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Number Fact!

1,271,300 is the total number of skilled agricultural and fishery workers in Malaysia.

The highest percentages are recorded in Sabah and Sarawak with

26.7% and 17.6% respectively.

(Source: Labour Force Survey Report 2008 Malaysia, pg 253)

Agro Intelligence System (AIS)

By Amir Hamzah Shamsuddin

The AIS is a multi-component system, that will be designed to assist MOA in its effort to improve the Malaysia's Agro-food sector. It will cover the 6 business domains at MOA:

- Profile Management
- Incentive Management
- HR Development
- Transfer of Technology
- Market Intelligence
- SME Development

AIS is architected to have the flexibility and scalability to ensure the AIS can evolve to cater for future needs of MoA.

AIS seeks to integrate and share data and information from various sources, with the aim to increase the accuracy and reliability of data available to MoA and its agencies.

Through AIS, MoA would be able to record, integrate, maintain, analyze, and share information across all its agencies and departments. AIS aims to provide with the users:

- Integrated and streamlined processes across departments and agencies
- Single, 360-degree view of the target groups
- Comprehensive repository of Agro-food sector knowledge and resources
- Platform for collaboration

SME: Small and Medium Enterprise
HR: Human Resource

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EDITOR'S NOTE

Change management is one of the important activities in the process of transformation and implementation of changes. As such, we will publish a series of articles on change management to explain change management concepts and discipline.

Introduction to Change Management

By Razak Idris



Change can never be avoided, especially in order to continue being relevant. The new globalised and fast paced environment resulted to the need for individuals and organisations to continue improving and reinventing themselves. Recently in the public sector, the pressure to change and improve is multiplied especially due the increased demand of the citizens, private sectors, as well as the global financial and economical uncertainty.

Change will happen if there are new policies, processes, or technology being implemented. Change however is easier said and done, especially when it involves people. Successful implementation of change requires the fullest commitment from all the staff within the organisation. Success can be achieved through a careful monitoring and execution of the change journey, integrating all the important aspects and discipline of change management.

Agriculture Flagship Project Change Management Activities

We have successfully conducted two Change Management activities in April:

- Change Readiness Survey (CRS) – The CRS forms were distributed to key relevant individuals on 7th April. The survey was designed to gauge the readiness of MoA staff to embrace the changes that will be brought by Agriculture Flagship Project.
- Agriculture Flagship Project Communication Liaison Briefing Session – Held on 16th April, the appointed communication liaison from each agency was briefed about the project and the change management activities that are planned as part of the project.

In the coming months, there are more Change Management Activities planned for the project. One of the activities is the distribution of the Change Agent Selection Survey. The survey will be distributed to key individuals in MoA, with the objective of finding the right individual to be the Change Agents for Agriculture Flagship Project.



4 Months into
the journey...

Quick-Win (QW)

By Meor Mohamad Fadzil

As at 27th March, all 61 TKPM Lanchang participants' data had been uploaded into AgriSGeoPortal. In ZIA Perairan Sungai Johor, the QW team registered 53 participants while at IADA Barat Laut Selangor, 304 participants had been registered.



Site Visit to TKPM Lanchang on 18th January

The Project Team also visited TRUST, Jengka, on 25th March. The main purposes of the visit were to instill project awareness and to gather relevant information with regards to the project. We hope the briefing provided by our team has enhanced the awareness and understanding level amongst the key players.

We have successfully developed the functionality matrix and the specifications of the Quick-Win Prototype System (QWPS) based on the input gathered during the site visit. The document will serve as a reference point for the development of the QWPS.

Blueprint Development

By Khairul Esyani

We have had productive discussion sessions with 13 divisions / departments / agencies. The purpose of the meeting was to gather their input for blueprint development.

We have also developed the preliminary situational assessment based on the input from the stakeholders. We are currently validating the findings to ensure common understanding between the key players and the project team.

This period also sees the formal establishment of Workgroup 5 (WG 5-Human Resource & Development) and Workgroup 6 (WG 6-Research, Development and Technology Transfer). The workgroups had also set objectives and terms of references accordingly. Dr. Sopian of National Agriculture Training Council (NATC) and Y.H. Dato' Dr. Sharif Haron are tasked to lead WG 5 and WG 6 respectively.

Project Progress Marker



Quick-Win Programs

We are here

Project Diary - Key Activities in April

Activity	Date
Project Implementation Team (PIT) Meeting	8 & 30 April
Agriculture Flagship Project Communication Liaison Briefing Session	16 April
Site Visit to MPIB Johor (QW5)	26 April



Top and Right:

Site Visit to TRUST, Jengka on 25th March

Highlights of Project Activities

DoA Sepang

On 31st March, a site visit to Sepang District Department of Agriculture was conducted. The objectives of this site visit were to gather issues and understand the work processes of agencies' extension officers and having a dialogue with the farmers. This delegation consisted of participants from DoA HQ and Sepang officers as well as the Agriculture Flagship Project team members visited 3 sites:

- Pulau Meranti and Jenderam Hillir – vegetables, chillies and mushroom farms
- Taman Pertanian Ulu Chuchuh –tapioca, vegetables and agro-based industries (Chips, noodles, tofu and tempe) sites
- Labu, Sepang and Kg. Batu 2 – banana and vegetables farms



Briefing Session at DoA Sepang



Discussing with Target Group in Sepang

Agriculture Flagship Project Communication Liaison Briefing Session was held on 16th April at MoA and was chaired by Tuan Haji Ibrahim Salleh, the HIP Director. During the session, the appointed communication liaisons from each agency was briefed about the project and the change management activities that are planned as part of the project. They were also briefed about their role as communication liaisons in the project. Before the session ended, a short knowledge sharing sessions by the key individuals involved in the Quick-Win was conducted to expose the communication liaisons to the on-site challenges faced by the officers.



Sabah and Sarawak

On 5th and 6th April, the project team went to Sabah to visit Kementerian Pertanian dan Industri Makanan (KPIM) Sabah, Jabatan Perkhidmatan Haiwan dan Perusahaan Ternak (JPHPT) Sabah, Sabah Department of Agriculture (DoA), and Sabah Department of Fisheries (DoF). Site visits to Ministry of Modernisation of Agriculture (MOMA) and Sarawak Department of Agriculture were also conducted on the same date. The site visits were conducted to share information about the project and to gather relevant information from the ministries and departments.



TRUST

The Agriculture Flagship Project Team visited TRUST sites in Jengka on 25th March. Accompanied by Dr. Dian Nabijah of DVS and Hj. Hisam from DoA, the team visited livestock farms in Temerloh (cow breeding), and Jengka (goat and sheep breeding and Agro Ternak Farm). The site visits allowed the project team to see the actual environment of the livestock farms while gathering information from the target groups.



Site Visit at TRUST, Jengka

Enquiries / Comments

We appreciate any questions or enquiries that you may have about the project and the newsletter. Please send your comments and enquiries to:

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