



GOVERNMENT, PRIVATE SECTOR AND NGO COLLABORATION: REALITY OR DREAM

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PEMADAM MALAYSIA

INTRODUCTION

- **A dream that can become reality**
- **Need for commitment and great efforts plus funds**
- **Funds a crucial factor for sustainability**
- **To secure funds:**
 - Certain compromises to be made**
- **Even with certain constraint, many NGOs are operating successfully in collaboration with government and Private Sector**
- **PEMADAM Malaysia, an example of the 3 parties collaborative approach**

STRATEGIC ALLIANCES

- **Strategic alliances equals smart partnership**
- **Creating importance and visibility**
- **Patronage, getting positive alliances and influential personalities to lead, be it from Government or Private Sector**
- **Quid pro quo**
- **A symbiotic relationship, a win-win situation**

INHERENT PROBLEMS

- **The structure for collaboration is available but many problems are encountered. Why?**
- **Competing for funds**
- **Competing for influence**
- **Selective funding:**
 - Credibility, leadership, compatibility**
- **Creating a positive image**
- **Know how to advertise**
- **Use of media**

PEMADAM MALAYSIA AND THE TRIPARTITE APPROACH

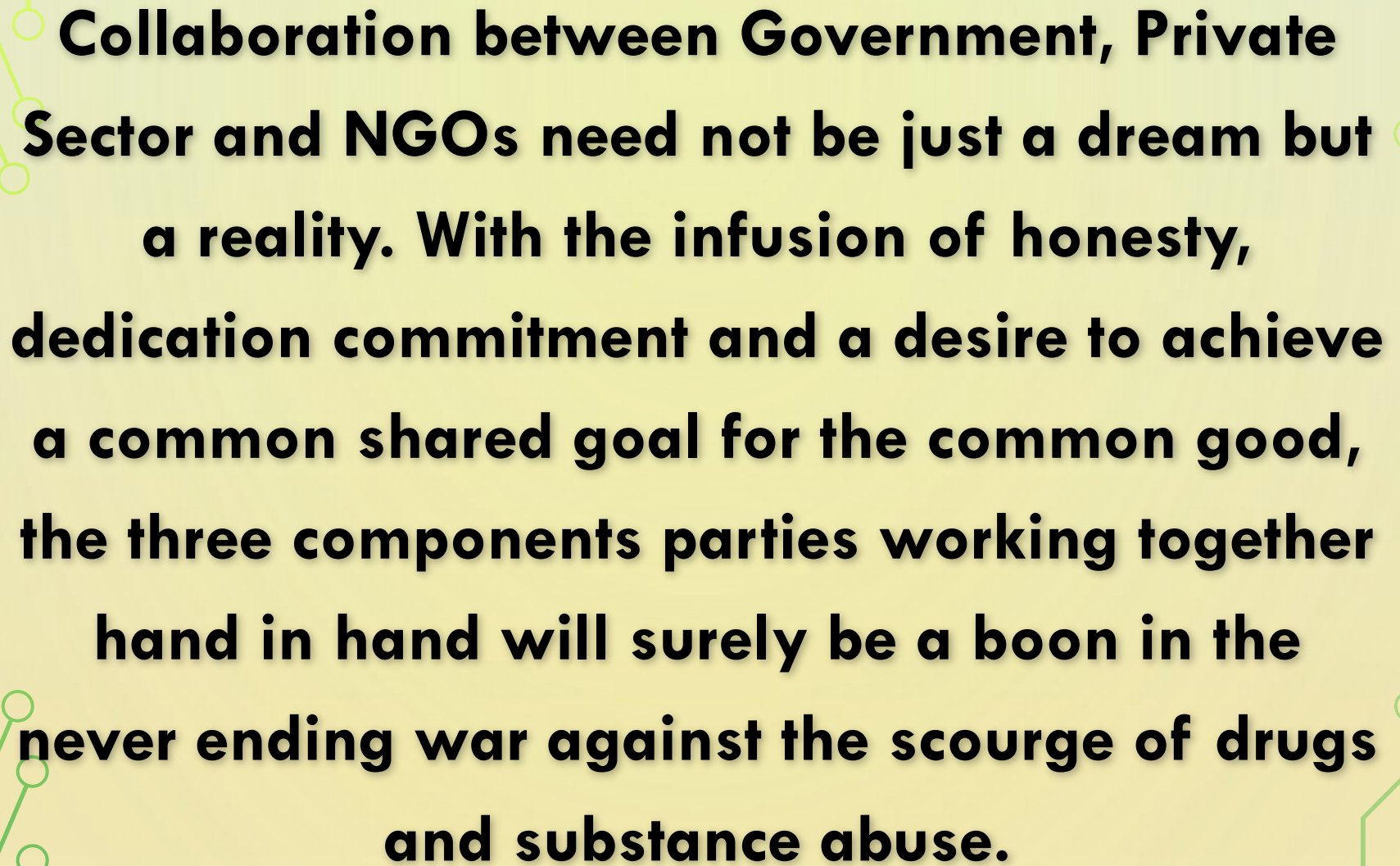
- The Organizational Structure: National, State, District, Village Community

Composition of PEMADAM Council

- Sources of funding
- This conference
- PEMADAM's independence – now over 40 years
- Issues PEMADAM is championing
 - Funds from seized assets
 - Funds from “zakat”
- Government to rethink on punishment for drug offenders

CONCLUSION

- Collaboration between Government, Private Sector and NGOs can be reality
- Collaboration is an art:
 - Of working together yet retaining identity
 - Collaboration ensure bigger funds, better facilities, extra manpower, better expertise
 - Emphasizes shared responsibilities
 - All parties must know what they are collaborating for
 - NGOs need to deliver for credibility



Collaboration between Government, Private Sector and NGOs need not be just a dream but a reality. With the infusion of honesty, dedication commitment and a desire to achieve a common shared goal for the common good, the three components parties working together hand in hand will surely be a boon in the never ending war against the scourge of drugs and substance abuse.



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