

MALAYSIAN ADMINISTRATIVE MODERNISATION AND MANAGEMENT PLANNING UNIT

MOVING FORWARD

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Helping public service agencies serve better

By PANG HONG YEE

REMEMBER the days where everything – from highly classified documents to birth certificates – is recorded on paper? Savour it if you must, as public service agencies are forging ahead to become a virtual, integrated and paperless administration vehicle, in line with the global trend of efficiency, reliability and convenience.

Started in 1989, with the launch of the "Excellent Work Culture" campaign, the country's public administrative vehicle has undergone numerous reform measures ranging from Total Quality Movement (TQM) at the broadest level right down to how menial tasks like answering calls are handled.

"From then on, the Client's Charter, a definition of quality standards in conformance with customers' requirements in various public agencies, was rolled out from 1991 onwards, as well as the execution of the MS ISO 9001:2000 certification," said Datuk Yaacob Hussin, Director General of the Malaysian

Administrative Modernisation and Management Planning Unit (MAMPU).

It was at that time that the quality culture was increasingly entrenched in the public sector. Other reforms implemented ex-post-facto include measures to improve counter services; creation of new systems and work procedures; quality control circles; as well as the inculcation of positive work values, all of which focus on citizens as customers.

Within the scenario of civil reform, MAMPU is the agency entrusted for effective implementation of all enhancement initiatives in the public service.

Further in 1996, the Government launched Electronic Government (e-Government), one of seven flagships under the wings of the visionary Multimedia Super Corridor initiative.

"The eGovernment's main intent is to 'electronise' its transactions to enhance accessibility and the quality of interactions with citizens, to increase efficiency, as well as to improve policy development, coordination and enforcement. And all of this

can be seen in the culmination of the myGovernment (www.gov.my) portal," Yaacob said.

Some of the celebrated applications provided in the national portal include online renewal of driving licences issued by the Road Transport Department (JPJ); tax e-filing system by the Inland Revenue Board (IRB); cross-checking of voters' details from the Election Commission (SPR) and the National Registration Department (JPN); as well as Government employment opportunities and tenders.

Looking forward, Malaysians will soon be living in a country where Government transactions are just a click of a mouse away – as promised by the chanting of a seamless and efficient multi-channel Government-customer interface in the Ninth Malaysia Plan.

■ To know more about MAMPU and what they do, please log on to www.mampu.gov.my or for further enquiries on various public services available, please call 03-8888 1199.

The MAMPU headquarters in Putrajaya.

