



PRIME MINISTER COMMENDS KITA-UNTUK-KITA COMMUNITY-LED TRANSFORMATION AT ENHANCED PPR LEMBAH SUBANG 1

LEMBAH SUBANG, 13 February 2025 – In a powerful demonstration of *Madani* in action, Prime Minister Dato' Seri Anwar Ibrahim visited PPR Lembah Subang 1 today, where residents have transformed shared spaces through Think City's Kita-Untuk-Kita (K2K) Programme. This initiative has redefined public housing not just through physical improvements but by rebuilding community support, implementing participatory regeneration, and nurturing local leadership—transforming social capital into a valuable social asset for long-term resilience and progress.

Through Think City's support, residents have taken an active role in revitalising their surroundings, proving that sustainable change flourishes when it comes from within. The structured K2K framework empowers communities to shape their environments, directly advancing the government's *Madani* Economy Framework by reducing economic inequity, enhancing quality of life, and fostering sustainable urban renewal.

Think City has been the backbone of these PPR communities, working closely with residents to rebuild community bonds, drive regeneration through active participation, and nurture local leadership that positively influences housing dynamics—an approach often missing in today's public housing landscape.

Dato' Hamdan Abdul Majeed, Managing Director of Think City, remarked, "Our journey in public housing began in George Town in 2010, where we partnered with local communities and authorities to revitalise shared spaces through our community-led initiative. This early work empowered residents to take charge of their environment, proving that even small, resident-led actions can yield significant improvements—a true demonstration of the 'Power of Small.' Building on these successes, we expanded our model to Kuala Lumpur, tailoring our approach to the unique needs of the capital's public housing communities. At Think City, sustainable change is not just about upgrading spaces; it is about strengthening the social fabric that sustains them."

At PPR Lembah Subang 1, residents have transformed their communal spaces by revitalising lift lobbies and corridors through vibrant, collaborative beautification projects. These efforts have not only showcased the power of local stewardship but have also resonated far beyond the community—garnering millions of digital views and widespread applause. The reimagined lift lobbies have evolved into dynamic hubs where neighbours and children learn together and even celebrate milestones like khatam Quran, reflecting a shift from purely functional spaces to centres of positive social activity. Similar successes at PPR Kampung Baru Hicom further highlight how strategic investments in social assets can drive profound and lasting change.

Isham Romli, a representative of FORKOM, shared her experiences, "For a long time, many of us felt that change was beyond our reach, where we had grown used to the daily challenges without realising the power we had as a community. Through the K2K programme, we have discovered that when we come together, we can reshape not just our surroundings but also the way we see ourselves and our potential. The transformation of our public spaces has given us renewed hope and pride in our community. If we can achieve this, there's no limit to what we can do next," she added.



Since its inception, K2K has positively impacted over 12,000 residents across 10 designated PPRs, fostering active engagement and empowering communities to shape their own futures. Through 731 community empowerment activities, including skills training, capacity-building programmes, and grassroots leadership initiatives, residents have taken ownership of their living spaces. The establishment of FORKOM across 10 PPRs in Kuala Lumpur and Selangor has provided structured platforms for residents to voice concerns and drive local improvements. Additionally, 39 community-led enhancement projects, ranging from public safety measures to environmental upgrades, demonstrate the tangible impact of collaborative urban renewal. These milestones affirm K2K as a replicable model for sustainable, community-driven transformation, directly aligning with the Madani vision of inclusive city-making.

In recognition of the residents' efforts, the Prime Minister has approved RM1.2 million to accelerate essential repairs at PPR Lembah Subang 1, with a particular focus on restoring non-functioning lifts. Additionally, he announced that all residential blocks will receive a fresh coat of paint ahead of the upcoming Hari Raya Aidilfitri celebrations, reinforcing the government's commitment to improving the living environment for all.

As cities worldwide compete to become more liveable and inclusive, the K2K programme serves as a blueprint for people-centred urban renewal, demonstrating that a community-first approach is key to sustaining a thriving Madani society.

For more information about the K2K programme, visit thinkcity.com.my or kita2k.com.

- END -

About Think City

Think City is an impact organisation established in 2009 to create more sustainable and equitable places for the benefit of all. Our knowledge, skills and strategies focus on urban solutions, the environment, social communities, and the cultural economy. Think City is a wholly owned subsidiary of Khazanah Nasional Berhad (the sovereign wealth fund of the Government of Malaysia). For more information, log on to thinkcity.com.my.

About the Kita-untuk-Kita Programme

Led by Think City and driven by the community, the Kita-untuk-Kita (K2K) programme aims to enhance the lives of public housing residents. It leverages collective expertise from our network and partners to implement a comprehensive and impactful program. K2K supports communities and building management in addressing social, economic, and physical challenges collaboratively across four critical areas: community empowerment, collective management, income generation, and policy renewal.

For media inquiries, please contact:

Tan Sian Hoo

Senior Manager, Brand and Communications

tan.sianhoo@thinkcity.com.my

+6012 619 0044

Siti Nurshafiqah Hamzah

Associate, K2K Programme

Shafiqah.Hamzah@thinkcity.com.my

+6018 661 3676