Socio-economic Uplift of Rural Communities
The Malaysian Experience
by
Cypress Diversified, Malaysia
AN INTRODUCTION
CYPRESS DIVERSIFIED GROUP ACTIVITIES

MSC 2.0 MALAYSIA PAHANG

PROJECT IMPLEMENTATION

Pusat Induk Komuniti
Pusat Induk Komuniti Network
ICT Starters Program Std 2 - 6
Community Profiling, Registration And Verification

Industry, Enablement And The Inclusion Of Societal Thrust.

CYPRESS DIVERSIFIED GROUP OF COMPANIES, ASSOCIATES AND OUTSOURCE PARTNERS

FULLY DEVELOPED

Workforce Entry Training Program
Domestic Home Management Employment Program
Mari Jadi Celik ICT Starters For Communities
Job Opportunities Through Microsourcing
Program Didik
Uplifting Religious Agama
Uplifting KEMAS Pre School

FAST-TRACK PROOF OF CONCEPT INITIATIVES

Quran Comprehension Classes
Parental Responsibility Awareness Program
Komuniti Content Development Program
Harnessing Youth Through Sports Program
ICT Starters Community
Harnessing Clubs For Komuniti Activities
Komuniti Development Management System
Facilitating Societal Uplift Platform

PRIMARILY FOR B 40 COMMUNITIES
Rubber Tapper Turned ICT-Trainer

A rubber tapper from FELDA Kampung New Zealand, Nurul Fatihah binti Abdullah (29 years) attended ICT Trainers program.

- She then became a part time ICT-Trainer and is now a role model for ICT in Kampung New Zealand.

More than 4000 under-privileged students identified and trained for 1Azam Program

- 4,638 pupils (ages 7 to 12) from poor families were trained in ICT-Starter Programme

A new crowd puller to Surau/Mosques

Digital Quran Comprehension classes were conducted facilitated by local Ustaz/Ustazah.

- Within 3 months, attendance had doubled which mainly comprised of senior citizens, who generally are not technology-inclined.

Creating An Appeal Towards Technology

Marginalising The Digital Divide. Investing In Our Future.

50 NGO/Clubs making Pusat Induk Komuniti (PIK) as their preferred base for access to technology and knowledge network

- Various organizations e.g. Pencinta Sungai, Persatuan Pengasuh, Kelab Pemilik MyVi, JAIP have access to high end multimedia facilities.

Harnessing And Facilitating Organisations
### Government Deployment Issues

- **Top-Down approach** – “What we guess is good for communities, is not necessarily required by communities”
- **Fragmented and isolated** societal programs by agencies yielding sporadic impacts due to lack of “end-to-end” inter-agency collaborations
- **No real monitoring mechanism** on final outcomes, and a lack of community feedback to assess effectiveness of programs.

### Private Sector Contributory Issues

- Lack of information of societal needs and issues at grass-root levels
- Lack of statistical and demographics data to embark on any societal projects.
- Lack of cost effective outreach and engagement channels at grass-root levels.

### Community Issues

- Widening divide in thinking maturity and “spoon fed mentality” – low awareness and inability to choose, participate and derive benefits from programs
- Depleting sense of belonging, caring, appreciation and pride among community members
- Lack of community participation in identifying, designing, enhancing and driving of societal programs for the benefit of the communities themselves.

### Chart 3: Cypress Diversified Group Activities

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<th>Activities</th>
<th>Hurdles Encountered Engaging Communities</th>
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<td>Private Sector Contributory Issues</td>
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There is a NEED for a platform to assist in community development by reducing “guess work”; improving network of collaborations; reaching out wider; facilitating the implementation and catalysing effective innovative solutions.
Pembangunan Oleh Komuniti Untuk Komuniti (POKOK) is a structured methodology of identifying, engaging, preparing, and developing community, to place value and pro-actively participate in programs deployed, leading towards meaningful outcomes and societal impacts.

CONTRIBUTING TOWARDS THE GOVERNMENT “FINGER ON THE PULSE” APPROACH TO COMMUNITY DEVELOPMENT
ICT-enabled Dynamic Methodology and Approach for...

- Verifying and Profiling B40 Community
- Understanding Grassroots Needs and Issues
- Harnessing Organisations to Optimise Resources
- Matching Needs and Programmes Deployed
- Mobilising Community for Max. Programme Impacts
- Tracking and Assessing Impacts Independently

Delivering...

- **Verified and Dynamic** State Community Database
- **State Multi-Stakeholder Network** of Community Facilities
- **Pro-active & Meaningful** Community Participation
- **Accurate** Target of Deployment
- **Increased and Realised** Programme **Value**

Achieving...

- Equitable Growth Opportunity
- High Maturity Of Thinking
- Knowledge Driven
- Strength, Cohesiveness And Purpose
- Work Life Balance
POKOK INTRODUCTION VIDEO
Thank You