



MINISTRY OF WOMEN, FAMILY
AND COMMUNITY DEVELOPMENT

BLUE OCEAN @MWFC

2016

NBOS
NATIONAL BLUE OCEAN STRATEGY

NBOS

NATIONAL BLUE OCEAN STRATEGY

As part of the national efforts to prosper the nation under the National Blue Ocean Strategy (NBOS), the government has taken deliberate measures to mobilise initiatives that will enhance the welfare of the people, productivity of the nation and stability of the economy through three principles - **low cost, high impact and rapid execution**.

Adhering to the idea of maximising the use of existing resources to give an impactful result in a short period of time, 90 NBOS initiatives have been implemented with **eight impacted areas** like entrepreneurship, development, community, urban-rural linkage, public service, volunteerism, women and security system.

The **Ministry of Women, Family and Community Development (MWFCd)** takes on an important role in dealing with the issue of social development particularly on themes that touch upon social inclusion including poverty, inequality and empowerment. Hence, the Ministry has introduced **eight NBOS initiatives** that focus on women, children, family and older persons under Komuniti Keluarga Bahagia, Home Help Services and Home Manager.

For economic empowerment, **Bazar Wanita 1Malaysia** provides a platform for woman entrepreneurs to start up their business. In promoting women's solidarity, **Komuniti PERWANI 1Malaysia** helps to establish networking that opens many doors for women to gain knowledge and socialise through volunteerism, social support, business platform and many others.

Having recognised the need to provide youth with friendly services to avoid teenagers from going astray, they are welcomed to join **Kafe@TEEN** and

Transit Kafe@TEEN while their parents are at work. This is to ensure that their time is wisely-spent with good companions.

The government also takes a step ahead when it comes to postnatal care for mothers. **MamaCare** provides job opportunities for ladies who wish to take care of the well-being and reproductive health of mothers who have just given birth to their babies - a way of promoting the indigenous cultural heritage.

Family plays an important role in community development. Hence, **Komuniti Keluarga Bahagia** was introduced to promote happy and loving families through the implementation of Five (5) Family Core Values referred to as KASIH.

While Home Help Services and Home Manager may sound alike, what distinguishes the two is the job scope. **Home Help Services** provide social services to the older persons and the disabled persons through volunteerism. This helps the target group to remain independent without having to stay at a care centre.

Home Manager, on the other hand, provides professional training in household chores for women from low income households so they are able to earn higher income. This helps to boost female labour force participation rate.

The implementation of these initiatives are made possible through **strategic collaboration** with government agencies and community involvement. Through NBOS, the MWFCd is able to **optimise its resources** and **achieve even better outcomes**.

National Blue Ocean Strategy (NBOS) was inspired by the Prime Minister of Malaysia as an adaptation of the Blue Ocean Strategy developed by Professor W. Chan Kim and Professor Renée 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 bin Hamsa
Chief Secretary to the Government of Malaysia



8 Impact Areas



Entrepreneurship



Accelerating Development



Community Transformation



Urban Rural Linkage



Innovative Public Service Delivery



Promoting Volunteerism



Empowering Women



Total Security System



Creative and innovative idea



Public-Private Partnership



Low expenditure



Rapid execution



High impact



TOTAL INITIATIVES
.....
90
NBOS
INITIATIVES

NBOS MWFC

MWFC is the champion for 8 NBOS initiatives in the year 2016. These initiatives focus on the MWFC's target groups such as women, children, family and older persons. 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.

NBOS
NATIONAL BLUE OCEAN STRATEGY



SMART
Domestic Managers



8
MWFC
NBOS
INITIATIVES

Komuniti PERWANI 1Malaysia

Komuniti PERWANI 1Malaysia was launched on 17th March 2013 during One Million Purple Walk by the Prime Minister of Malaysia. The role of PERWANI as the transformation agent at the grass root level involves planning, implementing, disseminating and helping community in socio-economic development.



Briefing session by JPAM



Lay counselling training

The expansion of the role of PERWANI in National Natural Disaster Preparedness Month as volunteers at the evacuation centres involved strategic collaboration with Malaysia Civil Defence Force, NADMA, Social Welfare Department and other relevant agencies focusing on disaster preparation

The objective of PERWANI Lay Counsellor is to provide psychosocial support to assist people in need especially to vulnerable group

1,605 Targeted PERWANI Members
1,310 Trained PERWANI Members

81.6%



170,693

PERWANI Members



13,044

PERWANI Groups

As of 1st Dec 2016

5,000 Targeted PERWANI Members
4,372 PERWANI Lay Counsellors

87.4%

44 Lay Counsellors Programmes

Perak, Kedah, Johor, Penang, Negeri Sembilan, Kelantan, Melaka, Labuan, Terengganu, Sabah and Perlis

26,232

Lay Counselling Sessions



COMMUNITY PROGRAMMES



Capacity Development



Community Development



Economic Development



Social Development



Neighbourhood Development

Komuniti PERWANI 1Malaysia

Provide a platform for small business women entrepreneurs to generate income and help to promote their services and products to the public



Mobile SPA



Madu Kelulut Project



BWIM@MyBestBuy
Selangor & KL



January 2017
(Participants registered - 61)

RM 2,000.00 - RM 5,000.00

Average Monthly Income
(increased 30 - 80% of the previous income)



PERWANI Leadership Summit | 15th August 2016 | PICC
Officiating Ceremony by Minister of Women, Family & Community Development

- Instilled knowledge to PERWANI leaders (economy, social, environment, early childhood education and youth)
- Expanded social networking among PERWANI communities
- Sharing of best practices on PERWANI activities in order to promote PERWANI as transformation agents



Under the Social Development cluster, the PERWANI Siswi participated in the **Elimination of Violence Against Women (EVAW) campaign**

570

PERWANI Siswi

1.5 m

EVAW Supporters



PERWANI members actively support healthy lifestyle campaign especially in combating Zika and Dengue



Taman Botani Perdana



Mini Library project



My BN Activities

2,500

Beneficiaries

200

PERWANI Members

Building a progressive and more inclusive community through neighbourhood activities

Bazar Wanita 1Malaysia

Under the 1Malaysia Women's Initiative Self-Empowerment (1MWISE), Bazar Wanita 1Malaysia is now operating in 13 states with the participation of **138** women entrepreneurs. They have generated a monthly income ranging from RM1,000 to RM5,000 (highest being recorded in Kelantan for RM6,000 and Johor for RM7,000).



Minister of Women, Family & Community Development visiting booth at Bazar Wanita 1Malaysia



Perak, Selangor, Putrajaya, Johor, Kelantan, Sarawak, Kedah, Pulau Pinang, Sabah, Melaka, Negeri Sembilan, Terengganu, Pahang

RM1,000 - RM5,000 / month

As of **JULY 2016**, Bazar Wanita 1Malaysia has started operation at Danga City Mall, Johor. Out of **10** participants, **5** women entrepreneurs joined Singapore EXPO Convention and Exhibition Centre on **13th AUGUST 2016**. Among the products are frozen food, snacks, women clothing and accessories



Another Bazar Wanita is in **LORONG SEMPIT, KEDAH**. Bazar Wanita Kedah was launched on **26th SEPTEMBER 2016** in conjunction with Women's Day celebration in Kedah involving the participation of **20** women entrepreneurs



The Kafe@TEEN initiative was introduced to maximise and empower adolescents' potential through education and guidance as well as encourage them to practice healthy lifestyle. This centre provides access to reproductive health and social services for the local adolescents.



Develop the social, physical and mental health of teenagers, as well as instilling positive attitudes toward adolescent health



To educate teenagers on the moral values of adolescent health and social development



To involve adolescent students as peer educators and advocates



To guide and educate adolescent in understanding their values and sexual responsibility as well as reproductive health information and at the same time strengthening their identity as teenagers



Self-exploration through Art Therapy activity to develop teenager's confidence and positive personality



Teenagers helping other teens to interpret themselves by developing knowledge and increasing intelligence

“ I was very happy to see that my son has shown positive changes after attending the adolescent camp. Previously, he would like to be by himself and did not socialise much at school. Despite being a prefect, he was always being bullied. But after joining the programme, he has greater confidence to speak in public and seems happier by meeting new friends in the programme. ”

Mother of Kafe@TEEN friends

JOHOR

ACTIVITY & PROGRAMME
Date : July - September 2016
Venue : Danga City Mall, JB
No. of participants : 10
Product : Frozen food, snacks, women clothing & accessories

STRATEGIC PARTNER



COST
RM5,000.00

IMPACT
Expanding into international market in which 5 BWIM participants joined Singapore EXPO Convention and Exhibition Centre on 13th August 2016

KEDAH

ACTIVITY & PROGRAMME
Date : September 2016
Venue : Lorong Sempit, Alor Setar
No. of participants : 20

STRATEGIC PARTNERS



COST
RM5,000.00

IMPLEMENTATION
Bazar Wanita Kedah was launched on 26th September 2016 in conjunction with Women's Day celebration in Kedah

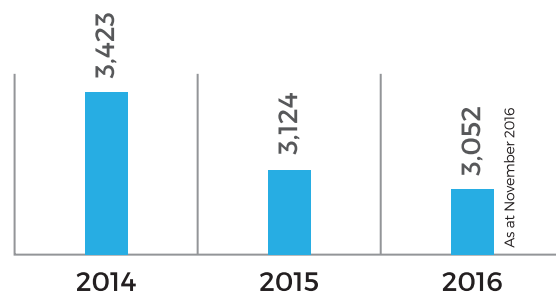
BIL	STATE	NAME	MARITAL STATUS	MINIMUM NET INCOME PRIOR TO JOINING THE PROGRAMME (RM)	AVERAGE MONTHLY INCOME (RM)
1.	Kelantan	Khalijah Nawi	Single Mother	1,000.00	6,000.00 - 9,000.00
2.	Kelantan	Nor Hashimah Mohd Ismail	Married	500.00	1,500.00 - 2,000.00
3.	Selangor	Faizah Kamaruddin	Married	1,200.00	1,500.00 - 2,000.00
4.	Putrajaya	Jama'ayah Dollah	Married	2,000.00	3,180.00 - 4,000.00
5.	Johor	Suriyana Mohammad	Single Mother	1,200.00	2,200.00 - 2,500.00

OUR PRIDE : Among Bazar Wanita 1Malaysia participants who have succeeded



Interactive activity

A relaxed form of activity to encourage the participants to take responsibility for the decisions and understand the consequences in both positive and negative aspects



9,599
Kafe@TEEN visitors

“I got all kinds of knowledge regarding HIV/ AIDS and risky behaviours. And I made a promise to myself that I will practise healthy interactions with my friends. I hope this programme will continue in the future.”

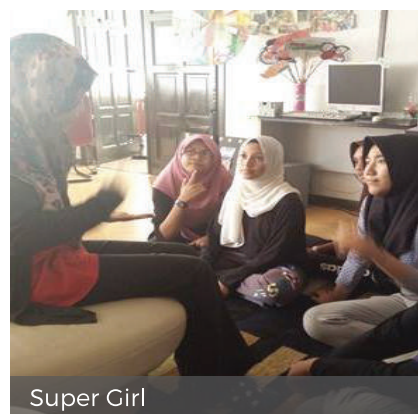
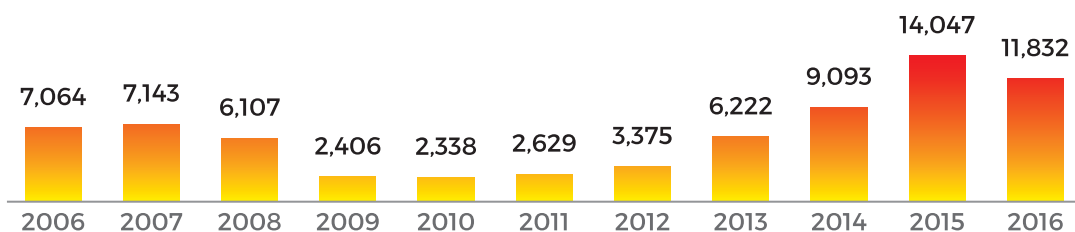
Kafe@TEEN visitor, 16 years old

OBJECTIVES

- Increase the number of entry points to sexual and reproductive health programmes and services such as adolescent centres/clinics
- Provide support to community-based outreach programmes for the marginalised and vulnerable adolescent people
- Train peer educators to reach out to these groups
- Provide reproductive health information/education and counselling services

Kafe@TEEN MEMBERS

72,256
Kafe@TEEN Members



Super Girl

Participants are exposed to reproductive health issues such as HIV, AIDS and Sexually Transmitted Diseases

The Transit Kafe@TEEN is currently located at UTC Keramat and Precinct 16, Putrajaya. The concept of these transit centres is to provide a social support system especially to the dual career families who have teenage children. The transit centres offer numerous activities in order to develop soft and social skills for the teenagers.



Provide a safe place as a transit centre with beneficial activities for teenagers after school hours



Develop soft and social skills to build confidence and be more responsible



Promote positive social interaction among peers



Teen Talk : DIETlicious

DIETlicious is a Sharing Experience Session on how to stay healthy through good eating habits

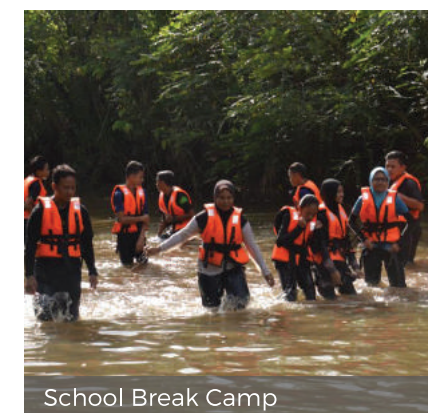


Teen Chat & Teen Talk

Teens are given the opportunities to discuss issues affecting teenagers in order to develop their social skills and capacity

“As a friend to UTC Keramat, we have gained a lot because of many activities were conducted here. The centre makes it easier for us to meet up with our friends.”

Friends of Kafe@TEEN



School Break Camp

This outdoor programme boosts confidence level, leadership and responsibility of the participants

Transit Kafe@TEEN



Reproductive Health 4 Boys

30 students from Asrama 1Malaysia were selected to attend a pilot test programme for the new module Reproductive Health 4 Boys @Mini UTC Keramat



Group counselling

Group counselling sessions are conducted by a counsellor to discuss issues among the adolescent people that helps to boost confidence and problem solving skills among teenagers



With Extreme sport icon

In Person With Extreme Sport Icon, Mr Abudi Alsagoff who is a professional parkour athlete



TRANSIT Kafe@TEEN

2,345

Sahabat@UTC
Keramat & Putrajaya

TOTAL PARTICIPATION

17,659

of total participants@Transit
Kafe@TEEN

WAY FORWARD

3S

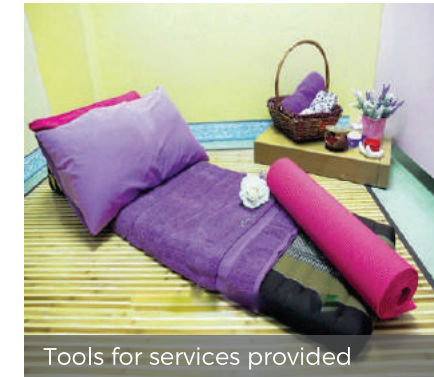
Skills
Santai
Safe

MamaCare

MamaCare Programme is a Holistic Postnatal Care Services for mothers, which aims to improve the well-being and reproductive health of women and families



Massage service



Tools for services provided



MamaCare launching

Malaysia Kongsi Pengalaman Kejayaan MamaCare Di Oxford University

PUTRAJAYA, 24 Mei (Bernama) -- Program penjagaan ibu selepas bersalin, MamaCare yang dipelopori Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN) mendapat perhatian antarabangsa apabila Malaysia dijemput untuk membentangkan MamaCare di Oxford University baru-baru ini.

Menteri Pembangunan Wanita, Keluarga dan Masyarakat Datuk Seri Rohani Abdul Karim berkata pembentangan berkenaan dibuat oleh Ketua Setiausaha kementerian Datuk Sabariah Hassan pada Jumaat lepas (20 Mei) sebagai satu daripada program inovasi sosial Malaysia pada Challenges of the Government Conference di universiti tersebut.

"MamaCare kini memberikan perkhidmatan di luar negara termasuk London, Dubai, Vietnam dan negara anggota ASEAN yang lain. Pemberi perkhidmatan MamaCare akan tinggal di negara asing sepanjang tempoh berpantang iaitu 44 hari dan balik dengan pelbagai pengalaman serta pendedahan....

PESONA

Bantu baiki taraf hidup wanita

Oleh KASIANABILAH KASABUL ZAMAN
kasianabilah.zaman@koms.gov.my



KEMAHIRAN mengumpul menjadi punca rezeki buat Saodah untuk menyara keluarganya.

Government's Investment
2012 - 2016

RM1,557,000

Income Generated
by MamaCare
Practitioners
(JAN 2013 - JUL 2016)

RM8,313,541

IMPACT / ROI

BEFORE
JOINING
MamaCare

Income below
Poverty Line

RM430

Welfare
Aid Recipient

RM450 / month

Government
Invests

RM2,000

to train her

NOW AS
MamaCare
PRACTITIONER

Transforming
an Entrepreneur

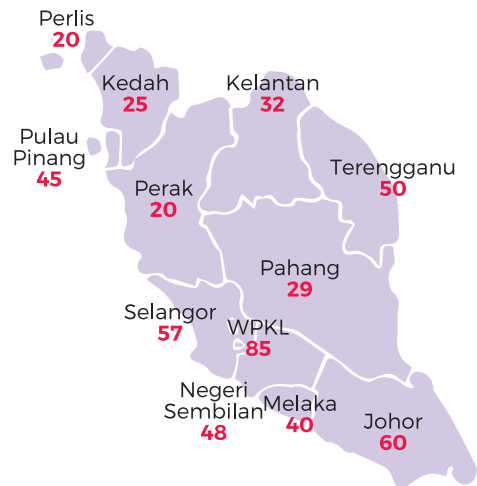
Managing a SPA

Average
Monthly Income

RM450 / month

The Ministry is fully committed to adopt and implement productive welfare as the means to break the virtuous cycle of wealth creation. These productive welfare programmes are designed to help more than 275,792 poor and single mothers who are registered with Department of Social Welfare.

*PRACTITIONER : Rosmah Binti Mohd Roslan (Selangor)



591
TOTAL
PRACTITIONERS

MamaCare Practitioners
Throughout Malaysia
(As of 1st December 2016)

Malaysia Kongsi Pengalaman Kejayaan MamaCare Di Oxford University

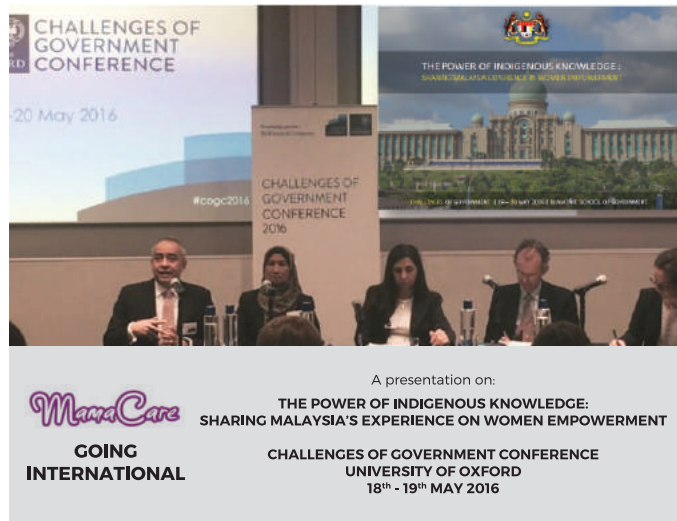
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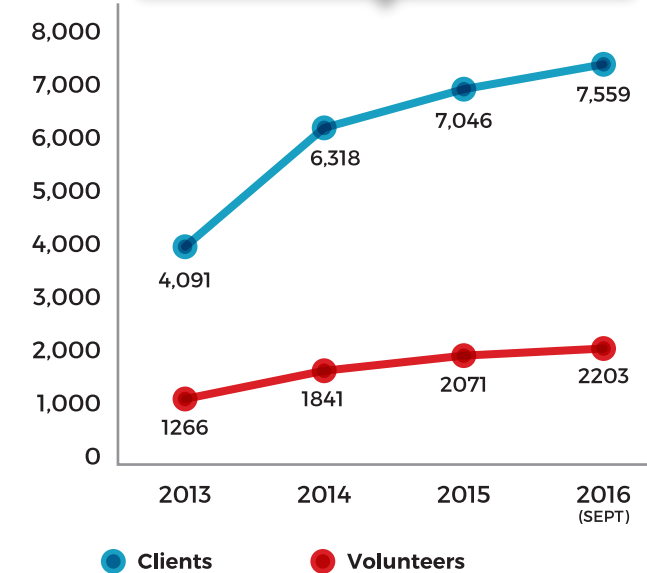
251
.....
MamaCare Practitioners Graduated



Home Help Services is an adapted social innovation that enhances the well-being of the vulnerable and marginalised older persons and the disabled. It emphasises on social outreach where the volunteers correspond with the social background of the clients like religion, race, language and culture.



Number of Clients & Volunteers of Home Help Services Programme 2013 To 2016



Home Help Services



HOME HELP SERVICES ACTIVITIES



Nail Clipping



Bathing



Cooking



Chit Chatting

Comparison Between Clients Who Stay at Institutions And Clients Who Use Home Help Services

BIL	SERVICES	2013	2014	2015
1.	Rumah Seri Kenangan	182	128	100
2.	Rumah Ehsan	74	69	49
3.	Taman Sinar Harapan	54	49	-
4.	Home Help Older Persons	3,618	5,128	5,632
5.	Home Help OKU	473	1,190	1,414

TRANSFORMATION PLAN KPWK

KPI 2016

640 - Older Persons
- Disabled

160 - Volunteers

Komuniti Keluarga Bahagia



Empowering community as an agent in forming happy families through the implementation of Five (5) Family Core Values



Five (5) Family Core Values : KASIH

WORKSHOP FOR THE FAMILY CHAMPIONS

WAY FORWARD

28

WORKSHOPS WILL BE CONDUCTED IN

2017

WITH **1,680**

PARTICIPANTS THROUGHOUT MALAYSIA



OBJECTIVES

To train local citizens to be efficient, professional and qualified home managers

To enhance living skills as well as generating income for women from low income households

To provide professional care taker service

To reduce the number of foreign workers

To intensify knowledge and skills in enhancing family institution

HOME MANAGER AT A GLANCE

This programme aims to provide professional training for women from low income households in doing household chores. The programme will also address the shortage of maids in Malaysia especially when Indonesia begins to stop sending their maids to Malaysia.

HOME MANAGERS

TARGET PARTICIPANT

300

JUNE 2016

Participants' selection and interview

JULY 2016

Participants undergo training

WE4U

Women Empowered for You

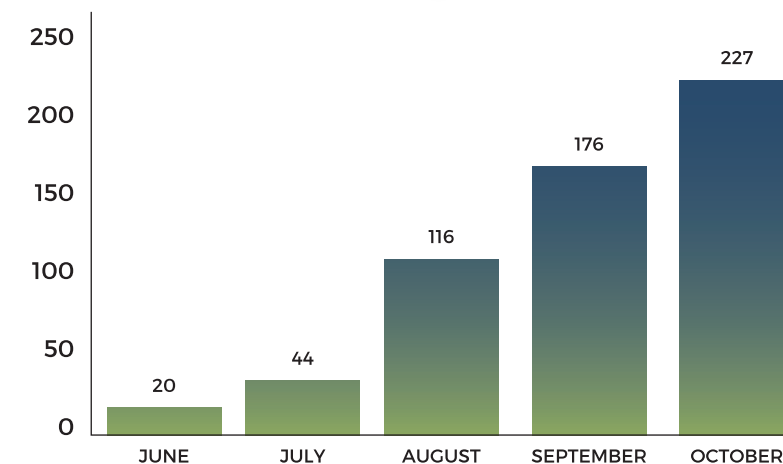


HOME MANAGER PROGRAMME
1st-3rd SEPTEMBER 2016
RUMAH TEDUH, KANGAR

HOME MANAGER COURSE
28th-30th JULY 2016
RUMAH NUR, PPWNK (KELANTAN)



THE NUMBER OF HOME MANAGER PARTICIPANTS NATIONWIDE IN YEAR 2016



WAY FORWARD

To collaborate with other agencies to broaden service prospects

To create more opportunities in generating more revenues

To establish Home Manager as a high impact business entity

A TRUE STORY OF HOME MANAGERS

BIL	NAME	STATE	GROSS INCOME (RM) (Before Joining Home Manager)	GROSS INCOME (RM) (After Joining Home Manager)
1.	Che Penawar Binti Che Omar	Kelantan	1,000.00	1,500.00
2.	Fatahyiah Binti Che Nasir	Kelantan	600.00	900.00
3.	Norashikin Binti Ahmat Nasron	Kuala Lumpur	300.00	600.00
4.	Noorriyamali Binti Asrak	Selangor	500.00	750.00



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

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