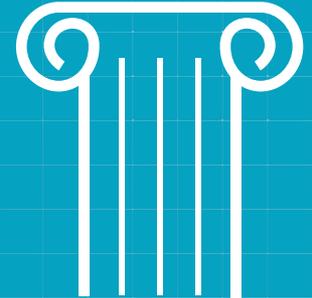


II

PILLAR



Enhancing Inclusive  
Development and Wellbeing





## Introduction

During the remaining Plan period, 2018-2020, the inclusive development approach will continue to be implemented with emphasis on growth with equity. This approach will be intensified to improve the wellbeing of all Malaysians irrespective of gender, ethnicity, socioeconomic status and geographical location. Concerted measures will be undertaken mainly in assisting the poor<sup>1</sup> and low income<sup>2</sup> households as well as other targeted segments of the society. The inclusive development approach is underpinned by several core principles, namely transparency, need- and merit-based, market-friendly, sustainable and pro-growth.

In the spirit of inclusivity, the *rakyat* will have equitable opportunities to participate and benefit from economic growth and development of the country irrespective of background. Increasing income will be a key strategy in uplifting the level of prosperity and wellbeing of the *rakyat* as well as addressing socioeconomic inequalities. In reducing the prevalent income inequalities in the society, measures will be intensified to uplift income and wellbeing of lower-middle income households<sup>3</sup> from the bottom 40% income group (B40). In addition, disadvantaged groups will continue to be supported to live independently with more dignity as well as enable upward social mobility. Measures will also incorporate the need to shift the mindset and values of the *rakyat*, from dependence on government assistance, to become self-reliant, innovative and industrious. Meanwhile, efforts to enhance wellbeing will include increasing purchasing power, providing quality and affordable housing, enhancing the healthcare delivery system, making the nation safer and secure as well as promoting noble values and active lifestyle.



<sup>1</sup> Poor households refer to households earning less than the Poverty Line Income (PLI). Based on the Household Income and Basic Amenities Survey (HIS & BA) 2016, the national PLI is RM980.

<sup>2</sup> Low income households refer to households earning between PLI and half of the national median monthly household income (RM980-RM2,614). Based on the HIS & BA 2016, the national median monthly income is RM5,228.

<sup>3</sup> Lower-middle income households refer to households earning between half of national median monthly household income and national median monthly household income (RM2,614-RM5,228).

## New Priorities and Emphases, 2018-2020

Efforts to enhance inclusive development and wellbeing of the *rakyat* will be intensified during the remaining Plan period. Inclusive development measures are aimed at creating a more equitable society particularly by increasing the income and purchasing power of B40 households as well as the targeted

groups to bridge the socioeconomic imbalances. Wellbeing of the *rakyat* will also be uplifted to improve the quality of life in line with economic growth. The priority areas and strategies towards enhancing inclusive development and wellbeing are as shown in *Exhibit 11-1*.

*Exhibit 11-1*

### Enhancing Inclusive Development and Wellbeing





## Selected Targets, 2020

### Improving overall income inequality



Gini coefficient

### Uplifting the B40 households towards a middle-class society

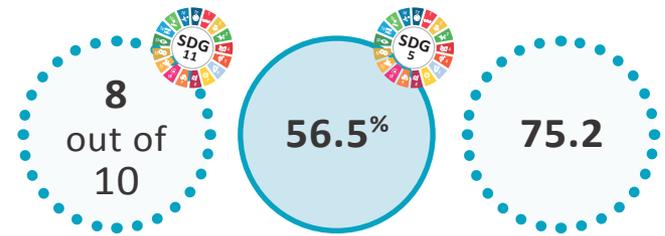


Mean monthly B40 household income

Median monthly B40 household income

Incidence of Multidimensional Poverty

### Addressing the needs of specific target groups



Average score in the Family Wellbeing Index

Female labour force participation rate

Average score in the Malaysia Youth Index

### Enhancing Bumiputera Economic Community (BEC) opportunities to increase wealth ownership



Participation of Bumiputera in skilled occupation category



Bumiputera households own a residential unit



Annual growth of Bumiputera corporate equity ownership

## Overall Improvement in Malaysian Wellbeing Index (MyWI<sup>1</sup>)

1.4%

Providing quality and affordable housing

Enhancing the healthcare delivery system

200,000

2018-2020

Houses developed for the poor, low- and middle-income households<sup>2</sup>

2.0

Hospital beds per 1,000 population

1:450

Doctor to population ratio

8 minutes

Optimised emergency response time

Making the nation safer and secure

Promoting noble values and active lifestyle

60.0%

Perception of feeling safe

342 cases

Index crime cases per 100,000 population (threshold)

8 minutes

Optimised police response time

6,800

Number of schools with *Kelab Rukun Negara*

50.0%

Percentage of Malaysians who embrace sports culture



Original Target



Revised Target



New Target

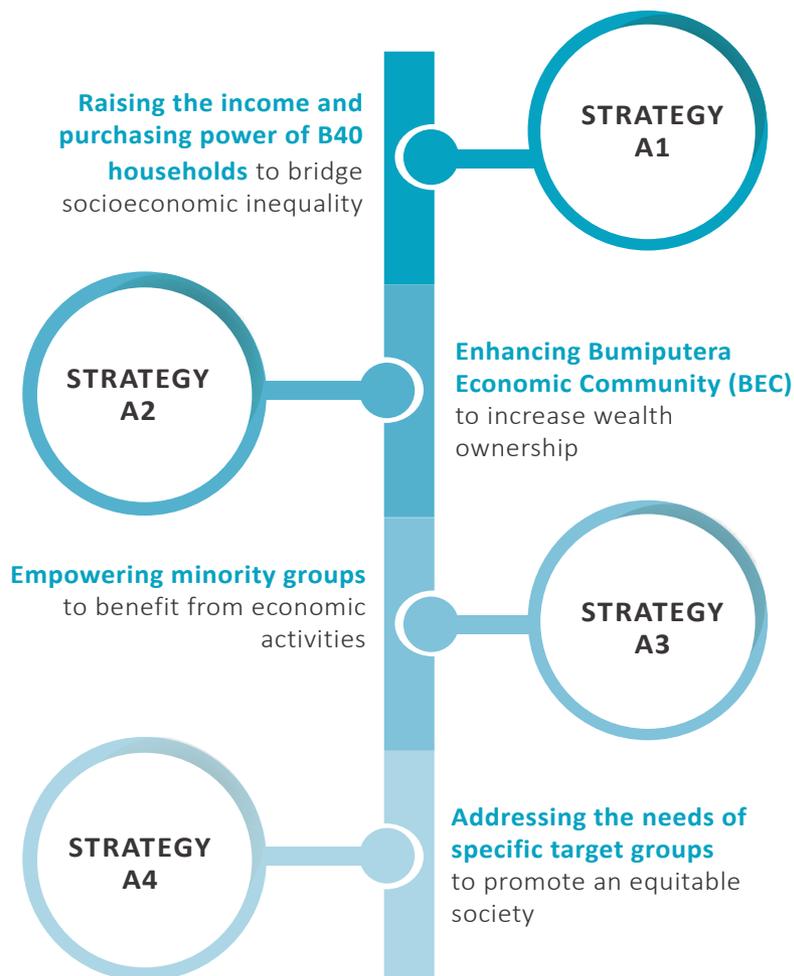
Notes: <sup>1</sup> MyWI is not part of the selected targets.

<sup>2</sup> Based on *Buku Harapan* target to build 1 million houses in 2 terms (2018-2028).



## Priority Area A: Enhancing Inclusiveness towards an Equitable Society

The main objective of inclusive development is to address socioeconomic inequality in order to improve social integration and foster greater unity. Towards this end, the Government is committed to uplifting the income and purchasing power of the *rakyat* through measures to enable greater participation in economic activities. In addition, measures will also be undertaken to address the needs of children, youth, women, elderly, persons with disabilities (PWDs) and family. In the remaining Plan period, four main strategies to enhance inclusiveness will be implemented as follows:



### Strategy A1: Raising the Income and Purchasing Power of the B40 Households

During the remaining Plan period, several initiatives will be implemented to increase income and purchasing power of the B40 households and reduce socioeconomic inequalities. These initiatives are aimed at enhancing capacity and capability of the households in order to increase employability, boost entrepreneurship as well as uplift productivity. In addition, measures to enhance social protection system will be undertaken to ensure the quality of life of these households is not affected when facing socioeconomic uncertainties. Meanwhile, adoption of the Multidimensional Poverty Index (MPI) will help complement and strengthen delivery and monitoring system of these initiatives.

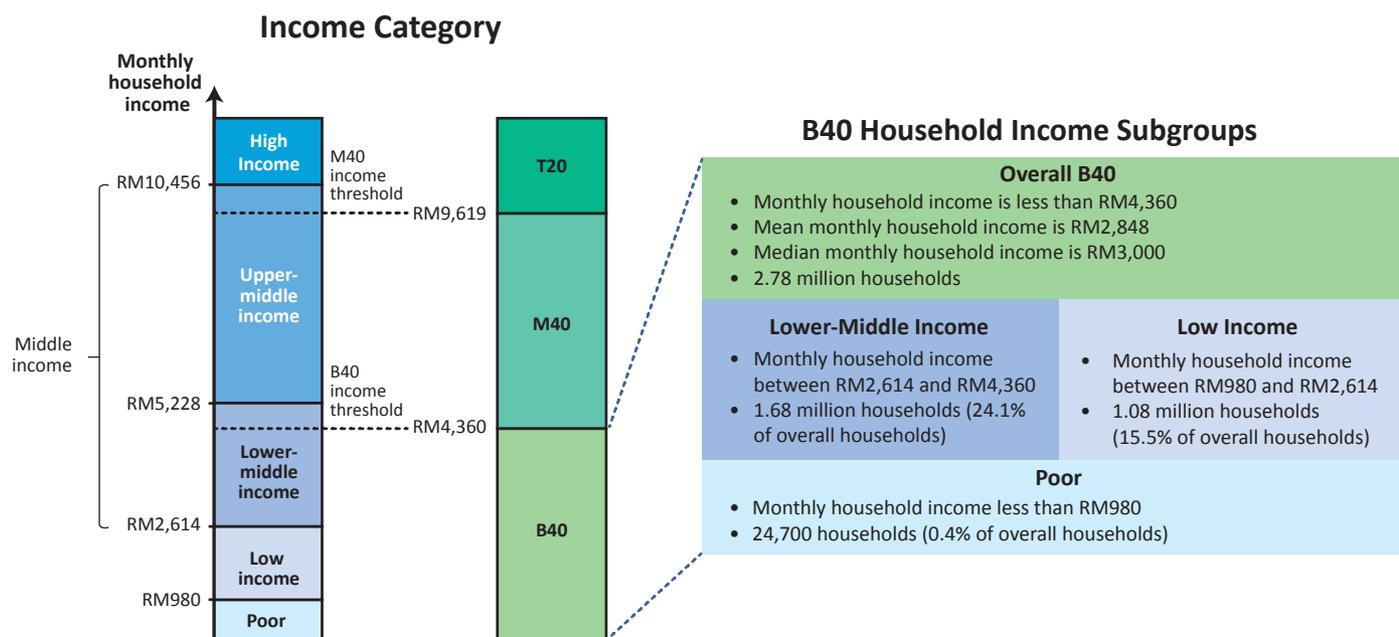
Efforts to elevate the wellbeing of the B40 households will be enhanced by taking into account the specific needs of each income subgroup. This is because each income subgroup differs in characteristics and needs. The B40 household income subgroups are as shown in *Exhibit 11-2*.

#### **Uplifting income of poor and low income households**

During the remaining Plan period, assistance will continue to be given to the poor and low income households to uplift their income, purchasing power and wellbeing. In this regard, income-generating programmes as well as the provision of basic needs encompassing housing, education and health will continue to be implemented. Access to education and skills training will be enhanced as the main initiative for upward social mobility. In addition, to ease the burden of the poor and low income households, educational assistance such as the *Kumpulan Wang Amanah Pelajar Miskin*, *Rancangan Makanan Tambahan* and *Biasiswa Kecil Persekutuan* will be extended. At the same time, microcredit financing scheme and entrepreneur hand-holding programmes will be continued to encourage the poor and low income households to take part in business.

Exhibit 11-2

## Income Category and the B40 Household Income Subgroups, 2016



Notes: Based on the Household Income and Basic Amenities Survey (HIS & BA) 2016, the national median monthly household income is RM5,228.

The middle-class society refers to the middle income households with earnings of between half and double of the national median monthly household income (RM2,614-RM10,456).

### Increasing employability

In enhancing the employability of the B40 households especially in high-paying jobs, priority will be given to build capacity and capability through education and skills training. In this regard, access to quality education among students from the B40 households will be enhanced at all levels, namely early education, primary, secondary and tertiary. Efforts to improve access to early education include providing more centres for early childhood care and education (ECCE) and pre-school education at affordable cost. This will help to prepare the children from B40 households to enrol into formal education.

Furthermore, students from the B40 households will also be given further priority to enrol in *Maktab Rendah Sains MARA* and *Sekolah Berasrama Penuh*, which is an improvement to the current practice that is solely based on merit, by taking into account socioeconomic background. Meanwhile, preferential entry qualification, enrolment quota and financial facility will continue to be provided to students from the B40 households who meet the minimum requirements to pursue higher education and professional courses. In addition, B40 households will be encouraged to participate in Technical and Vocational Education and Training (TVET) programmes to improve skills level.



### **Boosting entrepreneurship**

In boosting the level of entrepreneurship, the Ministry of Entrepreneur Development (MED) has been re-established to spearhead comprehensive and integrated entrepreneurship development programmes. These programmes include special training for the B40 households to explore online business opportunities, which include the use of social media platforms and easy banking mechanisms as ways of promoting e-entrepreneurs. In addition, training on proper book keeping and documentation will be emphasised to enable B40 entrepreneurs keep better records of business transaction, which is important to secure credit from financial institutions. Mindset change will also be incorporated in all entrepreneur training programmes to build independent character and enterprising trait.

More marketing space will also be provided through one-stop centres and temporary trading venues such as *Pasar Tani*, as well as mobile facilities which include agro-caravans and food trucks. Concurrently, sharing economy<sup>4</sup> and social entrepreneurship<sup>5</sup> will be further promoted, especially in areas where job opportunities are scarce. Enforcement measures will also be stepped up to control business activities of foreigners that crowd out opportunities for the B40 entrepreneurs.

### **Improving productivity**

In improving productivity to generate more income, adoption of technologies and best practices will be further promoted among B40 households. Households, particularly those involved in agriculture and fishery activities will be encouraged to leverage

technology in improving productivity. Meanwhile, rubber and oil-palm small holders will also be encouraged to merge their activities through community-based arrangements in order to secure bulk sales, while enjoying economies of scale.

### **Enhancing the social protection system**

In enhancing the protection and wellbeing for households, in particular the B40 households, a framework for an integrated and comprehensive social protection system will be established. The implementation of social protection programmes across different agencies will be coordinated through a central council. The council will obtain data from various databases and be guided by inputs from industry and academia. In addition, big data analytics will be deployed to generate value and insights for improving the social protection floor<sup>6</sup>. The targeting of recipients eligible for assistance will also be refined to be more need-based, which will include socio-demographic and geographical factors. Furthermore, mechanisms will be identified to extend social security protection to households working in the informal sector.

### **Improving measurement of poverty**

The current Poverty Line Income (PLI) model will be reviewed to be more reflective of the current consumption pattern as well as needs and demography of households. Meanwhile, towards a more inclusive measurement of poverty in line with international practices, the MPI will be adopted to complement the PLI. Malaysian MPI model regards poverty not only from education, health and standard of living but also from the income dimension. Further details are as shown in *Box 11-1*.

<sup>4</sup> Sharing economy refers to an activity whereby the owner of excess goods or services, rents it out for a short period to generate income.

<sup>5</sup> Social entrepreneurship refers to an entity that pursues a social mission by using a sustainable business model. This entity envisions to deliver a sustainable impact to improve wellbeing of the society in the aspects of economics, social and environment.

<sup>6</sup> Social Wellbeing Research Centre, University of Malaya defines social protection floor as nationally-defined sets of basic social security guarantees which secure protection aimed at preventing or alleviating poverty, vulnerability and social exclusion.

Box 11-1

## Multidimensional Poverty Index

The Multidimensional Poverty Index (MPI) will complement the Poverty Line Income (PLI) to measure and monitor poverty from multidimensional perspective. In contrast to PLI which measures absolute poverty based solely on income dimension, the MPI measures poverty in multiple dimensions. The MPI reflects both the incidence of multidimensional deprivation (the number of people who suffer deprivations in multiple aspects of life at a

particular period within a given population), and its intensity (how many deprivations they experience at a particular period). This Index offers incidence- and intensity-based analysis, thus providing clear identification of the development gaps. This will enable stakeholders to develop more integrated interventions to uplift the income and wellbeing of the target groups.

### Incidence and Distribution of Deprivation, 2014 and 2016 (% of households)

Dimension	Indicator	Deprivation Cut-offs	Incidence of Deprivation (%)		Distribution of Deprivation (%)			
			National		Urban		Rural	
			2014	2016	2014	2016	2014	2016
Education	Years of schooling	All household members aged 13-60 have less than 6 years of education	1.13	1.22	0.59	0.72	0.54	0.50
	School attendance	Any school-aged children (aged 6-16) not schooling	0.60	0.42	0.42	0.30	0.18	0.12
Health	Access to healthcare facility	Distance more than 5 kilometers away and no mobile health facility	5.84	6.84	1.85	3.12	3.99	3.72
	Access to clean water	Other than treated pipe water inside house and public water pipe/stand pipe	4.90	4.07	0.95	0.73	3.95	3.34
Standard of Living	Conditions of living quarters	Dilapidated or deteriorating	3.03	2.88	1.54	1.52	1.49	1.36
	Room crowdedness (number of bedrooms)	More than 2 household members in a bedroom	14.01	12.03	9.13	7.92	4.88	4.11
	Toilet facility	Other than pour or flush toilet	0.50	0.34	0.17	0.15	0.33	0.19
	Garbage collection facility	No garbage collection facility	16.15	14.95	5.07	4.78	11.08	10.17
	Transportation	All members in the household do not use private or public transport	0.34	0.46	0.19	0.26	0.15	0.20
	Basic communication tools	Does not have consistent fixed line phone or mobile phone	1.65	1.44	0.85	0.70	0.80	0.74
Income	Mean monthly household income	Mean monthly household income less than PLI	0.64	0.36	0.26	0.13	0.38	0.23
<b>Overall</b>			<b>32.57</b>	<b>30.51</b>	<b>17.10</b>	<b>16.52</b>	<b>15.47</b>	<b>13.98</b>

Source: Department of Statistics Malaysia



- The overall incidence of deprivation at national level improved from 32.57% in 2014 to 30.51% in 2016. In 2014 and 2016, the distribution of deprivation showed that the occurrence of deprivation was higher in urban areas as compared to rural areas
- The incidence of deprivation for most indicators improved during the period 2014-2016, except for three indicators, namely access to healthcare facility, years of schooling and transportation, indicating that poverty eradication measures were effectively undertaken based on the needs of households
- The indicators with highest incidence of deprivation in 2016 were garbage collection facility, followed by room crowdedness (number of bedrooms), access to healthcare facility and access to clean water, indicating these areas require further intervention for multidimensional poverty eradication

### Incidence of the Multidimensional Poverty, Intensity of Deprivation and Multidimensional Poverty Index (MPI), 2014 and 2016

Region/Strata	Incidence of Multidimensional Poverty (H)%		Average Intensity of Deprivation of Multidimensionally Poor Households (A)%		Multidimensional Poverty Index (M) <sup>1</sup>	
	2014	2016	2014	2016	2014	2016
<b>National</b>	1.10	0.86	39.66	38.90	0.0044	0.0033
<b>Strata</b>						
Urban	0.19	0.13	39.02	38.64	0.0007	0.0005
Rural	4.14	3.50	39.75	38.94	0.0165	0.0136
<b>Region</b>						
Peninsular Malaysia	0.25	0.19	37.72	36.89	0.0010	0.0007
Sabah & F.T. Labuan	6.34	4.95	42.55	41.70	0.0270	0.0206
Sarawak	4.82	3.76	37.41	36.77	0.0180	0.0138

Notes: <sup>1</sup> M = H% x A%, M is an index, values between 0 to 1, with "1" being totally deprived while "0" indicates no deprivation.

- At the national level, incidence of multidimensional poverty has reduced from 1.10% in 2014 to 0.86% in 2016. The average intensity of deprivation has also reduced from 39.66% to 38.9% during the same period

- Multidimensionally poor households mostly deprived in indicators of garbage collection facility, room crowdedness (number of bedrooms) and access to healthcare facility
- MPI has reduced from 0.0044 in 2014 to 0.0033 in 2016. This indicates that poverty eradication programmes implemented between 2014 and 2016 were undertaken in an effective and multidimensional manner
- The MPI confirmed that the number of multidimensionally poor households has reduced in 2016, while the quality of life of the poor has improved as shown by the reduction in the average intensity of deprivation in various dimensions

### Difference between Incidence of Absolute Poverty and Incidence of Multidimensional Poverty, 2014 and 2016

Region/Strata	Incidence of Absolute Poverty <sup>1</sup> %		Incidence of Multidimensional Poverty (H) <sup>2</sup> %	
	2014	2016	2014	2016
<b>National</b>	0.64	0.36	1.10	0.86
<b>Strata</b>				
Urban	0.34	0.17	0.19	0.13
Rural	1.65	1.04	4.14	3.50
<b>Region</b>				
Peninsular Malaysia	0.32	0.11	0.25	0.19
Sabah & F.T. Labuan	3.91	2.82	6.34	4.95
Sarawak	0.95	0.61	4.82	3.76

Notes: <sup>1</sup> Incidence of absolute poverty is measured using the PLI.

<sup>2</sup> A household is regarded as multidimensionally poor in the event it is deprived in at least 30% of the weighted indicators.

- The incidence of absolute poverty and incidence of multidimensional poverty have improved between 2014 and 2016
- However, the incidence of multidimensional poverty is higher than incidence of absolute poverty, as the former takes into account non-income dimensions. The only exception is in the urban area where the incidence of absolute poverty is higher than incidence of multidimensional poverty, due to better access to education, healthcare, clean water and other amenities



## Strategy A2: Enhancing Bumiputera Economic Community (BEC)

Challenges in enhancing the Bumiputera Economic Community (BEC) include low participation in skilled and professional occupations, low corporate equity ownership as well as insufficient capacity and capability to compete in the open market. In this regard, the Government is committed to continuing the Bumiputera agenda at the national level through implementation of inclusive policies and initiatives, including emphasis on changing the mindset. In addition, focus will be given to inculcate good moral values and ethics such as hard work, discipline and independence in uplifting the socioeconomic status as well as ensuring success of the BEC. The Bumiputera agenda is an integral part of the national agenda to ensure inclusivity and economic wellbeing for the *rakyat*. In the remaining Plan period, efforts will be intensified to strengthen the effectiveness of Bumiputera institutions and programmes, empower human capital as well as raise effective control and sustainable corporate equity ownership. In addition, efforts will also be undertaken to increase wealth ownership and build resilient and sustainable BEC.

The *Kongres Masa Depan Bumiputera dan Negara 2018* (KBN 2018) which was held in September 2018, served as an important platform for the new Government to further reform the Bumiputera empowerment agenda. The Congress produced 63 resolutions under four focus areas, namely ethical and moral values; wealth creation and ownership; business and entrepreneurship; and education and human capital. The Government will study and refine these resolutions into short-, medium- and long-term action plans for implementation.

### **Strengthening effectiveness of institutions and programmes**

In enhancing the governance and service delivery of Bumiputera institutions, appointment of board of directors and top management of entrepreneur development organisations (EDOs) and state-owned enterprises (SOEs) will be made based on experience, merit and qualification. Strategic roles and

business models of EDOs and SOEs will also be revised, while the performance of these institutions will be measured based on mandated functions and outcome-based key performance indicators. Furthermore, the roles and functions of Bumiputera agencies, such as *Unit Peneraju Agenda Bumiputera* (TERAJU), *Ekuiti Nasional Berhad* (EKUINAS) and *Majlis Amanah Rakyat* (MARA), will be streamlined to strengthen the delivery of the Bumiputera agenda. Meanwhile, the re-establishment of the MED in 2018 will strengthen the delivery and coordination of entrepreneurship programmes nationwide, including for Bumiputera.

Bumiputera enterprises will continue to receive assistance based on merits and business considerations, hence eliminating political endorsement. Additionally, an interactive one-stop portal will be established to facilitate BEC in accessing information and services provided by the Government, particularly with regard to education and training, entrepreneurship as well as properties. This portal will also assist the Government to develop better programmes based on needs as well as avoid providing multiple benefits to a single recipient.

### **Empowering human capital and strengthening education**

Efforts will be intensified to empower Bumiputera human capital by providing more opportunities for education and training. In this regard, access to quality education among Bumiputera students from the low income households and challenging background will be enhanced at all levels. Educational assistance programmes such as scholarships, nurturing and development as well as mentoring programmes will be continued. Meanwhile, efforts to provide more centres for ECCE and pre-school education will be intensified by focusing on children in B40 households, mainly consisting of Bumiputera. In terms of enhancing training, *Yayasan Peneraju Pendidikan Bumiputera* (YPPB) will collaborate with various stakeholders and conduct training programmes at the secondary level on science, technology, engineering and mathematics (STEM). The programmes aim to inculcate interest and enable Bumiputera students to acquire STEM related knowledge and skills, especially in the advent of the Fourth Industrial Revolution (4IR). These

concerted measures will increase the participation of Bumiputera in the workforce, particularly in high-paying jobs.

In enhancing employability and creating more competitive BEC, entrepreneurship and soft skills modules will be embedded into training programmes in institutions, such as GIATMARA and *Kolej Kemahiran Tinggi MARA* (KKTM). The soft skills modules include interpersonal and communication skills as well as English language proficiency. Screening tools, which include psychometric test, will be adopted to match the interest and inclination of Bumiputera trainees with suitable training programmes. In addition, structured industrial training programmes with international certification will be offered by skills training institutions.

Emphasis will also be given towards encouraging more Bumiputera to obtain professional accreditations. In this regard, MARA and YPPB will continue to implement professional accreditation programmes to increase the number of Bumiputera professionals such as accountants, financial analysts and financial risk managers. In supporting this initiative, alternative source of funds will be explored through strategic collaborations with agencies, SOEs and the private sector. In addition, the initiative to produce technical and professional holders among *huffaz*<sup>7</sup> talent will be intensified. As such, Bumiputera training institutions will establish an integrated and balanced learning system based on the *Al-Quran* and *Sunnah* to prepare *huffaz* talent with required knowledge and skills to increase employability.

### **Raising effective control and sustainable corporate equity ownership**

Bumiputera institutions will continue to play a vital role in increasing effective control and sustainable corporate equity ownership. Emphasis will be given to encourage more Bumiputera participation in strategic investments with higher returns towards achieving the target of at least 30% corporate equity ownership. In this regard, Bumiputera institutions will continue to invest in high growth companies and companies listed on Bursa Malaysia as well as venture into potential companies as a minority shareholder. Bumiputera institutions will also explore and undertake investment

in the halal industry in collaboration with relevant stakeholders. In addition, the initiative to encourage Bumiputera companies to list on Bursa Malaysia will be continued. Moreover, a new financial incentive will be offered to qualified Bumiputera SMEs to list in the Leading Entrepreneur Accelerator Platform market on Bursa Malaysia.

SOEs will acquire controlling stakes in potential Bumiputera companies, particularly in high value-added and emerging industries, with a view to driving up performance as well as increasing the value of the companies and ultimately, divesting the companies to potential Bumiputera investors. In this regard, credible leadership and management team with the right mindset will be appointed in identified companies to deliver the targeted results before being divested. In supporting this initiative, financial assistance and business advisory will be provided. Meanwhile, SOEs will also continue to invest in high growth companies and listed companies on Bursa Malaysia by obtaining control. This measure will enable SOEs to implement effective initiatives and programmes that will benefit the Bumiputera. Furthermore, selected SOEs will intensify management buy-out activities to increase Bumiputera equity ownership.

Bumiputera trust agencies, such as *Permodalan Nasional Berhad* (PNB) and *Pelaburan Mara Berhad*, will identify more innovative financial products to offer attractive and higher returns to Bumiputera shareholders. In addition, PNB will continue to invest in higher return instruments as well as increase investment in private and global assets to generate sustainable and competitive returns to shareholders, particularly Bumiputera. PNB through *Amanah Saham Nasional Berhad* will also diversify the investment portfolio to include property.

### **Increasing wealth ownership**

In expanding the share of Bumiputera wealth ownership, concerted efforts will be undertaken to increase Bumiputera non-financial assets in the form of commercial, industrial and residential properties, particularly in prime and strategic locations. In this regard, *Pelaburan Hartanah Berhad* (PHB) will expand the fund size

<sup>7</sup> Muslims who memorised the whole *Al-Quran*.



of *Amanah Hartanah Bumiputera* (AHB) to acquire and develop more commercial properties and mixed development projects for better investment returns to AHB investors. PHB will also develop a new business model premised on strategic partnership with financial institutions, project partners and EDOs to acquire strategic business premises, particularly in city centres. Subsequently, these premises will be rented with an option to be purchased by Bumiputera entrepreneurs.

*Jabatan Wakaf, Zakat dan Haji* (JAWHAR) will formulate a comprehensive framework in unlocking the development potential of waqf land through collaboration with *Yayasan Waqaf Malaysia*, state Islamic religious councils (SIRCs) and state governments. In addition, waqf in the form of cash contributions will continue to be raised through crowdfunding, while waqf certificate will be issued particularly to increase the participation of community in increasing waqf properties. Besides, guidelines on sukuk will be reviewed to facilitate fund raising for better development of waqf land.

### **Building resilient and sustainable Bumiputera Economic Community (BEC)**

Efforts to build a more resilient and sustainable BEC include changing the mindset of Bumiputera entrepreneurs who tend to depend on Government assistance. These efforts include advocating self-reliance, enforcing exit policy, promoting high performance culture and productivity as well as providing assistance based on merits and needs. In addition, entrepreneurs will be encouraged to collaborate with other industry players for better business positioning and sustainability, locally and abroad. Partnership between Bumiputera and non-Bumiputera entrepreneurs will also be encouraged to establish genuine ventures instead of rent-seeking. Meanwhile, smart partnerships between SOEs, research and development centres and Bumiputera SMEs will also be intensified to boost the creation of innovative products and services.

Integrated entrepreneur development programmes will continue to be implemented to support the creation of resilient and sustainable BEC. In this regard, Bumiputera institutions will continue to provide assistance, which includes acquiring and developing business premises to be rented by Bumiputera entrepreneurs. Moreover,

marketplace in the form of *souq* or bazaar will be developed, particularly in city centres to leverage larger market access and enhance Bumiputera participation in the business activities. This marketplace will be promoted as a new attraction centre for tourists. EDOs and SOEs will also continue to assist potential Bumiputera entrepreneurs, including youth, to venture into industries such as oil and gas, automotive, as well as aerospace and defence to promote greater Bumiputera participation in strategic and high value-added industries. In addition, waqf funds will be leveraged to increase the participation of Bumiputera entrepreneurs in business activities, including halal industry. This initiative will complement the Government in financing Bumiputera entrepreneurship programmes.

Participation of Bumiputera entrepreneurs in the digital economy will be further facilitated through capacity building and access to funds. For this purpose, more training, funding and advisory services programmes will be introduced to enhance Bumiputera participation in e-commerce. The programmes will also widen the market reach of Bumiputera entrepreneurs by leveraging online platforms. Additionally, a credible online crowdfunding platform will be explored as an alternative mechanism to finance Bumiputera businesses.

The guideline and framework of the Vendor Development Programme will be reviewed to strengthen the outcome in developing competitive, sustainable and high performing Bumiputera entrepreneurs in domestic and global markets. This review includes strengthening the selection criteria and training module as well as implementing stringent multi-tier exit policy for businesses. Meanwhile, the carve-out and compete policy on contracts will be improved to ensure effective participation of Bumiputera companies in Government big projects and along the related supply chain. In addition, stringent requirements will be imposed in awarding contracts and approved permits (APs), which include reviewing the selection process, strengthening monitoring mechanisms and introducing relevant legislations. This measure aims to ensure opportunities offered to Bumiputera are being utilised accordingly. The Government will take appropriate action, including by automatic termination, if contracts or APs awarded are sold or transferred to a third party.

Efforts will be intensified to streamline initiatives in transitioning the large number of Bumiputera micro- and small-sized enterprises to the next level. This initiative will be implemented by leveraging collaboration among EDOs to enhance capacity and capability of entrepreneurs. Appropriate incentives and assistance including business advisory and financing will be provided to potential entrepreneurs to support this initiative. Meanwhile, a second chance policy will be introduced to assist Bumiputera entrepreneurs who experienced failure due to extenuating circumstances, to resume their business activities. This assistance aims to overcome the stigma of first time failure which discourages some entrepreneurs from continuing businesses.

### **Strategy A3: Empowering Minority Groups**

Some minority groups, particularly the Orang Asli in Peninsular Malaysia as well as Anak Negeri Sabah and Bumiputera Sarawak in the hinterland, are still living in poverty as they lag behind in terms of education, skills and entrepreneurship due to limited access to opportunities and basic amenities. Meanwhile, there are issues with the low income Indian and Chinese households in terms of access to employment opportunities and microcredit facilities for business. Therefore, several initiatives will be undertaken to empower the minority groups towards an equitable society.

#### ***Uplifting Orang Asli, Anak Negeri Sabah and Bumiputera Sarawak***

In uplifting the level of education and skills, the intake of students with potential into high performing schools will be increased for the Orang Asli community and those living in the rural and remote areas of Sabah and Sarawak. Priority will also be given to increase intake of students among Orang Asli, Anak Negeri Sabah and Bumiputera Sarawak into skills training institutes such as KKTM and *Institut Kemahiran MARA*. Meanwhile, the entrepreneurial programmes will focus on nurturing entrepreneurial skills among the Orang Asli, Anak Negeri Sabah and Bumiputera Sarawak. The programmes will be designed based on the intrinsic talent of the

target groups and complemented with assistance such as financing, product packaging and marketing. Hence, the programmes aim to optimise utilisation of indigenous resources and uplift the economic status of the target groups. In addition, the process of granting land ownership to the Orang Asli, Anak Negeri Sabah and Bumiputera Sarawak will continue to be expedited to enable land utilisation by these groups. This will enable the land to be utilised for economic activities with the assistance of relevant agencies.

#### ***Elevating low income Indian and Chinese households***

In an effort to elevate the low income Indian and Chinese households, assistance will continue to be given under the B40 programmes. The low income Indian households will be encouraged to utilise the microcredit financing facility under the *Skim Pembangunan Usahawan Masyarakat India* to venture into business activities. More opportunities will also be provided for young Indians to pursue higher level of education and undergo TVET programme to enhance their employability. Meanwhile, for the low income Chinese households in new villages, assistance will be continued for microcredit, land premium and house upgrade schemes under the *Skim Pinjaman Khas Penduduk Kampung Baru Cina*, with more than 90% of the fund allocated for microcredit scheme.

### **Strategy A4: Addressing the Needs of Specific Target Groups**

Various initiatives will continue to be undertaken to address the needs of the specific target groups, namely children, youth, women, elderly, PWDs and family. The initiatives aim to uphold the needs and interest of children, nurture the potential of youth, enhance the role of women in development, enhance the living environment for the elderly, empower persons with disabilities and strengthen the family institution. The implementation of these initiatives will contribute to enhance inclusiveness towards an equitable community.



### ***Upholding the needs and interest of children***

The wellbeing of children will be enhanced to provide a safer and healthier environment for their upbringing. In this regard, the Children's Wellbeing Roadmap is being formulated to address critical issues such as nutrition, education, poverty and environment which also include matters relating to childcare. The roadmap will also address issues related to children's rights and protection against violence, abuse and neglect. In addition, subsidised childcare services will be further expanded to all government agencies, while corporations will be incentivised to provide these services. Meanwhile, the ECCE curriculum will be streamlined to improve overall quality and standards, thus enhancing children's development process.

### ***Nurturing the potential of youth***

Various efforts will be undertaken to hone skills, enhance self-identity and instil noble values among youth. Youth development and empowerment programmes will be pursued by focusing on key areas such as education, leadership, patriotism and volunteerism. These efforts aim to mould youth to become more resilient, resourceful and responsible citizens. In addition, measures to address socioeconomic challenges faced by youth will be strengthened through the creation of more jobs and business opportunities, particularly through entrepreneurship activities and provision of fund.

### ***Enhancing the role of women in development***

The empowerment of women is an integral component under the inclusive development agenda, taking into account socioeconomic and cultural differences. In line with this, concerted efforts between government agencies, private sector and civil society organisations (CSOs) will be strengthened in the 13 strategic thrusts<sup>8</sup> under the National Policy on Women. In this regard, the rights and interests of women will continue to be protected to ensure development programmes and initiatives take into

account gender equality. Female labour force participation will be increased through promotion of flexible working arrangements as well as work from home and returning to work initiatives such as flexWorkLife portal and Career Comeback programme. Furthermore, joint efforts between government agencies and civil societies will be enhanced to educate women and girls on the importance of healthcare as well as women's rights and protection against violence.

### ***Enhancing the living environment for the elderly***

In progressing towards an aged nation<sup>9</sup> by 2030, various measures will be undertaken to cater for the needs of the elderly. These include strengthening voluntary community development programmes and active ageing initiatives to enhance the living environment. Efforts to promote social awareness on volunteerism will be intensified to encourage participation among community members particularly youth in volunteer-based activities for the elderly. As part of wider efforts to promote active ageing<sup>10</sup>, initiatives such as age-friendly community, lifelong learning and retirement village concept will be promoted. It will enable the elderly to contribute their knowledge and experience to the community, continuously learn and acquire knowledge and skills as well as promote independent living. In addition, measures will be implemented to promote the participation of the elderly in the workforce as well as safeguard the welfare of elderly employees. Furthermore, tertiary qualifications related to geriatric care will be promoted to produce more qualified caregivers and professionals in the field.

### ***Empowering persons with disabilities***

The development and enhancement of the quality of life and wellbeing of PWDs are vital in promoting inclusiveness in the community. In this regard, efforts to raise the level of public awareness on the needs and rights of PWDs will be intensified through education and awareness programmes. A comprehensive

<sup>8</sup> The 13 strategic thrusts are economy; poverty; law; violence against women; health; education and training; science and technology; media; environment; sports; religion, culture, arts and heritage; decision making and politics; and mechanisms, machinery and development institutions.

<sup>9</sup> Based on the *Dasar dan Pelan Tindakan Warga Emas Negara*, aged nation is defined as 15% of the total country population comprise of those aged 60 years old and above.

<sup>10</sup> Based on the *Dasar dan Pelan Tindakan Warga Emas Negara*, active ageing refers to the process of optimising opportunities and empowerment of the elderly in the family and community towards enhancing their wellbeing.

review of the policies and legislation related to PWDs including making universal design as mandatory will be undertaken through engagement and consultation with relevant stakeholders including civil societies and PWD associations. This is to ensure proper enforcement of the universal design guidelines on public and private buildings as well as infrastructure. Meanwhile, initiatives to improve access to key areas such as education, TVET, healthcare and community-based rehabilitation will also continue to be pursued. Hiring policies and job matching programmes will also be improved to further promote participation of PWDs in the workforce.

### **Strengthening the family institution**

Greater focus will be given on strengthening the wellbeing of the family institution. In this regard, parenting development programmes in areas such as parenting skills, family planning and health as well as financial management will be strengthened to emphasise the importance of role sharing and enhance family resilience against socioeconomic challenges. Suitable tax measures will also be revised to further enhance the wellbeing of the family institution. Meanwhile, accessibility to family reproductive and health services such as mammogram screening and human papilloma virus (HPV) vaccination will be improved through wider collaborative efforts among government agencies, communities and non-governmental organisations (NGOs). In addition, efforts to enhance social and psychological development of adolescents will be initiated from early development stage of boys and girls through education on the importance of gender roles and social rights.

## **Priority Area B: Improving Wellbeing for All**

The Government is committed to ensuring a balanced development in both economic growth and wellbeing of the *rakyat*. In this regard, efforts will be intensified to raise the standard of living of the *rakyat* for greater wellbeing through the implementation of strategies and initiatives. In the remaining Plan period, five main strategies to improve wellbeing will be implemented as follows:





## Strategy B1: Increasing Purchasing Power for All

Rising prices of goods and services has contributed towards higher cost of living, affecting the purchasing power of the *rakyat*, particularly among B40 households. Against this backdrop, initiatives will be undertaken to address market distortions by promoting greater competition, resulting in more avenues offering affordable and competitive prices of goods and services, enhance enforcement of the price control regulations and advocate consumerism. In addition, subsidies will only be provided to targeted groups for selected basic goods on need-based principle. These initiatives aim to ease the burden of the *rakyat* in facing the rising cost of living.

### **Addressing market distortion by promoting greater competition**

Competition is central to promoting dynamic and efficient markets that will foster innovation, increase productivity and strengthen economic growth. Competition will also lead to efficient market operations that heightens consumer satisfaction and wellbeing. During the remaining Plan period, efforts will be undertaken to eliminate various forms of market distortion to ensure goods and services are made available to the *rakyat* at competitive and affordable prices. In this regard, a special ministerial committee will be established to review monopolistic practices to promote fair competition and market efficiency with a view to safeguard consumer interests and lessen the burden of the *rakyat*, especially the B40 households.

### **Provide more avenues offering affordable and competitive prices of goods and services**

Despite efforts to improve market efficiency are being undertaken, subsidies on selected essential items will remain. More avenues offering goods and services at affordable prices will be provided to reduce the burden of the *rakyat*. Besides stores operated by business entities, cooperatives will be encouraged to operate more affordable stores for the benefit of members and surrounding communities. At the same time, these cooperatives and waqf entities will offer affordable services such as primary healthcare, pharmacy and hotel. The Government is also considering various

modes for implementing targeted petrol subsidies. Prices of subsidised goods between Sabah, Sarawak and Peninsular Malaysia will also continue to be standardised. Furthermore, the re-introduction of the Sales and Services Tax (SST) in place of the Goods and Services Tax (GST) aims to reduce the burden of the *rakyat*.

### **Enhancing enforcement of the price control regulations**

Enforcement of the price control regulation under the Price Control and Anti-Profiteering Act 2011 will be continued to curtail unreasonable pricing practices. In this regard, enforcement and monitoring of prices will continue to be enhanced. Additionally, the *Skuad Tindakan Aduan dan Resolusi* as well as *Skuad Tindakan Khas* will continue to expedite and resolve complaints from the consumers. The establishment of an ombudsman will also be studied to enhance protection for consumers. Meanwhile, the National Action Council on Cost of Living (NACCOL) is established as the key body to address issues and challenges pertaining to the increasing cost of living that affect wellbeing of the *rakyat*.

### **Advocating consumerism**

Consumers will also be encouraged to play a greater role in reporting unethical trade practices through various channels, including the consumer associations *Skuad Pengguna*, Friends of KPDNHEP and EZ *Adu* system. In addition, better awareness on consumerism will be instilled among students through *Kelab Pengguna Sekolah* and *Gerakan Pengguna Siswa*. Furthermore, the roles of consumer associations will also be strengthened to raise awareness and encourage sharing of information among the consumers to enhance consumerism. With strong consumerism, consumers will not be at the mercy of unscrupulous traders.

## Strategy B2: Providing Quality and Affordable Housing

Provision of quality and affordable housing is important to improve the quality of life of the poor, low- and middle-income households. In the remaining Plan period, the Government will continue to facilitate and promote an enabling environment in developing

affordable housing with greater private sector participation. Therefore, focus will be given on strengthening management of affordable housing, increasing the affordability and accessibility to housing for the low- and middle-income households as well as encouraging the provision of environment-friendly facilities for enhanced liveability.

### **Strengthening management of affordable housing**

Efforts to increase the number of affordable houses will be intensified through better planning and implementation mechanism. The National Affordable Housing Council will be established to oversee the implementation of affordable houses nationwide. In this regard, 200,000 affordable houses are targeted to be built in the remaining Plan period, which includes programmes by federal and state government agencies as well as private developers. The cooperation of the state government and local authorities will be enhanced to contain the increase in the cost of building affordable houses including *Program Perumahan Rakyat* projects. Furthermore, the various public affordable housing initiatives<sup>11</sup> under several ministries and agencies will be rationalised under the Ministry of Housing and Local Government. The rationalisation exercises will enable expedited implementation of affordable housing programmes to benefit the *rakyat*.

A review of subsidies for the affordable housing programmes will be undertaken to ensure the sustainability of the programmes as well as to optimise government resources and reduce dependency on Government allocation. In addition, measures will be intensified to increase the supply of affordable housing on waqf and baitulmal land. In this regard, JAWHAR will step up collaboration through smart partnership initiatives with SIRC, private developers and financial institutions to develop more affordable houses on waqf and baitulmal land.

*Sistem Bank Data Perumahan Negara* has being developed as an integrated database on supply and demand of housing in the country. The system will improve data collection by linking

databases of various federal and state agencies such as the National Property Information Centre (NAPIC), Department of Statistics Malaysia and private developers. The system aims to improve holistic policy planning and monitor implementation of housing projects.

### **Increasing access to affordable housing for targeted groups**

In line with the objective to improve the wellbeing of the *rakyat*, efforts will be intensified to provide quality and affordable housing and increase home ownership. In this regard, suitable incentives will be considered for developers who provide affordable housing, particularly to meet the demand from the low- and middle-income households. Housing developers will be encouraged to use technologies such as the industrialised building system (IBS) and adopt standard design for affordable housing in order to reduce the cost. Financial institutions will also be encouraged to provide greater accessibility for first-time homebuyers by introducing more flexible and innovative financing schemes. In addition, the existing housing financing schemes will be improved to provide sustainable solutions for low- and middle-income households to access affordable homes. In this regard, the Rent-to-Own Programme will be strengthened to increase home ownership by enabling the target group to rent and have the option to purchase a house within a stipulated rental period.

### **Encouraging environment-friendly facilities for enhanced liveability**

Efforts will be intensified to ensure 1% of total affordable housing units developed in each public project are allocated for specific target groups, particularly the PWDs, elderly and single mothers. Private developers will also be encouraged to adopt this initiative. In creating lively and vibrant communities, housing and local area planning will be enhanced. This is to ensure affordable housing are built close to transit terminals and public amenities for better mobility and connectivity. Meanwhile, more environment-friendly facilities, such as parks and recreation spaces will be built in high density residential areas.

<sup>11</sup> Public affordable housing initiatives refer to the programmes under *Syarikat Perumahan Negara Berhad* (SPNB) and other programmes such as *Perumahan Rakyat 1Malaysia* (PR1MA), *Perumahan Penjawat Awam Malaysia* (formerly known as PPA1M), *Rumah Mampu Milik Wilayah Persekutuan* (RUMAWIP) and *Program Bantuan Rumah* (PBR).



Initiatives will be intensified to promote maintenance culture in ensuring the *rakyat* enjoy a comfortable and liveable environment. Major repair and maintenance works on public and private low- and medium-cost housing through existing maintenance fund<sup>12</sup> will be intensified subject to partial contribution by dwellers to finance the maintenance cost. Moreover, awareness programmes and campaigns will be conducted to inculcate a sense of ownership and reduce incidence of vandalism especially among public housing dwellers.

### Strategy B3: Enhancing the Healthcare Delivery System

Providing quality healthcare at affordable cost is vital to improve the overall health status of the *rakyat* to enhance wellbeing. In the remaining Plan period, efforts will be enhanced to create a sustainable healthcare system, optimise financial resources for healthcare, strengthen population health and pursue greater collaboration among stakeholders. Implementation of these initiatives is important as a healthy population is essential for national development and wellbeing.

#### *Creating a sustainable healthcare system*

The Malaysia National Health Policy (MNHP) will be introduced to set the direction for the development of the healthcare sector, in line with the global aspirations of the World Health Organization (WHO), particularly Health in All Policies and Every Sector is Health Sector. The MNHP will focus on population health as well as sustainability of the healthcare system and healthcare industry. In this regard, the MNHP aims to facilitate collaboration among the Government, the *rakyat* and organisations to develop the healthcare sector.

The healthcare delivery system will be strengthened for better coordination and enforcement at national, regional and state levels. Areas that will be covered include environmental health, hygiene and sanitation as well as food safety and nutrition for better

management of public health. In addition, the Government will explore a healthcare scheme that aims to create a national health financing scheme. This scheme will provide assistance for primary care treatment for the B40 households to ensure comprehensive health coverage.

Inadequate public health facilities and services, particularly in urban areas remain as a concern in meeting the healthcare needs of the population. This is partly due to the relatively higher private healthcare cost, which has resulted in more patients demanding public healthcare services. In this regard, the Government will focus on primary healthcare services and community-based services to improve the delivery of healthcare services through better stakeholder engagement. In addition, more hospitals and clinics will be built to improve access to quality healthcare and increase the hospital beds to population ratio. Existing health facilities will also be upgraded. Meanwhile, more non-specialist hospitals will provide scheduled specialist care where specialists will visit these hospitals on a regular basis. The areas of specialist services offered, among others are geriatric care, palliative care and rehabilitative services. The development of new health facilities and services will be aligned with human resource requirements.

The lack of connectivity and low frequency of mobile clinics as well as inadequate health facilities remains a challenge in delivering healthcare services in rural and remote areas. In this regard, the coverage of primary healthcare services will be further extended by providing healthcare services closer to communities, homes and individuals. The services include domiciliary healthcare, palliative care, mobile clinics, oral healthcare outreach programme and eye screening carnival. In addition, existing services such as preventive healthcare interventions comprising immunisation, nutrition, sanitation, antenatal and perinatal care will be strengthened.

Healthcare products and services sold online have proliferated in recent years and have led to some adverse effects on consumers. These products and services are not monitored or regulated in terms of safety, quality, effectiveness and ethics. Therefore, new

<sup>12</sup> The existing public funds for maintenance are the *Tabung Penyelenggaraan 1Malaysia* for low- and medium-cost private housing and *Program Penyelenggaraan Perumahan* for low- and medium-cost public housing.

policies and regulations to govern online healthcare products and services will be formulated. The regulations aim to safeguard consumers as well as to ensure safety, quality and compliance of standards among industry players. In this regard, regulatory framework and foresight policies will be formulated to take in to account emerging technology and services such as digital healthcare services, big data analytics, blockchain and artificial intelligence.

### **Optimising financial resources for healthcare**

In addressing the increasing financial burden of the public healthcare sector, alternative and sustainable financing mechanisms such as international funds and waqf in healthcare will be intensified. Collaboration between the Ministry of Health (MOH) and SIRC's such as providing *Pusat Pembedahan Katarak MAIWP-Hospital Selayang* and *Pusat Bersalin Berisiko Rendah MAIWP-Hospital Putrajaya* will be expanded throughout Malaysia. In addition, the private sector and NGOs will be encouraged to set up more health facilities that cater to the needs of the poor, low- and middle-income households as part of social obligation.

### **Strengthening population health**

In response to rising incidences of communicable diseases (CDs) and non-communicable diseases (NCDs), a better health ecosystem will be developed. The ecosystem will focus on factors including healthy behaviour, physical environment, clinical care and socioeconomic. In this context, efforts to combat CDs will be intensified through various health initiatives such as research and development, immunisation, health screening and health awareness programmes. Meanwhile, measures to prevent NCDs include the *Komuniti Sihat Pembina Negara* (KOSPEN) and Communication of Behavioural Impact (COMBI) programmes will be further strengthened. Furthermore, the implementation of various policies such as the National Plan of Action for Nutrition of Malaysia III (2016-2025), Safe Water Drinking Act 2017, National Strategic Plan for Active Living (2017-2025) and Malaysia Strategy

for Emerging Diseases and Public Health Emergency Work Plan (2017-2021) will be further intensified. In addition, a national centre for disease control and prevention will be established in the remaining Plan period to detect, prevent and respond to various diseases threats. Meanwhile, two specialised medical institutions, namely the Endocrine Complex in Putrajaya Hospital and the Cardiology Centre in Serdang Hospital, will be established and are expected to be completed in 2022. The Endocrine Complex will provide specialised medical and surgical services for endocrine<sup>13</sup> patients as well as conduct research and training. Meanwhile, the Cardiology Centre will enhance the existing cardiology services in Serdang Hospital including cardiothoracic<sup>14</sup> surgery. Furthermore, a new regional northern cancer centre will be built to complement the National Cancer Institute while the National Institute of Health as the focal point for health and medical research will also be restructured and empowered to enhance its role.

Mental health is a complex and complicated public health problem which has psychological, emotional, social and economic impact. Taking into account the importance of maintaining mental wellbeing, an action plan on mental health will be formulated to promote mental health awareness. This action plan will cover six main areas in mental health, namely mental healthcare and services, cross sector collaboration, human resource development, mental health promotion within communities as well as research and surveillance. In addition, efforts to improve mental health services will be intensified.

The maternal mortality ratio has worsened mainly due to obstetric embolism, postpartum haemorrhage and associated medical disorders. In this regard, efforts towards ending preventable maternal deaths will be enhanced by ensuring access to high-quality healthcare services during pregnancy and childbirth. In addition, health intervention services such as access to sexual and reproductive health services and family planning will continue to be provided.

<sup>13</sup> Endocrine/Endocrinology relates to medical subspecialty field dealing with endocrine system, its diseases and its specific secretions known as hormones. It involves the management of hormonal disorders of endocrine glands that include hypothalamus, pituitary gland, pineal gland, thyroid, parathyroids, pancreas, adrenal glands, testes and ovaries as well as management of metabolic disorders such as obesity and lipid disorders.

<sup>14</sup> Cardiothoracic relates to surgical treatment of organs inside the thorax or chest which is generally the treatment of conditions of the heart, vascular that are aorta and vena cavae as well as lung diseases.



### ***Pursuing greater collaboration among stakeholders***

Multi-sectoral efforts among ministries and agencies as well as NGOs in improving public health services, particularly during disasters and epidemic will continue to be enhanced. In this regard, inter-agency collaboration will be strengthened and improved in a more coordinated manner by mobilising the relevant government agencies and CSOs. The collaboration will focus on emergency response time improvement, epidemic prevention, disaster preparedness including response and mitigation as well as early rehabilitation.

Home care services are mainly provided by the private sector is expensive and unaffordable for majority of the *rakyat*. Therefore, the private sector and NGOs will be encouraged to set up more social services to cater to the needs of patients from the low- and middle-income households, who require long-term nursing care. In addition, the Government services such as the Domiciliary Healthcare Services and Home Help Services will be further strengthened through greater participation of the private sector, CSOs, NGOs and volunteers.

## **Strategy B4: Making the Nation Safer and Secure**

Public safety and security is a priority to ensure better standard of living and wellbeing of the *rakyat*. In the remaining Plan period, initiatives will be focused on increasing resources and capacity for enforcement and security agencies as well as intensifying crime prevention. In complementing the efforts by the Government, the community will be encouraged to play a bigger role in elevating public safety and security.

### ***Strengthening enforcement and security agencies***

The capacity and capability of enforcement and security personnel, particularly the Malaysian Armed Forces (ATM) and Royal Malaysian Police (PDRM), will be further improved through more systematic training and advanced specialised courses such as crime analysis and investigation. In addition, the personnel will be equipped with appropriate tools for intelligence gathering, investigation, evidence analysis and prosecution. These efforts will improve the

effectiveness of enforcement and security personnel as well as public perception on safety.

National security will be fortified through further enhancing border control and surveillance, particularly by utilising state-of-the-art technology and equipment to curb border intrusions. Meanwhile, control at entry and exit points in the country will be strengthened to prevent unlawful entry and illegal activities including terrorist movements. These efforts include joint operations and patrolling by various border enforcement agencies, such as the ATM, PDRM, Malaysia Border Security Agency, Royal Malaysian Customs Department, Immigration Department of Malaysia and Malaysian Maritime Enforcement Agency.

International cooperation through bilateral and multilateral arrangements with other countries and international policing bodies will be intensified to mitigate cross-border issues, cybercrime, terrorism and organised crime. These arrangements include smart partnerships, attachment of officers and sharing of information and intelligence as well as best practices. In addition, cooperation will be reinforced with global cyber emergency response agencies for early warnings against new forms of cyber threats.

### ***Intensifying crime prevention***

Measures to combat crime will be intensified by PDRM through Omnipresence Programme by redeploying more personnel for crime prevention. In this regard, efforts will be enhanced to strengthen engagement with the public and increase public participation in crime prevention. Meanwhile, the public will be encouraged to undertake self-policing practices and the installation of theft deterrent systems in homes to prevent crime. The private sector will also be further encouraged to support crime prevention as part of their corporate social responsibility, to create a safer environment.

Acculturation and awareness programmes on crime prevention will be expanded through social media, with focus on high risk groups such as children and youth. Prevention of juvenile involvement in

drug addiction and crime will be carried out through counselling and education programmes. Meanwhile, an integrated approach to educate teenagers on prevention of drug addiction, premarital sex and sex-related crimes, Human Immunodeficiency Virus (HIV)/ Acquired Immune Deficiency Syndrome (AIDS) and crime will be implemented. This will involve several agencies such as PDRM, Ministry of Education, MOH and Department of Social Welfare as well as NGOs that can undertake various campaigns and programmes.

The participation of NGOs and the public will be increased in the treatment, rehabilitation and post rehabilitation programmes; identification of new cases of drug abuse; and implementation of community outreach and assistance programmes. NGOs and societies are also encouraged to assist ex-inmates and drug addicts to secure employment and reintegrate into society. In addition, the National Drug Policy 2017 which outlines the strategic measures to address drug-related issues will be implemented during the remaining Plan period. This policy covers five thrusts, namely prevention, treatment and rehabilitation, enforcement, harm reduction and international cooperation.

Measurement of index crime in the Eleventh Plan was previously based on the number of reported index crime cases with a target of 5% annual reduction. This measurement will be replaced with a new target where the number of reported index crime cases should not exceed the threshold of 342 cases per 100,000 population by 2020. The new target which sets the baseline at 352 cases per 100,000 population in 2016 will take into account population increase, in line with international practice.

## **Strategy B5: Promoting Noble Values and Active Lifestyle**

A caring society, which is imbued with noble values and leading an active and healthy lifestyle, is a hallmark of an advanced society. Thus, in the remaining Plan period, focus will be given to promote noble values, nurture national culture, foster social cohesion and national unity as well as promote active and healthy lifestyle among

the *rakyat*. These initiatives will ensure that physical development is in tandem with spiritual development so as to enhance overall wellbeing.

### **Promoting noble values**

Strong moral and ethical values are imperative in building a progressive and united Malaysian society as aspired in Vision 2020. The virtues of the five principles in the Rukun Negara particularly religious beliefs, good behaviour and moral values will be the foundation in developing a caring and ethical society. In this regard, efforts to inculcate noble values such as honesty, courtesy, respect, patience, as well as integrity among the *rakyat* through educational programmes and awareness campaigns will be intensified.

### **Nurturing national culture**

Efforts and initiatives will be further strengthened to preserve Malaysia's multicultural society and develop into a Malaysian identity. In this regard, the role of the family, school and community in shaping the values and building a strong foundation of the young Malaysians will be strengthened. In enhancing the understanding of nation building, initiatives to promote national heritage, cultural values and historical elements of Malaysia's multiracial society will be pursued. In addition, focus will also be given towards encouraging the arts, culture and creative industry to promote noble values and nurture national culture.

### **Fostering social cohesion and national unity**

In positioning Malaysia globally as a country that thrives on a harmonious and prosperous society, a consultative council for harmony will be established. Policies and initiatives aimed at enhancing social integration and national unity will be enhanced for greater interaction, engagement and collaboration among Malaysians. The Government will also spearhead efforts to enact legislation on national harmony to ensure equality and eliminate discrimination. In addition, an index on national unity will be developed to serve as a monitoring instrument to measure the state of national unity and harmony. Meanwhile, unity-themed programmes using sports, volunteerism, arts and culture as well as community platforms will be further encouraged to promote moments of unity and strengthen patriotism.



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### **Promoting active and healthy lifestyle**

Despite challenges in inculcating sporting culture, sports will remain a vital element in promoting active and healthy lifestyle towards improving wellbeing of the *rakyat*. In this regard, more sports and recreational facilities will be developed and upgraded including bicycle routes and green recreation areas in cities, eco-sports infrastructure, motorcycle racetracks, as well as e-sports industry through collaboration between the Government, corporate sector and national sport associations. Meanwhile, the use of sport facilities by the public in government schools as well as public institutions of higher education and training institutions will be encouraged.

A new whole-of-sports approach will be incorporated in the formulation of national sport roadmap for Malaysia to promote healthy lifestyle as well as sporting excellence. Sporting talent development programmes will be intensified in identifying and nurturing potential athletes in schools and at tertiary level. Central to this approach is an integrated and effective national sports framework, which will be developed to enhance social inclusivity and integration, as well as build the capacity and improve the governance of various sports organisations. In addition, support for elite athletes through various high performance sport programmes will be continued for the SEA Games 2019. This will also pave the way for Malaysia's first Olympic gold medal in the Tokyo Olympic Games 2020.

## Conclusion

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The inclusive development approach will be intensified during the remaining Plan period to enhance the overall wellbeing of the *rakyat* in line with the economic growth. Building on the progress achieved, efforts will be stepped up to raise the income and purchasing power of the B40 households, enhance the Bumiputera Economic Community as well as empower minorities and specific target groups. Meanwhile, the quality of life of the *rakyat* will be improved through measures to increase the purchasing power, access to quality and affordable housing and healthcare as well as safety and security of the nation. Concurrently, noble values and patriotism among the *rakyat* will continue to be instilled to foster greater social cohesion and national unity, while sports and active lifestyle will be promoted to build a healthy and prosperous society. Effective implementation of the identified initiatives is key to achieving all the targeted outcomes, in line with the 2030 Agenda for Sustainable Development of the United Nations.

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C H A P T E R