

KERTAS CADANGAN UNTUK PERTIMBANGAN LEMBAGA PENGURUSAN MPC (BOM)

TAJUK Keterangan: Tajuk Projek/ Cadangan	Strengthening Behavioural Insights (BI) Approach in Values and Progeny of Sejahtera Productivity Culture Index- Malaysia
TARIKH/ GARIS MASA Keterangan: Jadual mula dan akhir pelaksanaan projek/ cadangan	May - August 2022
TUJUAN & LATAR BELAKANG Keterangan: Tujuan dan penerangan ringkas mengenai projek	MPC has been mandated to continue the implementation of the Behavioral Insights (BI) project in 2022. The BI approach in public policy formulation has been widely adopted in developed countries since 2010. BI is an innovative policy tool aimed at improving the effectiveness of government intervention. Among the benefits that can be achieved through the use of BI method is that it can be carried out easily without involving high operating costs because it does not rely too much on the enforcement of regulations or the provision of incentives. BI takes into account the behavior and how the target group responds to a rule or policy developed. The Government intends to adopt the BI method in formulating policies and regulations in the future. In 2022, MPC has been given an allocation of RM2.5 million to run the BI program. Amongst the activities planned are BI initiative projects, BI Webinar Series in 2022 for Sejahtera Productivity Culture Index Malaysia. The costing and implementation of the project as in Appendix 1.
JUSTIFIKASI Keterangan: Penjelasan yang menyokong kepada pelaksanaan projek/ cadangan	i. To implement BI initiatives project as one of the problem-solving methods and identifying opportunities for improvement ii. Provide recommendation on the issues selected.
KAEDAH PELAKSANAAN Keterangan: Kaedah yang perlu dilakukan bagi melaksanakan projek	i. BI Initiative Projects ii. Workshop (Online / Physical) iii. Round Table Discussion (RTD) iv. Sharing Sessions (eg. Webinar/Forum)
STAKEHOLDERS/ PIHAK BERKEPENTINGAN Keterangan: Pihak atau kumpulan yang menerima kesan positif mahupun negatif daripada projek yang dijalankan	i. MITI- MPC ii. Agency iii. Productivity Culture Committee

JANGKAAN HASIL/ OUTCOME Keterangan: Apa yang MPC perlu capai/ faedah-faedah jangka pendek dan jangka panjang hasil dari intervensi projek/ cadangan	1. The BI initiative project is expected to inculcate productivity culture among the targeted group (Enterprise and Gen-Z) which is in line with the RMK12 on areas of Values and Progeny of Sejahtera Productivity Culture Index Malaysia. 2. The project is also to propose the best engagement and intervention to elevate productivity for enterprises and future workforce.
JANGKAAN OUTPUT Keterangan: Output ketara dan tidak ketara yang dihasilkan daripada aktiviti projek/ cadangan.	The expected outputs are: i. 2 BI Initiative Project Report; ii. Proposed projects recommendations and iii. Sessions to share the findings of the study.
KUMPULAN SASAR Keterangan: Individu/ kumpulan yang menerima faedah daripada projek/ cadangan	i. MITI- MPC ii. Agency iii. Productivity Culture Committee
SUMBER BAJET/ KOS Keterangan: Sumber bajet / jumlah kos yang terlibat.	RMK-12 Behavioural Insights / RM68,800
HASIL (RM) - SEKIRANYA ADA Keterangan: Pendapatan yang diterima daripada projek	Nil
SYOR Keterangan: Keputusan yang diperlukan daripada Lembaga Pengurusan MPC	The approval of the Board of Management is sought for the project of Strengthening Behavioural Insights (BI) Approach in Values and Progeny of Sejahtera Productivity Culture Index- Malaysia with an estimated cost of RM68,800 utilising the budget of RMK-12 Behavioural Insights.
UNIT/ BAHAGIAN	OED

****Sila lampirkan maklumat-maklumat lain yang berkaitan sekiranya perlu.**

(Contoh: Agenda program, perincian kos, pelan risiko, gambar rajah, lakaran pelan, senarai nama, carta Gantt, dll.)

Hanya untuk permohonan yang menggunakan Bajet Pembangunan dari Unit/Bahagian lain.
Kolum ini boleh diabaikan sekiranya tidak berkaitan.

DISOKONG OLEH:

NAMA PEGAWAI PENJAGA BAJET PEMBANGUNAN

Jawatan:

Nama Bajet:

Tarikh:

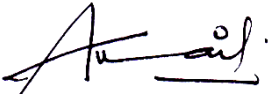
**Wajib diisi	**Wajib diisi	Permohonan memadai disemak sehingga peringkat Penyelia. Kolum ini boleh diabaikan sekiranya tidak berkaitan
Prepared by:  WAILA MOHD NASIR Deputy Director 20 April 2022	Reviewed by:  ROZIANA OTHMAN Director 25 April 2022	Approved by:  Dr MAZRINA MOHD IBRAHMSAH Deputy Director General MPC 25 April 2022

Table 1: Total Estimated Cost

No.	Item	Details	Total Cost
1	BI Initiative Projects	2 x RM20,000	40,000
2	Advocacy- Promotional activities such as media release, webinars, sharing sessions, videos, posters etc, including content development.		
	Sharing session – payment for moderator/coordinator/speaker/SME	2 sessions x RM400	800
	Article Writing	2 articles x RM1,000	2,000
	Video making	2 videos x RM5,000	10,000
	Media release	2 media releases x RM1,000	2,000
	Bunting, banner, poster, nudging kit	Promotional item @ RM5,000	5,000
			19,800
3	Advisory - Projects identification and training to ministries as a preparation before embarking on projects		
	Implementation of training activities, advisory services, Seminars, Launching Ceremonies, Forum (physical)	1 sessions x RM5,000	5,000
4	Coordination.		
	Engagement with focus group	2 sessions x RM2,000	4,000
	Total (1+2+3+4)		RM68,800

Table 2: Detailed Work Plan: Strengthening Behavioural Insights (BI) Approach in Values and Progeny of Sejahtera Productivity Culture Index- Malaysia

No.	Activity	DURATION				
		Output	MAY	JUNE	JULY	AUGUST
1	Preparation					
2	Stage 1: Establishment					
3	Stage 2: Purpose and Review	Interim report & slides				
4	Stage 3: Recommendation					