

**KERTAS CADANGAN UNTUK PERTIMBANGAN
LEMBAGA PENGURUSAN MPC (BOM)**

TAJUK Keterangan: Tajuk Projek/ Cadangan	ADDITIONAL PAPER - BOOSTING THE PRODUCTIVITY AND ENSURING COMPETITIVE ADVANTAGE AMONG DURIANS GROWERS THROUGH GOVERNMENT RECOGNITION
TARIKH/ GARIS MASA Keterangan: Jadual mula dan akhir pelaksanaan projek/ cadangan	JAN – APRIL 2023
TUJUAN & LATAR BELAKANG Keterangan: Tujuan dan penerangan ringkas mengenai projek	JD.com is China's largest Internet company (and 3rd in the world) and its biggest retailer, both online and offline. JDMas is owner and operator of flagship store known as Malaysia Pavilion on JD Worldwide, and JD Fresh Go (through its China subsidiary Guangxi JD Mas International Trading Co. Ltd) and is responsible for promoting and selling Malaysian brands and products to China. Malaysia's export procedure particularly for durian is approved by Chinese Academy of Inspection and Quarantine (CAIQ) and Department of Agriculture (DOA) under Ministry of Agriculture and Food Security (MAFS) through Skim Amalan Pertanian Baik Malaysia (MyGAPS). Currently, there is no problem for government to government on the durian export procedure as the practice has been recognised by MATRADE. Through PEMUDAH platform, industry has suggested to improvise the existing procedure by adding the missing element of geo-traceability which is the 'Age of tree'. By developing geo-traceability is a form of marketing strategy which will provide a competitive advantage for Malaysia's brand. FAMA has been identified as the competent authority to be involved with the project experimentation for JD.com traceability requirement. The objectives of the project are: • To issue the recognition of Geo-Traceability of Malaysian fruits, particularly durians from a government agency, • To form a multi-ministry and multi-agency task force to identify a project champion from competent government agency, • To forge forging a short, medium and long-term roll-out for geo-traceability • To fulfill requirement for RM100million demand for Malaysian musang king durians by JD.com.

JUSTIFIKASI Keterangan: Penjelasan yang menyokong kepada pelaksanaan projek/ cadangan	An experimentation project will be conducted to address the gaps involving multi & cross-agency collaboration. In 2023, this initiative aims to help JD.com to purchase a minimum of RM100 million worth of Malaysian musang king durians via JDMas to China.
KAEDAH PELAKSANAAN Keterangan: Kaedah yang perlu dilakukan bagi melaksanakan projek	- Engagement with stakeholders (Federal Government and Industries) to validate issues and discuss feedback on the proposed recommendations. - Review, validate and analyze current practices that are outdated, and irrelevant for improvement or repeal. - Perform advisory and capacity building to policy makers, regulators, and industry. - Provide recommendation report and guidelines to address the gaps - Perform Behavioural Insights approach to nudge industry players and third party to ensure the competitiveness advantage of Durian.
STAKEHOLDERS/ PIHAK BERKEPENTINGAN Keterangan: Pihak atau kumpulan yang menerima kesan positif mahupun negatif daripada projek yang dijalankan	- Ministries and agencies - Industries
JANGKAAN HASIL/ OUTCOME Keterangan: Apa yang MPC perlu capai/ faedah-faedah jangka pendek dan jangka panjang hasil dari intervensi projek/ cadangan	- Improving the productivity and ensuring competitive advantage of durians through government recognition. - Enhancing the implementation of the outcome by 'nudging' from Behavioural Insights.
JANGKAAN OUTPUT Keterangan: Output ketara dan tidak ketara yang dihasilkan daripada aktiviti projek/ cadangan.	- Issuance of Recognition of Geo-Traceability of Malaysian fruits, particularly durians from a relevant government agency; - A development of multi-ministry and multi-agency task force to identify a project champion from competent government agency; and - Forging a short, medium and long-term roll-out for geo-traceability. - Fulfill immediate short-term solution to fulfill requirement for RM100million demand for Malaysian musang king durians by JD.com - Recommendation report for improvement
KUMPULAN SASAR	- Ministries and agencies - Industries

Keterangan: Individu/ kumpulan yang menerima faedah daripada projek/ cadangan	
SUMBER BAJET/ KOS Keterangan: Sumber bajet / jumlah kos yang terlibat.	DE (Budget FORE 2023): RM 58,400 (Budget BI2.0 2023): RM60,000 OE 2023 : RM 10,000
HASIL (RM) - SEKIRANYA ADA Keterangan: Pendapatan yang diterima daripada projek	N/A
SYOR Keterangan: Keputusan yang diperlukan daripada Lembaga Pengurusan MPC	The approval of the Board of Management (BOM) is sought for the implementation of Forging a Robust Ecosystem programme with utilising the DE budget of RMK12 Forging a Robust Ecosystem and OE budget 2023 amounting RM 58,400 and RM 10,000, respectively. Additional BI2.0 Budget amounting RM60,000.
UNIT/ BAHAGIAN	NCS/ PCD

DISEDIAKAN OLEH:  SITI NUR SYUHaida MOHD SALLEH Assistant Manager 11 Jan 2023	DISEMAK OLEH:  NORHASIMAH IBRAHIM Deputy Director 12 Jan 2023	DISAHKAN OLEH:  ALAMIN REHAN Director 12 Jan 2023
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Project costs are as follows.

	Type of Payment	Cost per Unit (RM)*	No. of Unit (man-hour/ pax)	Total Cost (RM)
1. DEVELOPMENT BUDGET (FORE)				
A	MPC ASSOCIATES			
1.	Course/ training/ seminar facilitators (instructors, facilitators, moderators and speakers)	2,000	5-day sessions	10,000
2.	Writing services (report writers, report reviewers, press release writers, reporters and editors)	1,000	10 pax	10,000
3.	Subject Matter Expert/Advisor	400	16 man-hours	6,400
B	PROGRAM PACKAGES			
4.	Full Day Seminar Package/ Meeting Package [Incl. of F&B, WiFi, flip charts, meal voucher (online programme), etc]	400	20 pax x 2 nights x 2 session	32,000
TOTAL DEVELOPMENT BUDGET (FORE) (A + B)				58,400
2. OPERATIONAL BUDGET				
1.	Claims (Mileage, meals, toll taxi/grab).	2,000	5 pax	10,000
TOTAL OPERATIONAL BUDGET				10,000

Notes:

1. Estimated max. cost per unit under PCT's guidelines (JPPK)
2. The cost is subject to modification to suit with the program either physical or virtual

Project milestones are as follows.

Activities / Time	2022			2023			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Memahami dan menilai keadaan semasa bagi pasaran durian premium di negara China							
Sesi libat urus dengan pihak industri untuk memahami isu yang dihadapi oleh industri							
Mengesahkan isu yang dikenal pasti dengan kementerian dan pengawal selia							
Menyediakan draf laporan cadangan							
Sesi Libat Urus bersama industri, kementerian, agensi & konsultan							
Perhalusi cadangan penambahbaikan berdasarkan maklumbalas baharu							
Gemba 1 di M Durian Fruit							
Gemba 2 di Durian Manufacturing							
Membentangkan laporan cadangan akhir dan strategi pelaksanaan kepada agensi pelaksana							
Bekerjasama dengan agensi dan syarikat perintis untuk membangunkan strategi pelaksanaan bagi pelaksanaan cadangan penambahbaikan							
Mengenalpasti syarikat sukarelawan untuk percubaan kawal selia							