

## 6.4 OBJECTIVES, STRATEGIES AND ACTIONS

### PRINCIPLE 4 - INCLUSIVE AND EQUITABLE URBAN DEVELOPMENT





- OBJECTIVE 4.1** : Program-Specific Focus On Welfare Of B40 Households
- STRATEGY 4.1.1** : Increase in the livelihood of B40 households in cities
- ACTION 4.1.1.1** : **Undertake more social programmes such as providing education aids, housing assistance, health care and others to help B40 households in urban areas**

*Justification: To assist in relieving the high costs of living for B40 households in line with the Policy on Inclusive Development in the New Economic Model and Eleventh Malaysia Plan thrust.*

<b>MONITORING AGENCY</b>	:	ICU
<b>IMPLEMENTING AGENCY</b>	:	KPWKM, Jabatan Agama Islam Negeri
<b>SUPPORTING AGENCY</b>	:	Local Authorities, Jabatan Pendidikan Negeri, NGO Jabatan Kesihatan Negeri, Private Agency
<b>Monitoring Indicator (at City Level)</b>	Programmes or welfare aids to B40 households undertaken in every urban centre	
<b>Performance Measurement</b>	>5 Very Satisfactory 2 - 4 Satisfactory <2 Unsatisfactory	
<b>Application by Hierarchy of Centres</b>	1 : Global City      2 : Regional Centre      3 : State Capital 4 : Main Centre      5 : Local Centre	
<b>Implementation Time Frame</b>	Short Term : 2017 <b>(Monitoring Period : 2018)</b>	

Illustration/ Best Practice/ Example



Web page of the Ministry for Women, Family and Community Development that offers several services and aids

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

**OBJECTIVE 4.1** : Program-Specific Focus On Welfare Of B40 Households

**STRATEGY 4.1.2** : Increase in social efforts to assist working women in urban areas

**ACTION 4.1.2.1** : **Encourage the setting up of child care centres in government and private buildings**

*Justification: This effort can help family wellbeing besides encouraging the participation of women in government and private sector in urban areas.*

<b>MONITORING AGENCY</b>	:	KPWKM
<b>IMPLEMENTING AGENCY</b>	:	Jabatan Kebajikan Masyarakat Negeri
<b>SUPPORTING AGENCY</b>	:	JKT, JPBD SM, JPBD Negeri

Monitoring Indicator (at City Level)	Government and private sector offices that provide child care centres or creches in every urban area		
Performance Measurement	>5	Very Satisfactory	
	2 - 4	Satisfactory	
	<2	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Short Term	: 2017	(Monitoring Period : 2018)

Illustration/ Best Practice/ Example



The PERMATA child care centre that operates in the KPKT building, Putrajaya



A MARA creche that operates within a commercial premise

- OBJECTIVE 4.2** : Increase Income of B40 Households
- STRATEGY 4.2.1** : Increase B40 household income opportunities
- ACTION 4.2.1.1** : **Provide new commercial premises suitable for B40 households**

*Justification: To diversify the opportunities of B40 households to earn additional income to cope with high costs of living. For example, trading at night markets, farmers markets, “tamu mingguan”, car boot sales, foodtrucks, uptown and downtown trading.*

- MONITORING AGENCY** : KPKT
- IMPLEMENTING AGENCY** : MARA
- SUPPORTING AGENCY** : UPEN, Traders Association

Monitoring Indicator (at City Level)	Periodic business spaces allocated for B40 households in every urban centre		
Performance Measurement	>2 Very Satisfactory 1 - 2 Satisfactory None Unsatisfactory		
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Short Term	: 2017	(Monitoring Period : 2018)

Illustration/ Best Practice/ Example



Foodtruck activities at Taman Air Pancut, National Mosque, Kuala Lumpur



Carboot sales are increasingly popular

**OBJECTIVE 4.2** : Increase Income Of B40 Households

**STRATEGY 4.2.1** : Increase B40 household income opportunities

**ACTION 4.2.1.2** : **Provide mobile or permanent information centres on business opportunities, training, insurance coverage and credit for small businesses**

*Justification: To provide information in the form of advice and knowledge to small traders on the existence of business opportunities and schemes such as “Skim Usahawan Permulaan Bumiputera” (SUPERB), “Skim Usahawan Pasar Malam”, “Amanah Ikhtiar”, “Program TEKUN dan Program 1AZAM” (1AZAM Bandar, 1AZAM Kerja, 1AZAM Niaga and 1AZAM Khidmat), licensing process or franchising. For example, kiosk, permanent counter, mobile counter, etc.*

<b>MONITORING AGENCY</b>	: ICU
<b>IMPLEMENTING AGENCY</b>	: JKM, MARA, KPKT, TEKUN
<b>SUPPORTING AGENCY</b>	: KPDNKK, JPBD Negeri, SME Corp., SSM

Monitoring Indicator (at City Level)	Mobile or permanent services provided in every urban centre		
Performance Measurement	>5	Very Satisfactory	
	2 - 4	Satisfactory	
	<2	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Short Term	: 2017	<b>(Monitoring Period : 2018)</b>

**Illustration/ Best Practice/ Example**



The Entrepreneur Information Roadshow to introduce “TEKUN Nasional” is part of the programme undertaken by the Ministry of Agriculture and Agriculture Based Industry



Entrepreneur Plaza, 1AZAM, Cheras

Source: <http://tekunnasional.blogspot.my/2014/06/program-jelajah-informasi-usahawan-raub.html>

- OBJECTIVE 4.2 : Increase Income Of B40 Households
- STRATEGY 4.2.1 : Increase B40 household income opportunities
- ACTION 4.2.1.3 : **Encourage community and social based enterprises to generate additional income**

*Justification: To provide opportunities for individuals to engage in their own business or with the community. For example, child care centres, tuition centres, sewing classes and food preparation classes.*

MONITORING AGENCY	:	ICU
IMPLEMENTING AGENCY	:	KPKT, JKM, MARA, TEKUN
SUPPORTING AGENCY	:	Local Authorities, Resident Association, Division of Business Development (KPDNKK), Suruhanjaya Syarikat Malaysia (SSM)
Monitoring Indicator (at City Level)	Community-based and social-based enterprises in each urban centre	
Performance Measurement	>5 Very Satisfactory 2 - 4 Satisfactory <2 Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City      2 : Regional Centre      3 : State Capital 4 : Main Centre      5 : Local Centre	
Implementation Time Frame	Short Term	: 2017
	<b>(Monitoring Period</b>	<b>: 2018)</b>

Illustration/ Best Practice/ Example



Snacks such as tapioca chips, banana chips, etc are some of the popular products by local communities



Yellow noodle business run by a local community

**OBJECTIVE 4.3** : Increase Bumiputera Participation In Economic Development

**STRATEGY 4.3.1** : Increase Bumiputera ownership in business premises at strategic locations

**ACTION 4.3.1.1** : **Enforcement of 30% quota of business premises for Bumiputera in strategic locations identified in the city**

*Justification: To ensure that Bumiputera are more competitive and given equal opportunities in business activities in urban areas.*

<b>MONITORING AGENCY</b>	: UPEN
<b>IMPLEMENTING AGENCY</b>	: Local Authorities, Perbadanan Kemajuan Negeri
<b>SUPPORTING AGENCY</b>	: Business Association, MARA, Developer

Monitoring Indicator (at City Level)	Business premises for Bumiputera at strategic locations in the urban area		
Performance Measurement	>30%	Very Satisfactory	
	20% - 30%	Satisfactory	
	<20%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Short Term	: 2017	<b>(Monitoring Period : 2018)</b>

Illustration/ Best Practice/ Example



Business premises provided within the grounds of government buildings at Putrajaya



- OBJECTIVE 4.4** : Enhance Capacity Of Youth To Contribute And Gain Benefits Of Urban Development
- STRATEGY 4.4.1** : Provision of specific facilities for youths in urban areas
- ACTION 4.4.1.1** : **Build more facilities for youths in urban areas**

*Justification: Provision of facilities specific for youths to cultivate a healthy youth community. For example: Futsal courts, rock climbing wall, skate board rink and others to implement the Youth Resilience Programmes.*

<b>MONITORING AGENCY</b>	:	KBS	
<b>IMPLEMENTING AGENCY</b>	:	Jabatan Belia dan Sukan	
<b>SUPPORTING AGENCY</b>	:	JPBD SM, Local Authorities	
Monitoring Indicator (at City Level)	Urban centres with specific facilities for youths group		
Performance Measurement	>80%	Very Satisfactory	
	50% - 80%	Satisfactory	
	<50%	Unsatisfactory	
Application by Hierarchy of Centres	1 : Global City 4 : Main Centre	2 : Regional Centre 5 : Local Centre	3 : State Capital
Implementation Time Frame	Medium Term <b>(Monitoring Period</b>	: 2017 - 2020 <b>: 2021)</b>	

Illustration/ Best Practice/ Example



Kuala Lumpur International Youth Centre located in Bandar Tun Razak, Cheras



Extreme Park, Putrajaya that provides specialized facilities for youth

- OBJECTIVE 4.5** : Provision Of Multi Needs In Urban Development For The Elderly And Disabled
- STRATEGY 4.5.1** : Increase the provision of facilities for the elderly and the disabled in all urban developments
- ACTION 4.5.1.1** : **Provide integrated facilities for the elderly and disabled based on the Universal Design Guidelines**

*Justification: To create an inclusive urban environment that meet the needs of all levels of society including the elderly and the disabled. For example, retirement villages, nursing homes, specialized rehabilitation and health centres.*

<b>MONITORING AGENCY</b>	: JPBD Negeri
<b>IMPLEMENTING AGENCY</b>	: Local Authorities
<b>SUPPORTING AGENCY</b>	: KKM, JKM, JPBD SM
Monitoring Indicator (at City Level)	Care centres that provide free of charge services for the elderly and the disabled in urban centres
Performance Measurement	>2 Very Satisfactory 1 - 2 Satisfactory None Unsatisfactory
Application by Hierarchy of Centres	1 : Global City      2 : Regional Centre      3 : State Capital 4 : Main Centre      5 : Local Centre
Implementation Time Frame	Medium Term : 2017 - 2020 <b>(Monitoring Period : 2021)</b>

Illustration/ Best Practice/ Example



Pondok Al-Baraqah, Kg. Manjoi, Perak



Green Acres, Meru, Ipoh

An example of a Community Retirement Village



The use of tactiles for the blind along pedestrian walkways