

PM launches Malaysia MADANI slogan

By Nor Ain Mohamed Radhi - January 19, 2023 @ 12:39pm

PUTRAJAYA: Prime Minister Datuk Seri Anwar Ibrahim today launched the new "Malaysia MADANI" slogan, aimed at leading the country forward.

MADANI is the Malay acronym for SCRIPT, which stands for sustainability, care and compassion, respect, innovation, prosperity, and trust.

The tagline replaces former prime minister Datuk Seri Ismail Sabri Yaakob's "Keluarga Malaysia" slogan.

Anwar said the keywords of the government's vision spelled MADANI, represent the shared trust between the government and the citizens based on transparency and cooperation.

"I have no plans to introduce a new vision or statute for the country. But through the MADANI framework, I am inviting the country's leadership and the people to realise that it is a shared responsibility in raising the dignity of human beings, which should be based on confidence, values, morals, and fair and effective governance.

"The term MADANI is not new and is being introduced in the country's administration as it gives priority to matters of faith and humanity.

"For the past month and a half, I have been emphasising the essence of good governance, as a country may rise and fall due to it.

"While we struggle in the economic, technological, and digital fields, we should not leave values and humanity behind," he said in delivering his mandate themed 'Developing Malaysia Madani' here today at the Putrajaya International Convention Centre (PICC).

The event was also attended by deputy prime ministers Datuk Seri Dr Ahmad Zahid Hamidi and Datuk Seri Fadillah Yusof, cabinet ministers, and senior government officials.

Anwar said the MADANI policy agenda focuses not just on the current problems and requirements of Malaysia but also on the nation's future needs and potential.

The prime minister said in this uncertain world, characterised by complexity, contradiction, and chaos, a comprehensive strategic framework must be developed to guide the country through an era defined as post-normal.

"Therefore, this MADANI concept has been formulated as our effort to map out a strategy to govern the country effectively.

"The country that we aspire to, and will develop later must be based on MADANI," he said.

Anwar said that he believed the concept would remain relevant and be materialised as planned.

"I do not want to bring up past experiences. Of course, there were strengths and weaknesses, regardless of the bloc and party.

"Whatever that is good we will continue, but all the weaknesses must be stopped.

"(And) the biggest weakness is the way of governance, which enriches small groups.

"I am confident that if we have good governance, we can face the upcoming economic crisis confidently," he said.

According to the MADANI policy framework, the government would recognise the right of every Malaysian citizen, whatever his or her background, to live in sustainable communities and environments.

"It highlights care and compassion in all segments of society to promote equality and equal opportunity.

"It encourages mutual respect as a social and cultural norm to enhance inclusiveness. It seeks to make innovation prevalent in all aspects of national life.

"And MADANI is about pursuing prosperity within a sustainable and future-oriented transparency and cooperation."

The policy framework further stated that the emphasis of the government's vision is on synthesis, combining established practices with new methods designed to cope with emerging issues and uncertainties.

"The six drivers of MADANI as well as different aspects of the policy framework are interconnected and integrated, enforcing and enhancing each other.

"The framework is designed as a reiterative process, subject to changes and constant revisions; and as a participatory endeavour that invites involvement and inputs from all segments of society.

"Together, using this framework, we can heal our nation with substantive reform and progress into brighter futures," it read.