



MINISTRY OF WOMEN, FAMILY  
AND COMMUNITY DEVELOPMENT



# BLUE OCEAN @MWFC

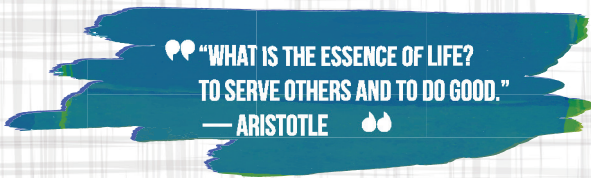
**NBOS**  
NATIONAL BLUE OCEAN STRATEGY



NEGARAKU



Recognising the importance of volunteerism as a vehicle for sustainable development, the Ministry of Women, Family and Community Development (MWFCF) focuses on volunteerism as one of the critical elements in the National Blue Ocean Strategy (NBOS) initiatives. This is in line with the 2030 Agenda for Sustainable Development that explicitly recognises volunteer groups as stakeholders in achieving Sustainable Development Goals (SDGs)<sup>1</sup>. Volunteerism is a powerful and cross-cutting means of implementation that requires collaboration in engaging people and building capacities. Volunteer groups help to mobilise local communities by providing new spaces of interaction between governments and people for effective implementation. Through PERWANI@YourService, women are engaged and mobilised at the local level to provide services towards community empowerment. This initiative helps to strengthen civic engagement, safeguard social inclusion, deepen solidarity and solidify ownership of the implementation outcome.



“WHAT IS THE ESSENCE OF LIFE?  
TO SERVE OTHERS AND TO DO GOOD.”  
— ARISTOTLE

PERWANI@YourService allows local communities to build their resilience, enhance their knowledge base and gain a sense of responsibility for their own community. Not only that it inspires others for social transformation, the NBOS initiative promotes social cohesion and trust through collective action that leads to sustainable outcomes for the Rakyat and by the Rakyat. Such initiative is crucial in order to ensure that no one is left behind by reaching out to people, including those marginalised or difficult to reach and to bring people's voices and knowledge into collective actions. PERWANI members assume a significant role in connecting governmental strategies and initiatives with complementary, yet essential, community voluntary action particularly through PERWANI Lay Counsellors. They do not only provide a helping hand but also provide psychosocial support in times of needs. This has been proven during the disaster management of the recent event of flood in various states in Malaysia.

Besides volunteerism, entrepreneurship is another critical element for the NBOS initiatives under the MWFCF in 2017. NBOS recognises women entrepreneurship as an important source of economic growth. Women entrepreneurs are not only able to

generate income but also to create new jobs for others. The NBOS initiative helps to minimise gender-based barriers to starting and growing their businesses such as lack of access to capital and business space as well as limited mobility and access to information and networks. Women entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. This helps to contribute towards achieving the SDGs. Hence, the MWFCF is actively undertaking promotion of women entrepreneurs through the NBOS initiatives known as Bazar Wanita Satu Malaysia (BW1M) and Laman Wanita (LaWa).



“WHAT'S GOOD FOR WOMEN  
IS GOOD FOR THE ECONOMY.”  
— GERI STENGEL

The focus on women entrepreneurship is in line with what economists and academics have agreed upon that is women entrepreneurs are an under-tapped force that can revive economic expansion<sup>2</sup>. Women are becoming more entrepreneurial as they can choose to be a full time entrepreneur or a part time entrepreneur. BW1M and LaWa allow women entrepreneurs to identify gaps in the market and seize the opportunity. Both initiatives give room for the women entrepreneurs to grow and learn in order to enhance their products and improve their business model. To support women in starting and growing their businesses, the MWFCF helps to build a robust ecosystem through capacity building and incubator concept to help women entrepreneurs create a new product or service or target an underserved segment of the market. Through NBOS, women entrepreneurs are given access to a wider market in order to develop them to be more adept, agile and innovative problem-solvers. To be competitive, women entrepreneurs must quickly meet current needs, adapt to marketplace changes and provide high value and cost-effectiveness.

<sup>1</sup> UN Volunteers. 13 February 2017. *Volunteerism and the Global Goals*. Retrieved from <https://www.unv.org/volunteerism/volunteerism-and-global-goals>

<sup>2</sup> Stengel, G. 6 January 2016. *Why The Force Will Be With Women Entrepreneurs In 2016*. Retrieved from <https://www.forbes.com/sites/geristengel/2016/01/06/why-the-force-will-be-with-women-entrepreneurs-in-2016/#6f9848964f8b>



# NATIONAL BLUE OCEAN STRATEGY

National Blue Ocean Strategy (NBOS) was inspired by the Prime Minister of Malaysia as an adaptation of Blue Ocean Strategy developed by Professor W. Chan Kim and Professor Renee Mauborgne.



National Blue Ocean Strategy (NBOS) has been introduced as a new creative approach used by the Government. The idea behind this strategy is to maximise the use of existing resources in various ministries involved. This will give result in a short period of time.

**Dato' Sri Mohd Najib Tun Abdul Razak**  
Prime Minister of Malaysia



National Blue Ocean Strategy (NBOS) encourages every initiative owner to eliminate conventional mindset or working in silo and adhere to the principle of low cost, high impact and rapid execution.

**Tan Sri Dr. Ali Hamsa**  
Chief Secretary to the Government of Malaysia





# NBOS MWFC

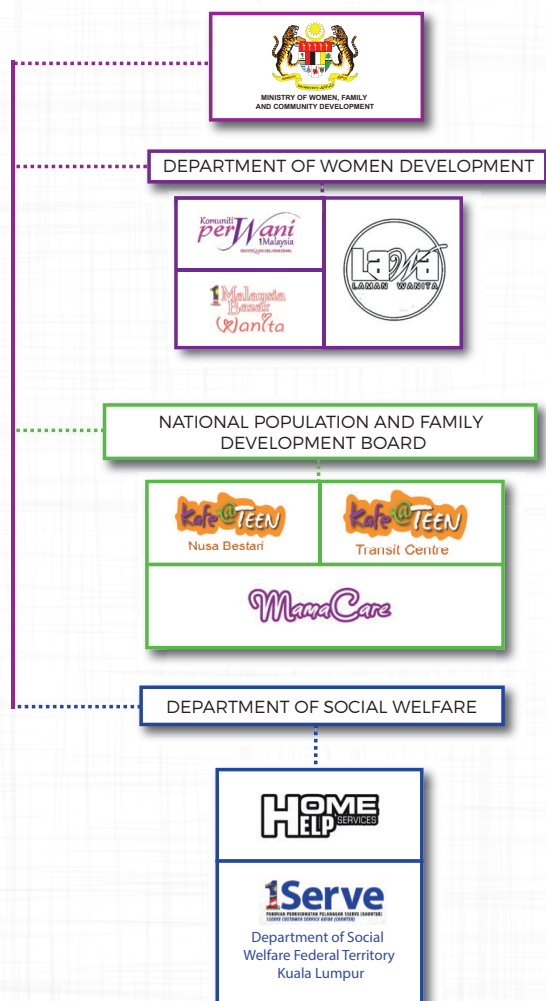
In 2017, MWFC is the champion for 8 NBOS initiatives. These initiatives focus on the MWFC's target groups such as women, children, family, older persons and person with disabilities (PWDs). Through NBOS, the MWFC promotes community empowerment in enhancing inclusivity to ensure all citizens enjoy the fruits of growth and development regardless of gender, ethnicity, socio-economic status and geographic location.

## KOMUNITI PERWANI 1MALAYSIA

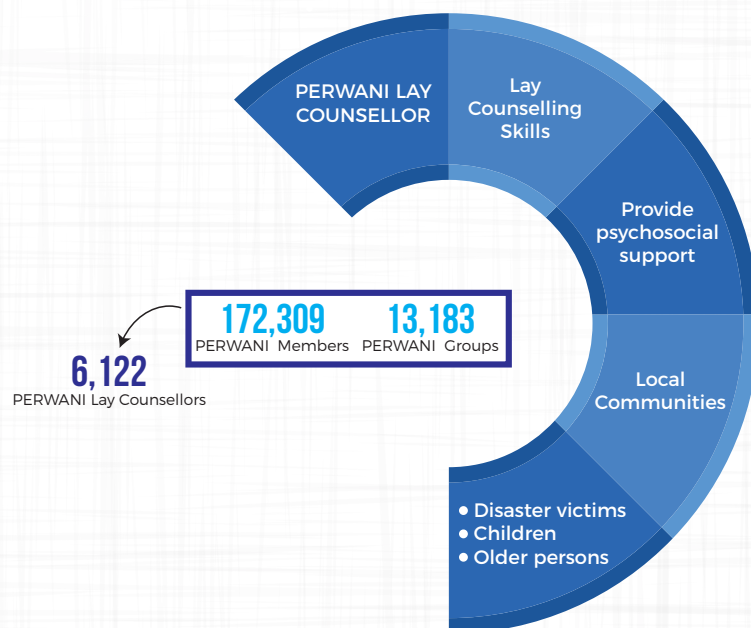
The Komuniti PERWANI 1Malaysia (PERWANI) initiative was launched by Dato' Sri Mohd Najib Tun Abdul Razak, Prime Minister of Malaysia during the 1 Million Women Purple Walk event on 17 March 2013.

### OBJECTIVES

- PERWANI members as transformation agents at community level
- Providing information to the public
- Establishing a strong network of women



### PERWANI@YOURSERVICE



# WOMEN EMPOWERED FOR YOU (WE4U) ENTREPRENEURSHIP

- BAZAR WANITA 1 MALAYSIA (BWIM)
- LAMAN WANITA (LaWa)

## ACHIEVEMENT

| YEAR  | TOTAL   |        |
|-------|---------|--------|
|       | MEMBERS | GROUPS |
| 2013  | 45,347  | 3,468  |
| 2014  | 101,388 | 7,280  |
| 2015  | 22,338  | 2,130  |
| 2016  | 1,650   | 169    |
| 2017* | 1,586   | 136    |

\*As of 30 June 2017

## STRATEGIC PARTNERS

|                                                         |
|---------------------------------------------------------|
| Ministry of Health                                      |
| Ministry of Energy, Green Technology and Water (KeTTHA) |
| Secretariat of The Board of Counsellor, MWFC            |
| Social Institute of Malaysia (ISM)                      |
| PUSPANITAPURI                                           |
| Persatuan Pegawai Psikologi Perkhidmatan Awam (PSiPA)   |
| Department of Welfare (JKM)                             |
| National Disaster Management Agency (NaDMA)             |
| AMANITA                                                 |
| National Anti-Drugs Agency (AADK)                       |



## ACTIVITIES

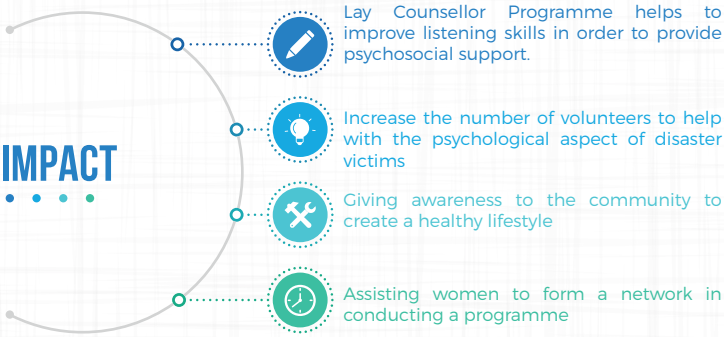


PERWANI Members delivering food to flood victims in Kg. Gua Ikan, Kg. Lacham Kuning, Pondok Sungai Kenerong, Kg. Bukit Malas and Kg. Jelawang, Kelantan.



Lay Counsellor Programme: “Shining Bright like a Diamond” was held in Sekolah Kebangsaan Sungai Puyu, Butterworth, Pulau Pinang.

## IMPACT







PERWANI members delivering basic needs to flood victims in Kuala Krai, Kelantan.



## BAZAR WANITA 1MALAYSIA

Bazar Wanita 1Malaysia (BWIM) initiative was introduced and launched in 2012 by Tan Sri Dr. Ali Hamsa, Chief Secretary to the Government of Malaysia at the FAMA Market, Precinct 2, Putrajaya.

As of 2016, BWIM has been implemented in 12 states with the participation of 138 women entrepreneurs.

BWIM@MyBestBuy is one of the new initiatives that has been operating in Shah Alam.

### OBJECTIVES



To help provide business opportunities to low-income women entrepreneurs to generate income



To develop business potentials and skills among women entrepreneurs and help in promoting the products and services to the public



To expand and strengthen business networks of women entrepreneurs by seeking greater business opportunities



Disaster Simulation Programme was held in Jerantut, Pahang involving 230 participants.



"PERWANI, Jom Sihat!" in conjunction with Mother's Day in Dewan Orang Ramai Lempur, Kuala Kangsar, Perak on 31 May 2016.



### IMPACT



- Enhancing opportunities for marketing products
- Expanding business network among entrepreneurs
- Socio-economic – Increasing the income of entrepreneurs with average monthly sales of RM100.00 to RM7,000.00



Community Service Programme collaboration with Department of Health, Federal Territory of Labuan in Taman Mutiara, Labuan on 21 August 2016.





## ACHIEVEMENT

### BAZAR WANITA 1MALAYSIA

#### BW1M



**138** Women  
Entrepreneurs



**12** States



Sales Average  
**RM1,000 - RM7,500**

#### BW1M@UTC



**14** Women  
Entrepreneurs



**UTC** Sentul

**UTC** Terengganu



Sales Average  
**RM600 - RM1,200**

#### BW1M@Mydin



**15** Women  
Entrepreneurs



Parit Buntar, Perak



Sales Average  
**RM6,000**

**NEW  
INITIATIVE**

#### BW1M@MyBest Buy



**10** Women  
Entrepreneurs



Farmer's Market,  
Section 17 Shah Alam

Farmer's Market,  
Section 13 Shah Alam Stadium



Sales Average  
**RM6,000**

**NEW  
INITIATIVE**



Bazar Wanita @ Women Publika in AEON Mall  
Klebang, Ipoh.



Participants of Bazar Wanita were involved in  
Mobile Community Transformation Centre (CTC)  
Programme in Sek. Keb. Seri Ampat, Pulau Pinang  
on 8 April 2017.



# LAMAMAN WANITA (LAWA)

Laman Wanita (LaWa) was introduced in 2017 as an NBOS initiative to promote women entrepreneurial activities.

## OBJECTIVES



To promote entrepreneurship among women



To provide a platform for women in B40 group to generate income

## ACTIVITIES

01

LaWa is held every weekend on Saturday and Sunday starting on 4-5 February 2017 at Malaysia Tourism Center (MATIC), Jalan Ampang from 10.00 am to 10.00 pm.

02

LaWa@MaTiC also involves food truckers around Klang Valley.

03

LaWa also operates from 10.00 am to 10.00 pm every day at Melaka Mall.

## IMPACT

Socio-economic - The women entrepreneurs generated around **RM800 – RM3,200** on a monthly basis.

Ministry of Tourism and Culture

01

Ministry of Federal Territories

02

Malaysia Tourism Centre

03

Kuala Lumpur City Hall

04

STRATEGIC PARTNERS



## ACHIEVEMENT

LaWa@MaTiC



9

WOMEN ENTREPRENEURS INCLUDING FOOD TRUCKERS



AVERAGE SALES RM800 - RM3,200

LaWa@ Melaka Mall



24

WOMEN ENTREPRENEURS



AVERAGE SALES RM100 - RM2,700

TOTAL 33 WOMEN ENTREPRENEURS

TOTAL SALES RM23,200



"I'm selling women's accessories and henna craft services. On average, I earned RM120 everyday for the weekend at LaWa. I think the programme is good for us and the income can be increased in the future."

-Jamuna a/p Chenayo@Chiniah-



"I sell local-made crafts like bracelets, perfumes, door gifts, and keychains. I'm also a member of PERWANI Shah Alam. Basically, I earned about RM300 on a weekend."

-Elina Yusof, PERWANI Shah Alam-



"I sell Malaysian snacks called kerepek as well as dresses and head scarves. I normally earned around RM300 on the weekends. LaWa is a good programme and should be continued."

-Fadhilah Zainal Abidin-



Buskers Show  
entertaining the crowd  
at LaWa@MaTiC



The crowd mainly  
tourists visiting LaWa@  
MaTiC



"I really appreciate the opportunity given to me to participate in this programme. I am also grateful that this programme is helping small entrepreneurs like us, especially the single mothers, and mothers with disabled children. It does help us a lot towards improving our earnings and family economy. Yesterday, I was able to earn RM240 and today RM150 by selling drinks and simple food like nasi lemak and local desserts."

-Khadijah Jaafar-



## WAY FORWARD

Set up more LaWa in different locations throughout the country.

- 1) LaWa@Camp
- 2) LaWa@Universities

## LAWA ACTIVITIES



LaWa@Melaka Mall selling  
products mainly for women.



Women Entrepreneurs at  
LaWa@MaTiC



# MAMACARE

MamaCare is one of the projects under the National Blue Ocean Strategy (NBOS) initiative, 1Malaysia Women's Initiatives for Self Empowerment (1MWISE). It provides post-natal care services for mothers to help improve the well-being and reproductive health of women and families.

The programme was initiated in November 2012 for women from B40 household.

## OBJECTIVES

- 1 To promote economic empowerment of women in the B40 group in ensuring sustainable financial wellbeing
- 2 To help women from Low Income Household (LIH) group to generate income and sustain financial independence
- 3 To promote health and wellness of women and families

## ACTIVITIES

Capacity training workshop for eligible new practitioners

Skills upgrading programme for eligible existing practitioners

MamaCare-on-the-Go

MamaCare @Spa

MamaCare @Homestay

Product @MamaCare



Capacity Training Workshop



Practical aspect of the Capacity Training Workshop



Theoretical aspect of the Capacity Training Workshop



MamaCare-on-the-Go



MamaCare volunteering at Rumah Seri Kenangan

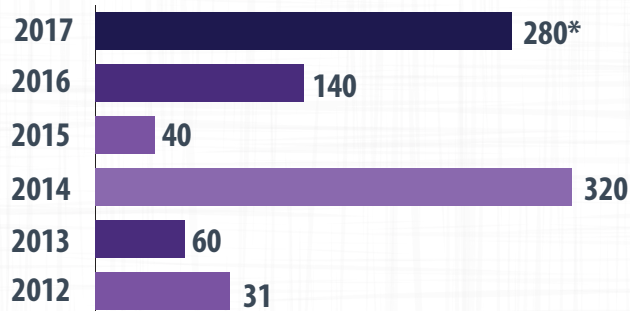


MamaCare Carnival at Medan Mara, KL



Mini Spa MamaCare at various locations

## MamaCare Practitioners



Total MamaCare Practitioners as at 31 December 2016: 591  
 \*Target for 2017, 280 new practitioners throughout Malaysia

Strategic collaboration with Department of Skills Development, Ministry of Human Resources to develop National Occupational Skills Standard (NOSS).

**213** practitioners with Malaysian Skills Certificate Level 3 (SKM3)



## STRATEGIC PARTNERS



SAODAH BINTI DELAN,  
Kuala Lumpur

"I now own a spa, thanks to MamaCare. My income reached RM8,000 a month"

SITI MAIMUNAH BINTI ALIAS,  
Selangor

"I manage to increase my income. My economy has improved and my family benefited from this"



MONA LISA BINTI MUSA,  
Terengganu

"Since joining MamaCare, I have learned a lot. I am more confident now. My average income is RM4,500"

## WAY FORWARD

1. Professional recognition through NOSS
2. More MamaCare practitioners to attain SKM3
3. Expansion of MamaCare services through MamaCare.my
4. Strategic collaboration with more agencies/corporate bodies/NGOs



# HOME HELP SERVICES

- Home Help services initiative was introduced in 2012 under NBOS-7 1Malaysia Family Care to encourage community participation in voluntary activities.
- The programme focuses on health and social services with strategic partnership from all agencies to help the vulnerable and marginalised group in the community.
- The programme is also a collaboration with the Department of Social Welfare (JKM) volunteers in accordance with Government's vision for more community participation in volunteerism activities.
- The beneficiaries are the Older Persons and Persons With Disabilities (PWDs) .

## OBJECTIVES

1

To provide support to older persons and PWDs

To provide assistance and social support to families of the older persons or PWDs to continue to take the responsibility of maintaining and protecting family members involved

2

3

To mobilise the cooperation of volunteer organisations in helping older persons and PWDs who cannot afford and unable to fund for themselves



Client : Lee Yin Kong  
Date : 17/1/2017  
Activity : Recreational activities  
Location : PPR Raya Permai, Kuala Lumpur



Client : Zainab Mamat  
Date : 7/2/2017  
Activity: House cleaning (washing dishes)  
Location : PPR Hiliran Ampang, Kuala Lumpur



Client : Darwisah Mohd Tahir  
Date : 17/1/2017  
Activity : House cleaning (sweeping floor)  
Location : Perumahan Awam Desa Rejang, Kuala Lumpur



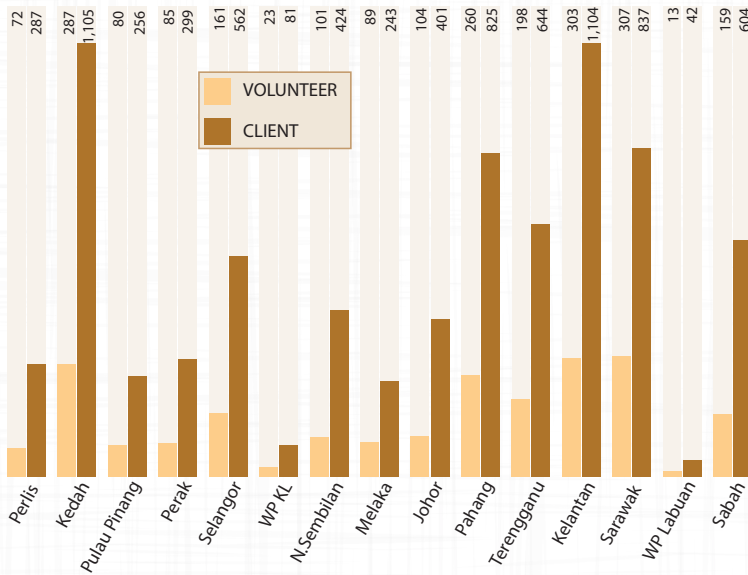
Client : Low Loy Thai  
Date : 26/2/2017  
Activity : Provision of food and drink  
Location : PPR Perkasa, Kuala Lumpur



Client : Endon Bt Mohd Zin  
Date : 29/3/2017  
Activity : Friendly chat  
Location : PPR Hiliran Ampang, Kuala Lumpur



Client : Hajah Endon Mohd Zin  
Volunteer : Ms. Zariha Mat  
Location : PPR Hiliran  
Ampang, Kuala Lumpur



## IMPACT

Greater engagements of volunteers with clients (older persons and PWDs) in community

### Reduce Government Expenditure (Value for Money)

JKM managed to save **79.47%** per month for every PWD compared to the cost that the Government has to pay if the same PWD is institutionalised in Taman Sinar Harapan.

JKM also save **74.71%** per month for every older person compared to the cost if he/she is institutionalised in Rumah Seri Kenangan.

## ACHIEVEMENT

Cost comparison if an older person or PWD stays at the government institutions and cost for Home Help services.

| No | Target Group   | Home Help Service (Per Person) | Institution (Per Person)                                  |
|----|----------------|--------------------------------|-----------------------------------------------------------|
| 1  | OKU            | RM390                          | Taman Sinar Harapan: RM1900<br><br>Rumah Ehsan: RM1542.00 |
| 2  | Senior Citizen | RM390                          | Rumah Seri Kenangan: RM1542.00                            |

### Note :

RM390 (RM300 – monthly allowance to the client + RM40 – token for clients for 4 Home Help visits + RM50 – token for home help volunteers)

Older persons and PWDs are able to stay with their families instead of being institutionalised.



### BEFORE

"I am always lonely and need someone to talk to."

### AFTER

"I'm so happy because volunteers always visit me and I manage to learn to talk in Bahasa too."



## BEFORE

"I barely move around because of my diabetes. I was always left alone in the house."

## AFTER

"I am fortunate to have volunteers come to my house and I look forward to their visits. I love to talk to them and they always advise me to take care of my health. Thank you volunteers and JKM."



## BEFORE

"I don't have anyone to share stories or problems and I am always not well like having foot pain."

## AFTER

"Volunteers would lend their ears to all my stories and chats. They will also massage my foot and clean my house."

## WAY FORWARD



## KAFE@TEEN NUSA BESTARI

Kafe@TEEN Programme is one of the projects under the National Blue Ocean Strategy (NBOS) initiative, 1Malaysia Family First (1MFF).

Nusa Bestari kafe@TEEN is one of the youth-friendly adolescent drop-in centres established throughout Malaysia for young people, including out-of-school youths. The centre offers a range of services relating to sexual reproductive health, counselling and access to health professionals.

## OBJECTIVES



## ACTIVITIES





Citra Warna Programme



Teen Talk Programme



Remaja Power Programme



SRH Programme



Teen Exploration Camp



Workshop For "Looking After Yourself" Module

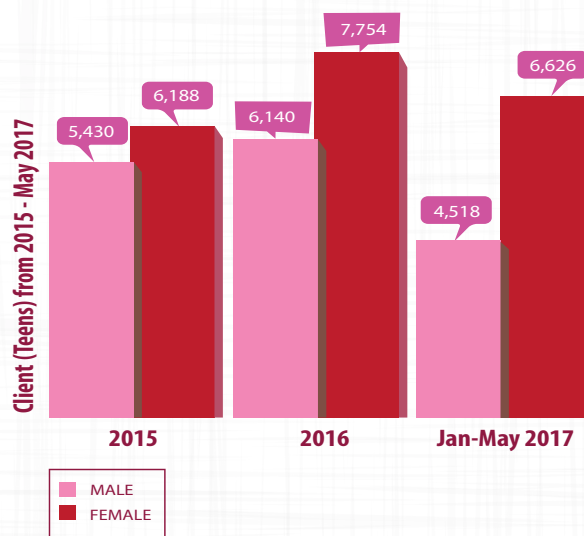


Recreational Activity



Workshop Supergirl

## ACHIEVEMENT



## IMPACT

01

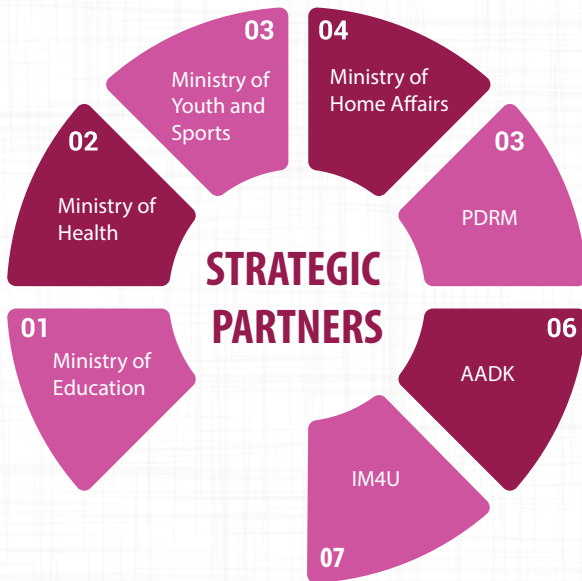
2015 and 2016  
4,245 and 5,430 teens  
benefited from  
**NUSA BESTARI**  
kafe@TEEN  
centre respectively

02

Increased in reproductive health knowledge among teens who were involved in the SRH programme

2015 = 80% increase  
2016 = 87% increase





## STRATEGIC PARTNERS

## TESTIMONIALS

I gained various knowledge about HIV, AIDS and risky behaviours. I promise myself that I will always practice healthy relationship.

-Zaid, member of Sahabat Kafe@TEEN, 16 years old.

I managed to get more knowledge apart from school syllabus. I feel very happy because I could relieve my stress everytime I joined the programmes at Kafe@TEEN.

-Kumar, member of Sahabat Kafe@TEEN, 21 years old.

I like to come to Kafe@TEEN. It gives me opportunities to hang out with my friends after school using its facilities.

Kafe@TEEN visitor, 16 years old.

## KAFE@TEEN TRANSIT CENTRE

Kafe@TEEN Transit Centre initiative was introduced in 2015. The first centre was set up at UTC Keramat, WP Kuala Lumpur.

In June 2016, the second Centre was set up at Precinct 16, Putrajaya and was officially launched by the Minister of Women, Family and Community Development, YB Dato' Sri Rohani Abdul Karim on 2 April 2017.

## OBJECTIVES

1. To provide an after-school transit centre for teens that is free, fun and safe
2. To increase awareness among teens about adolescent's social reproductive health (SRH)
3. To enhance community involvement in programmes and activities for teens as part of community-based programme

Teens Support Services (Counselling and Clinical)

National Jamboree (for Sahabat Kafe@TEEN)

Teen Talk/Teen Talk Sessions (face-to-face)

## ACTIVITIES

Music Classes

Teen Forums

Sports and Recreations (Outdoor activities)

## WAY FORWARD

A

Increase the number of entry points (access) to SRH programmes and services such as adolescent centres/clinics

B

Provide support to community through outreach programmes for the marginalised and vulnerable adolescent people

C

Collaborate with other agencies/corporate bodies, NGOs, and others to reach out to more young people and spread out SRH information and services



Psychosocial Group Counselling Session with Teen Educator.



Teen Chat with Extreme Sports Icon. A collaboration with OutBox Malaysia.



Teen Forum  
"Be Brave, Stay Safe"  
Collaboration with UiTM  
Puncak Alam at Baitul Ihsan  
Shelter Home for Girls, Kuala  
Selangor.



Outdoor Activity  
School Break Camp for  
Sahabat kafe@TEEN  
Transit, an appreciation  
for Sahabat who actively  
participates in the  
centre's activities.



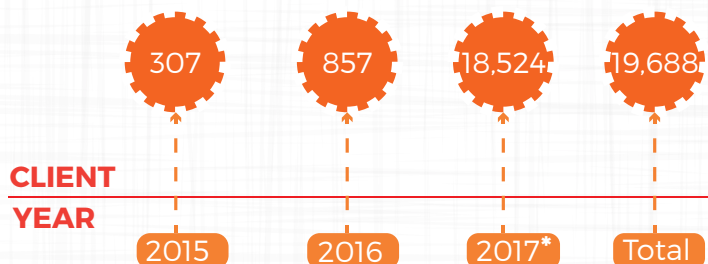
Music Time (jamming  
session) where members  
share their talent with  
friends.



National Jamboree of  
Sahabat kafe@TEEN  
2016 at Genting Sempah.  
Sahabat kafe@TEEN  
from all around Malaysia  
were gathered here and  
participated in various  
activities during the event.



Time for Jamming, music  
class with our Senior  
Band Member from  
LPPKN.



\*As of 31 May 2017

## IMPACT

01

Increased knowledge about Sexual Reproductive Health (SRH) among teens.

02

Improved teen's skill on practicing abstinence through SRH Workshop (I'm in Control) and other small group activities like Teen Chat and Teen Talk.

## STRATEGIC PARTNERS

01 OutBox Malaysia

03 Persatuan  
Penjaja Pasar  
Keramat

05 HAZ Filem  
Academy

02 UiTM Puncak  
Alam

04 Women Association  
For Development  
and Inovation  
(WADI)



"I enjoy coming to kafe@TEEN because there are lots of interesting activities, free facilities and free internet surfing."

Nabil—member of  
Sahabat kafe@TEEN

## WAY FORWARD

To be a community hub where strategic partners (such as community, schools and corporates), work together in providing safe and friendly services and programs for teens in the community.



# 1SERVE

1SERVE is a framework to standardise customer experience across all government agencies counters. The Department of Social Welfare is one of the 12 government agencies selected to pilot the project led by the Public Service Department (JPA). JKM Policy Committee held a meeting on 23 April 2015 and JKM Federal Territory Kuala Lumpur was chosen to pilot the implementation of 1Serve project. The JKM Federal Territory implemented 1Serve project since 1 September 2015.

## OBJECTIVE

To boost the delivery system in Public Service and improve the satisfaction level of customers and front liners

## ACTIVITIES



Service Rating Tool



Discussion Room



Children's Corner



Usher (1st touch point of client)



Duty Manager



Guidelines



Department Client's Charter



Counter Service



Life Size Standee



Water Dispenser for client



## ACHIEVEMENT

Table 1: Statistics after implementation of 1Serve

| YEAR                 | CASES         |                    |               |               |                 |
|----------------------|---------------|--------------------|---------------|---------------|-----------------|
|                      | OTHERS        | PRODUCTIVE WELFARE | PWD's         | TOTAL         | MONTHLY AVERAGE |
| 2015<br>(SEPT – DEC) | 10,835        | 5,895              | 3,529         | 20,259        | 4,919           |
| 2016                 | 29,942        | 17,143             | 9,790         | 56,880        |                 |
| 2017<br>(JAN – MAR)  | 9,047         | 4,744              | 2,524         | 16,315        |                 |
| <b>TOTAL</b>         | <b>49,824</b> | <b>27,782</b>      | <b>15,843</b> | <b>93,454</b> |                 |

Total number of cases :

**93,454 cases with monthly average of 4.919 cases (19 months period)**

Table 2: Comparison before and after implementation of 1Serve

| YEAR                       | CASES  |                    |       |        |                 |
|----------------------------|--------|--------------------|-------|--------|-----------------|
|                            | OTHERS | PRODUCTIVE WELFARE | PWDs  | TOTAL  | MONTHLY AVERAGE |
| BEFORE<br>(JAN – AUG 2015) | 12,661 | 14,044             | 5,165 | 32,628 | 4,079           |
| AFTER<br>(JAN – AUG 2016)  | 19,107 | 11,253             | 6,261 | 36,621 | 4,578           |

There is a significant **increase** of **12.2 %** of clients served.

Average **monthly** clients served are **4,578** compared to **4,079** before the implementation.

## IMPACT

Processing time of producing PWDs card :

FROM **2 WEEKS** TO **2 DAYS**

Provide **FRIENDLY, EFFECTIVE** and **EFFICIENT** service

## STRATEGIC PARTNERS

Department of  
Social Welfare

Public Service  
Department



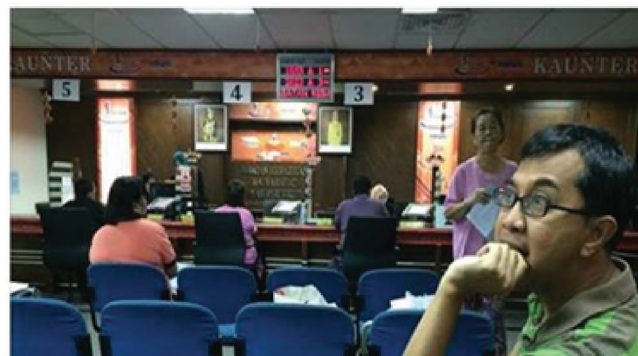
Nadeema Kamaruddin

December 27, 2015 · 11

Dealing with public is not an easy task. Need continuous monitoring & improvement & the front liners must be mentally & physically prepared to handle the 1001 'karenah' of the clients. Kalau kita ke kaunter komersil spt bank, telco provider, etc pun memang tak semestinya dapat layanan bagus.

But if it happens at Govt agencies, it will become viral in no time 😊 Jadi adalah bagus tindakan Saudara Syed Azmi yang ambil pendekatan utk tinjau sendiri keadaan yang dikatakan itu [ ]

Tahniah juga kepada JKM WP KL, terutama kepada Pengarah Puan Wan Noraidah & semua warga JKM WP KL terutama front liners. Semoga kita semua dapat mencontohi & memperbaiki delivery kepada rakyat & dapat ubah persepsi masyarakat terhadap perkhidmatan Kerajaan!



## WAY FORWARD

The Department of Social Welfare has planned to expand 1Serve to other states. Seven (7) Department of Social Welfare offices (State and District) have been identified to implement this project.





MINISTRY OF WOMEN, FAMILY  
AND COMMUNITY DEVELOPMENT



<http://www.kpwkm.gov.my>

**NBOS**  
NATIONAL BLUE OCEAN STRATEGY