

# More Than a Target Met: How PNB Mobilised Its People for Communities

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In 2025, Permodalan Nasional Berhad (PNB) set out with a clear ambition; to embed volunteerism as a core part of its sustainability agenda, mobilising its people and targeting 10,000 volunteer hours.

What began as a strategic initiative, framing service work within a broader sustainability and corporate citizenship agenda, has blossomed into meaningful impact: nearly 12,000 hours volunteered, close to 1,800 participants, over 50 volunteerism activities, benefitting 48 NGOs and community partners.

These numbers are not just statistics; they represent a shift in mindset — from corporate compliance to collective contribution.

### From Targets to Tangible Outcomes

When PNB launched its Signature Volunteerism Day in 2025, the group set an ambitious 10,000-hour target to foster a culture of service among #teamPNB. Exceeding that goal, clocking 11,880 hours, signals more than enthusiasm. It reflects sustained engagement across the organisation and its extended teams.



What's also striking is the breadth of involvement:

- 1,519 staff, 266 interns, and Graduate Entry Trainees, stepped forward, showing that the commitment to community transcends job descriptions.
- 51 programmes were organised, including initiatives run by ASN branch teams across states and regions, amplifying impact locally and regionally. These include Tree Planting and Clean-up at Paya Indah Discovery, Santuni MADANI Programme, and Pet Care Programme, among others.
- 48 NGOs and organisations benefited from these activities, showing a partnership mindset rather than a unilateral act of charity.



“In fulfilling our social aspirations, PNB also launched the Social Investment Framework (SIF) to support areas such as education, health, community development, and the environment, in line with PNB’s purpose to uplift the financial lives of Malaysians across generations,” said PNB Group Chief Operations Officer, Muzaffar Othman.

He further commented, “To further strengthen PNB’s commitment to promoting and fostering an inclusive culture through volunteerism among its employees, PNB launched the PNB Volunteerism Framework in March 2025, with the aim of contributing to society and the environment. Through strategic investments and a commitment to sustainability, PNB has not only achieved sustainable returns but also made a positive impact on future generations and improved the quality of life for the people.”

### Why Numbers Like These Matter

Volunteer hours are not just time logged. They represent:

- **Strengthened community-corporate relationships:** NGOs gain reliable support from skilled volunteers, expanding their reach and capacity.
- **Personal growth and leadership development:** Employees and interns alike gain experience serving outside their comfort zones, fostering empathy, teamwork, and civic engagement.
- **A culture of shared responsibility:** Embedding volunteerism into corporate DNA — as PNB has with its Volunteerism Framework — reinforces the idea that business success and social success are interlinked.

At a time when Malaysia and the world are calling for deeper sustainability commitments, PNB's approach shows that environmental stewardship and social responsibility are best pursued hand-in-hand with people on the ground. Activities like community clean-ups, tree planting, and outreach programmes do more than beautify spaces — they strengthen social cohesion and inspire others to step forward.

Volunteering is often described as an act of service. But for many, it becomes something deeper — a journey of purpose, perspective and personal growth.

For Abdul Halim bin Jusoh, the decision to step forward was rooted in conviction.

“What motivated me to sign up for volunteering is the opportunity to align my personal values with meaningful action. I care deeply about environmental conservation and animal welfare, and volunteering allows me to contribute directly to causes I believe in — while spending time in nature and around animals.

On a personal level, it also offers a refreshing break from the routine of work. Beyond that, it's a chance to build connections with colleagues from other departments, fostering a stronger sense of community across the organisation.”

Syahrom bin Jumali shares a similar sense of responsibility, grounded in the belief that everyone has something to give.

“I believe we all have the ability to give, no matter how small the act. Volunteering was my way of taking responsibility — or rather, taking charge in small but meaningful ways. Whether planting trees or serving meals, I simply wanted to contribute positively and be part of something bigger than myself.”

### Looking Forward: The Power of Collective Action



The real test of any sustainability initiative is what comes next.

As PNB looks forward to launch PNB Sustainability Framework 2.0 soon, challenge and opportunity now lie in sustaining this momentum. This means deepening partnerships with NGOs, aligning volunteerism more closely with social investment priorities, and continuing to empower employees to lead and innovate within community programmes.

More broadly, PNB's experience offers a useful lesson for the corporate sector: meaningful volunteerism cannot be outsourced, automated, or reduced to optics. It requires trust in people, clarity of purpose, and the willingness to measure success not just in financial terms, but in social impact.