

**CONCURRENT SESSION TWO: COMMUNITY TRANSFORMATION**  
**16 AUGUST 2016**

**Moderator:**

- **Tan Sri Dr. Ong Hong Peng**  
Secretary General, Ministry of Tourism and Culture Malaysia

**Speakers:**

- **Tan Sri Arpah binti Abdul Razak**  
Chairman, Public Service Commission, Malaysia
- **Dato' Seri Ir. Dr. Zaini Ujang**  
Secretary General, Ministry of Energy, Green Technology and Water, Malaysia
- **Pungky Sumadi**  
Expert Staff to Minister for Leading Sector & Infrastructure Development,  
BAPPENAS, Indonesia

**Objectives of the session:**

Community transformation has greater impact when it is based on the real needs of local people. This session will discuss community transformation at grassroots level and how resources across federal, state and local agencies and the private sector can be leveraged to improve communities and create economic opportunities.

**Key takeaways:**

- I) My Beautiful Neighbourhood (MyBN), My Beautiful Malaysia (MyBM)

Both programs were designed to improve the quality of life of low income groups by keeping costs low while delivering high value projects, using manpower at off-peak hours and minimising bureaucratic procedures. The aims of the programs are to fix, upgrade and beautify public facilities as well as to address common issues of public and private housing.

Four components for MyBN are i) building maintenance; ii) upgrade infrastructure and public facilities; iii) landscape improvements, including beautification projects; and iv) social transformation programs. To date, 175,000 low income residents in 74 locations had benefitted from MyBN. A particular successful program is House Build program, a collaboration with the Fire and Rescue Department, to rebuild, repair and upgrade burnt down and dilapidated houses using multi-agencies' resources. MyBM program in turn, consists of 3 elements: i) maintenance of low cost housing; ii) maintenance of government quarters; and iii) improvement of public toilets. MyBN and MyBM showcases Blue Ocean Strategy in action involving low costs and high impact programmes.

## II) University-Community Transformation Center (UCTC)

Community transformation requires financial, social and spiritual dimensions, as well as education and political will. The main aim of UCTC is to empower communities through education. Under UCTC, the PIL Science Labs program created flexi laboratories in schools usable for multi subjects and purposes. These labs were done within 3 weeks at reduced costs. Other projects such as rainwater harvesting for public consumption during dry seasons and clean water system for the Orang Asli community at Sungai Siput involved collaborations of institutions of higher learning and the local communities in the planning and execution of the projects. A future initiative is Water Watch Network, aimed at managing water pollution to ensure production of clean and higher quality water in the country through public cooperation and education.

## III) Community Transformation in Indonesia

Indonesia suffered a general overall decline in its political, economic and social systems following the regional economic crisis in 1997. Initial efforts to arrest this decline were hampered by a highly centralised government system. Community transformation began with addressing poverty issues, whereby 2 programs were implemented: sub-district development programs and urban poverty project. The basic principles for these programs were the involvement of the local communities in the identification of problems, planning of solutions and execution of decisions. The program components involved regional consultants, facilitators which consisted of local NGOs and community members, and community grants of USD1500 per village. The principles underlying these programs were democracy, fairness, equality, transparency, accountability and community self-help. The success of these initial anti-poverty programs were later translated in 2015 into nationwide Village Fund Programs valued at USD50, 000 per village.

### **Question and Answer:**

1) Government officer, Putrajaya:

In the initial stage of development of a project, what is level of BOS knowledge that project managers need to have?

Answer:

Dato' Seri Ir. Dr. Zaini Ujang

There are 3 elements of BOS: i) rapid execution, ii) costs and iii) high impact. In the context of Malaysia, every program that is under consideration must have these components. I recommend strongly that everyone reads the Blue Ocean Strategy book, which is loaded with examples on the application of BOS. Upon understanding of these principles, only then can

Tan Sri Arpah binti Abdul Razak:

At community level, there need to be a lot of buying in from the community itself. Good rapport between officials and the community is important, whereby community engagement is extremely vital.

Online information on the internet is also easily available for public access.

2) Mohd Zulhilmi Abd Manan, PTD Cadet, INTAN

The programs mentioned by the speakers should be counted as the nation's contribution towards achieving the United Nation's Sustainable Development Goals (SDG). How is Malaysia currently doing in approaching the SDG?

Dato' Seri Ir. Dr. Zaini Ujang

One of the thrusts under the 11<sup>th</sup> Malaysia Plan is green growth that is pursuing development in Malaysia based on sustainability. This shows our commitment in pursuing SDG.

3) Unidentified Sudan delegate:

How long did it took to undertake make community transformation in Malaysian and Indonesia respectively?

Tan Sri Arpah binti Abdul Razak:

The concept of BOS is low cost, rapid execution and high impact so we try hard to do the projects as fast as possible while maintaining minimal costs. Execution timeframe will depend on the type of projects. Community transformation takes longer time period because it involves changing peoples' mind sets, so need continuous engagement.

Dato' Seri Zaini

Community transformation involves changing mind sets, which are dependent on a number of factors. Visible and tangible impacts of programs are more important to the community than time frame required for community transformation.

Project management by the Indonesian government rather than by the World Bank resulted in a shortened period for project planning and design, whereby execution at community level took 6 to 9 months to complete.

4) Subramaniam, Pertubuhan Konsultansi Rakyat

Cramped living quarters and high population density at low cost residential areas could contribute to social problems. Is community transformation only applicable to the design of physical buildings or the social lives of the inhabitants?

Tan Sri Arpah binti Abdul Razak:

To demolish and build new facilities in crowded areas that are already in existence would be too costly. A better approach would be to develop new areas under PPR (Project Perumahan Rakyat) with a better design of housing units, as well as incorporating better public facilities such as a well-planned children playground.