Stories from the Ground

In partnership with organisations which includes the Malaysian Nature Society (MNS), the Selangor Forestry Department, Perhilitan (the Department of Wildlife and National Parks), Kuala Selangor Municipal Council, and local communities, PNB rolled out simultaneous activities ranging from tree planting and environmental awareness sessions to communal clean-ups.

The initiative wasn’t confined to Kuala Selangor alone. Several Amanah Saham Nasional Berhad (ASNB) branches, including those in Melaka, Seremban, Ipoh, Batu Pahat, Pasir Puteh, Kota Bharu, and Bintulu, actively participated in this coordinated effort. The broad geographic reach of the campaign underscores PNB’s commitment to inclusivity and its belief in building a sense of ownership and pride within the communities it serves.



This momentum is anchored in more than just event-based volunteerism. Earlier this year, PNB introduced its Volunteerism Framework, aimed at nurturing an inclusive culture of engagement and meaningful contribution within the workplace.

The Framework Behind the Movement

The Volunteerism Framework complements PNB's Social Investment Framework (SIF), which aligns its social impact efforts with four strategic pillars — Education, Health, Community Development, and Environment. These pillars form a structured and impactful approach to addressing community needs, strengthening national development, and advancing sustainable growth.

To recap, PNB launched its Sustainability Framework in 2022, which will help the Group enhance and protect the value created for stakeholders while fulfilling its own sustainability aspirations. Subsequently, PNB launched its SIF a year later, as well as the Volunteerism Framework.

These frameworks collectively guide the organisation's Corporate Social Responsibility (CSR) strategy, ensuring that initiatives are not just reactive, but also reflects both national development priorities and PNB's organisational objectives.



At this age, possessing knowledge and skills in financial literacy is essential, especially for young individuals who are starting to formulate ideas about their future or making basic expenses to sustain their lives as students.

Group Chief Operating Officer Muzzaffar Othman said during PNB Signature Volunteerism Day event, the initiative is a deliberate effort to drive positive social impact while strengthening the spirit of volunteerism within the PNB ecosystem. It is about building a legacy that transcends financial returns — one that empowers employees to contribute meaningfully to causes that matter and reinforces the company's role as a corporate citizen with a conscience.

A Ripple Effect for Malaysia

In an age where trust in institutions is often challenged, PNB's integrated approach to environmental stewardship and community engagement offers a timely and hopeful example. It reminds us that corporate responsibility is not just about writing cheques —it is about rolling up sleeves, working alongside the community, and measuring success in lives touched, ecosystems restored, and bonds strengthened.

In embedding volunteerism and sustainability into its core business practices, PNB is not only reinforcing its B.R.A.V.E values among its #teamPNB, but is also contributing to a broader movement of socially conscious, environmentally attuned leadership.