

Huge turnout at the launch of Dasar Komuniti Negara by PM



Mahathir and Tun Dr Siti Hasmah Mohd Ali posing with part of the 5,000-large crowd that turned up for the launch and carnival

More than 5,000 people turned up for the official launch of Dasar Komuniti Negara (DKN), or the National Community Policy, by Prime Minister Tun Dr Mahathir Mohamad at the Puchong Indah padang in Puchong, Selangor, on Feb 17.

DKN is an initiative under the National Housing Policy (2.0) to improve the lives of PPR (Program Perumahan Rakyat) residents. It was formulated by the Ministry of Housing and Local Government with the support of the Subang Jaya Municipal Council and EdgeProp.my.

In his speech, Mahathir said the government is aiming to build one million affordable houses now but that it would need the support of the private sector and the people.

“We wish to build affordable houses that are comfortable and suitable for families to live in.

“It is pointless if the country is moving forward but our people live in a poor environment,” he added.

Housing minister Zuraida Kamaruddin said one of the objectives of DKN is to improve the living environment of the people, especially the B40 group.

“The first objective of DKN is to empower the local communities, to encourage the people to involve themselves more in community activities such as to manage and take care of the public assets in the community,” she said during the launch.

There are 32 ongoing DKN activities in Lembah Subang 2 communities under the first phase of the programme, which the ministry aims to extend to 20 more PPR, out of a total of 133 in the country, by this year.

Under DKN, the ministry is working with the private sector, including property developers, to upgrade the lives and living environment of PPR residents through corporate social responsibility (CSR) initiatives.

The property-related firms involved are Gamuda Land, Mah Sing Group Bhd, MKH Bhd, OSK Property, Sunway Group, Country Garden Pacificview Sdn Bhd, UEM Sunrise Bhd, Sunsuria Bhd, and Henry Butcher Malaysia (Mont’Kiara) Sdn Bhd.

EdgeProp.my is supporting DKN by helping to facilitate the partnership between the public and private sectors to empower and improve the lives of PPR residents. It aims to raise public awareness of the policy through news coverage, as well as having a dedicated website on DKN.

All the companies received certificates of appreciation from the prime minister during the DKN launch ceremony. Representing their respective companies were Forest City director of strategy Ng Zhu Hann, Gamuda Land CEO Ngan Chee Meng, Henry Butcher Malaysia (Mont’Kiara) executive director Low Hon Keong, Mah Sing Group managing director Tan Sri Leong Hoy Kum, MKH managing director Tan Sri Eddy Chen, OSK Group executive chairman Tan Sri Ong Leong Huat, Sunsuria executive chairman Tan Sri Ter Leong Yap, Sunway Group executive director and managing director of property development division Sarena Cheah, UEM Sunrise managing director and CEO Anwar Syahrin Abdul Ajib and The Edge Media Group chairman Datuk Tong Kooi Ong.

A full-day carnival was held at the Puchong Indah padang in conjunction with the launch, with activities that included a community cycling event, aerobics, children’s soccer match, tug of war, colouring contest, an eco market and food trucks.

The public also had the chance to visit more than 40 booths showcasing CSR efforts among PPR by the participating developers and EdgeProp.my, as well as by NGOs and public service bodies.

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