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• Introduction
• Rural Development Evolution
• Rural Transformation Programme
• Grassroots Leadership Towards Greater Rural Development
INTRODUCTION:
MINISTRY OF RURAL & REGIONAL DEVELOPMENT (MRRD), MALAYSIA
VISION
Becoming a pioneer in rural enhancement

MISSION
To increase the prosperity of Rural Community in effective way and include all

MOTTO
Urbanisation of Rural
To Develop Rural Basic Infrastructure, Secured Roads/Pathways and upgrading/maintaining the existing rural roads

Poverty Prevention and Prosperous Development Programme for the rural community

Modernization and Development of villages and rural areas

Redeveloping new settlement of Traditional Villages

The development of Electricity Supply System and Clean water supply to the rural areas

Rural Economy Development Programme

Rural Entrepreneurship Development Programme

Human Capital and Community Development for rural
TARGET GROUP OF MRRD

- 213,725 Masyarakat Orang Asli
- 91,240 KIR Poverty/Hardcore Poverty
- 283,683 Small holders
- 205,081 Rural Entrepreneurs
- 245,127 kindergarten children
- 16,534 Village Leaders

7.75 million Rural Population
RURAL DEVELOPMENT EVOLUTION
Total Population
31.6 million

14 STATES

Total Areas
328,550km²

16,534 Villages

ETHNIC GROUPS
- 50.4% Malay
- 23.7% Chinese
- 11.0% Indigenous
- 7.1% Indian
- 7.8% other
POVERTY PERCENTAGE BASED ON STRATA, 1970-2014

Source: Department of Statistic, Malasyia (DOSM) dan Economy Planning Unit(EPU), Prime Minister’s Office
RURAL
TRANSFORMATION

'Membandarkan Luar Bandar'
Rural Transformation Programme or known as RTP is a complement to overall National Transformation Programme. This programme will transform rural area as it will attract and create demand for private sectors investment, boosting economic activities, creating job opportunities and encouraging young generations to serve in the rural.

-Budget Speech 2012, 7 October 2011-
Rural: As an attractive place of which equipped with adequate basic facilities and infrastructures

Supported by innovative and catalyst socio-economy activities

Towards the nation’s target as a developed high income nation and at the same time preserving the good customs and traditions of rural community
Inclusive Rural Transformation

PUSAT TRANSFORMASI LUAR BANDAR (RTC)
- Launched by YAB Prime Minister on the 31st May 2011.

Objective
To assist the rural community through programmes such as to increase their income, to reduce their expenditure burden and to extend government services to rural people in line with the concept of “Satu Hentian, Pelbagai Perkhidmatan”.

8 Initiatives

Steering Agencies: KKLW, MOA, KKM, KPT

Operating in: Perak (Gopeng), Kelantan, Johor, Kedah, Terengganu, Pahang, Sarawak (Miri), Melaka (Sg. Rambai)
Inclusive Rural Transformation

- Skill Training
- 1Malaysia Information Kiosk
- High Value Agriculture
- Processing of Agro Food Products
- Management of Agriculture Chain Revenue
- Higher Education Collaboration Programme
- 1Malaysia Health Service
- Finance Facilities
21st CENTURY VILLAGE

Objective:
To encourage young groups to stay and work; or run a business in their village.

Component:
Rural Business Challenge (RBC)
Desa Lestari
Inclusive Rural Transformation

This is a competition for young entrepreneurs to give their ideas on high prospect business plan that give them an opportunity to transform it into real competitive businesses.

- Community Economy development and enhancement through Koperasi scheme initiative and the specialties/uniqueness of their own village
- Village Tourism, Small market, Agriculture, Livestock and farming machinery services.
- Until 2015, there are 42 villages involved in this scheme that is led by 42 Koperasi.

**TOTAL 77 WINNERS**

- **2012** • 11 winners
- **2013** • 20 winners
- **2014** • 23 winners
- **2015** • 23 winners

Performance of 2012 RBC winners after one year..........

Purata Peningkatan Pendapatan Bulanan 171%

Bilangan Usahawan Baru Yang Berjaya Diwujudkan: 93 orang

Jumlah Peralihan Pekerjaan Yang Diwujudkan Sehingga Kini: 110 orang
Kg KUALA MEDANG, LIPIS, PAHANG

SELECTED IN 2013

TOTAL ALLOCATION : RM3,386,980

- Gross Income
  2014: RM53,550
  2015: RM100,595
  2016: RM513,267
  2017: RM1,162,932
- Number of Workers : 19
- Number of Coop Members: 51

Stingless Bee Farm  Cabin Chalet  Mini Pump Station  Printing Workshop  Lorry, Van & 4WD  Recreational Centre (Upgrade)  Boats
TRANSPORTATION SERVICES PROJECT

SUCCESS STORY - KAMPUNG TELLIAN, MUKAH SARAWAK

SELECTED IN 2013

TOTAL ALLOCATION: RM3,712,900

- Rumbia and Coal Transportation (Contract)
- Gross Income
  2014: RM212,046
  2015: RM497,073
  2016: RM1,526,073
- Number of Workers: 12
- Number of Coop Members: 306

1 unit Crane Lorry
10 unit 20 Tan Lorry
SUCCESS STORY – KG. PALOH 1, GUA MUSANG, KELANTAN

SELECTED IN 2013

TOTAL ALLOCATION: RM1,591,526

- Project Cost: RM1,503,000
- Heavy Machinery Rental Services
- Gross Income
  2014: RM329,122
  2015: RM734,425
  2016: RM1,973,966
- Number of Workers: 15
- Number of Coop Members: 320

- Project Cost: RM88,526
- Stingless Bee Farm (200 bee hives)
- Gross Income:
  2014: RM4,430
  2015: RM5,778
  2016: RM8,082
- Number of Workers: 3
SUCCESS STORY – KG. SRI GUNUNG PULAI, KULAI, JOHOR

SELECTED IN 2015

TOTAL ALLOCATION: RM1,335,270

- Rural Tourism (Cabin Chalet, Van, Camping Tent)
- Gross Income
  2016: RM247,868
- Number of Workers: 20
- Number of Coop Members: 92
Inclusive Rural Transformation

- This Initiative is under Economic Entry Point
- It’s a NKEA Agriculture and implemented through NBOS concept with agencies – KKLW, MOA and pioneer private company

Location:
1. Tuan Seh, Sedili Kecil, Kota Tinggi, Johor
2. Chemomoi, Bentong, Pahang
3. Kampung Ban Ho, Kemaman, Terengganu
Inclusive Rural Transformation

AGROPOLITAN - Rural Mega-Soaring Program me

Pulau Bangga, Kudat, Sabah

Gana, Kota Marudu, Sabah

Batang Lupa, Sri Aman, Sarawak

Batang Sadong, Samarahan, Sarawak

Chemomoi, Bentong, Pahang

Nanga Sekuau, Sibu, Sarawak

Gunung Sadok, Saratok, Sarawak

Pulau Bruit, Mukah, Sarawak

Ganda, Gerik, Perak

Sik, Kedah

Gahai, Kuala Lipis, Pahang
Basic Infrastructures and Facilities Development

Rural Electricity Supply and Village’s Road Lighting

Village-linked roads

Rural Roads

Social Amenities

Rural Clean Water Supply
WAY FORWARD YEAR 2016-2050 NATIONAL TRANSFORMATION PLAN
National Transformation 2050

10 New Resolutions for MRRD New Policy 2017-2050

- Rural Youth Development Program
- Quality Human Capital
- Biodiversity and Green Environment
- Economy
- Rural Infrastructures and Amenities
- Quality Administrative and Delivery System
- Entrepreneurship
- Healthy and Prosperous Life
- Regional Development and Resettlement
- Mindset Transformation of Rural Community
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GRASSROOTS LEADERSHIP

VILLAGE DEVELOPMENT AND SECURITY COMMITTEE
VILLAGE DEVELOPMENT AND SECURITY COMMITTEE
(JAWATANKUASA KEMAJUAN DAN KESELAMATAN KAMPUNG)

Led by The Chair (Village Leader)

Manage groups of small villages consists up to 1,000 people

Tasks – village development, village security, foster community's unity, agent of change

Lowest level of government administration structure (Federal Government – State Government – District – Sub-District – Village)

Supervised by Headman (sub-district administrator) and Extention/Development Officer (government agency)
THE COMMITTEE

1 CHAIRPERSON

2 SECRETARY

3 13 BUREAU

- Development
- Security
- Finance
- Economy
- Religious Activity
- Education & Innovation

- Health
- Social & Culture
- Youth & Sport
- Women’s Activity
- ICT
- Welfare
- Environment
THANK YOU

Rural Community Division
Ministry of Rural and Regional Development
Federal Territory of Putrajaya
MALAYSIA