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PERKESO rolls out LINDUNG

Rebranding to provide easy-to-understand social protection service for the people

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PETALING JAYA: The Social Security Organisation (PERKESO) has consolidated all its services and schemes under a new single brand called LINDUNG to provide a more comprehensive and easy-to-understand social protection service for the people.

Human Resources Minister Steven Sim Chee Keong announced that the rebranding will fall under four new categories under LINDUNG.

This includes placing worker security schemes under LINDUNG PEKERJA, which will now cover all PERKESO schemes and services under the Employees' Social Security Act 1969.

Employment and career development schemes will be placed under LINDUNG KERJAYA, covering PERKESO schemes under the Employment Insurance System Act 2017.

Meanwhile, PERKESO's ongoing Self-Employed Social Security Scheme (SKSPS) for gig workers will be replaced by LINDUNG KENDIRI.

Housewife social protection schemes will be placed under LINDUNG KASIH, replacing the current Housewives Social Security Scheme (SKSSR).

"We realised that the large number of schemes with similar sounding names like SKSPS and SKSSR was confusing for many.



One for the album: Sim (wearing red cap) posing for a group photo at the launch of LINDUNG in Kuala Lumpur. — FAIHAN GHANI/The Star

"If a scheme's name is difficult to say or remember, how can workers even find out about it or spread the word?"

"This rebranding will ensure PERKESO's message reaches across all boundaries, including rural and remote areas, so that every worker is aware of the rights and protection available to them," Sim said in his speech at the launch of the LINDUNG brand

here yesterday.

Sim also said the rebranding goes beyond mere cosmetic changes, and will be followed by a series of reforms and efforts to strengthen the existing protection ecosystem.

He added this includes improving the function of the PERKESO Rehabilitation Centre, 24-hour protection for workers, and an increase in benefit rates to align

with the current needs of the people.

"This will be the first step towards improving PERKESO's operational efficiency and the effectiveness of social security policies across Malaysia.

"A truly Madani society is heavily reliant on every part of its society to function properly.

"This is why we need to make sure everyone is aware of and has

the protection they need to succeed through this new brand," Sim said.

Also present at the event were Deputy Human Resources Minister, Datuk Seri Abdul Rahman Mohamad, PERKESO group chief executive officer Datuk Seri Dr Mohammed Azman Aziz Mohammed and PERKESO board chairman Datuk Seri Subahan Kamal.