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Driven by innovation

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PM: Genovasi to produce 5,000 young ambassadors to spur country's progress

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PUTRAJAYA: The Government has launched an ambitious plan to develop 5,000 youths as "innovation ambassadors" under its latest initiative called Genovasi.

Genovasi — which is a combination of the Malay words *generasi* and *inovasi* — aims to progressively train the ambassadors over a five-year period so they can eventually take the lead in spurring progress, a better quality of life and solutions for the nation.

Prime Minister Datuk Seri Najib Tun Razak, who announced the new unit yesterday, said Genovasi would partner with global innovation leaders to impart innovation, skills, expertise and methodologies to the new generation of Malaysian innovation ambassadors.

"Genovasi will be launched early next year and I expect it to be granted university status within five years. A board of visionaries will guide and advise Genovasi," he said in his speech after attending a dialogue session with several leaders in innovation at the Perdana Putra building here yesterday.

The Prime Minister said Genovasi would be set up as an innovation organisation where bright young minds would have tangible opportunities to receive induction into innovation.

He said three tracks would be offered for the participants to apply their new innovation skills.

The tracks are community-centric projects to benefit the masses; economic-focused projects that generate new waves of wealth, and government enhancement projects to help improve the delivery service.

Genovasi will be set up and managed by a new agency under the Prime Minister's Department called Unit Inovasi Khas (Unik).



Glad to meet you: Najib meeting Choo (right) and other local and international partners of Genovasi at a dialogue session in Putrajaya.

As an innovation organisation, Genovasi will work with various international and local partners to develop a training and learning curriculum for young Malaysians to pick up innovation.

Among the renowned experts and organisations that have come on board to assist and guide Genovasi are shoe designer Datuk Jimmy Choo, the Hasso-Plattner Institute and its School of Design Thinking, Pearson, Singularity University, Stanford University, The Millennium Project and

The Royal Society for the Encouragement of Arts, Manufactures and Commerce.

Unik chief executive officer Datuk Kamaljit Singh said they would need another four to five months to work out the details on how exactly Genovasi would be run, but noted that their target would be university graduates in their 20s.

"Their involvement will not be full-time. It will be akin to an internship, and we will probably work out a stipend for them," he said.

