



MALAYSIAN INDIAN BLUEPRINT

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Acknowledgement

Prisma Vision was produced by the Indian Community for the Indian Community.

It started as a research based project more than two years ago with an investigation into minority community development. This phase also included an extended period of listening to members of the Indian community voice their concerns and hopes for their families and kin. The results of this initial investigation have had a profound impact on the Blueprint with some of the initial core concepts living on in Prisma Vision. In fact, three of the fundamental insights are deeply imbedded in the fabric of Prisma Vision.

First, given the scale and scope of the needs within the community, all Prisma Vision programs are to be developed and enacted by the grassroots. Empowering the base is essential to achieve sustainable success and growth. However, this approach also requires a lot more support and accountability at each level of the process to ensure that those in charge of execution have the knowledge and abilities required to activate and successfully complete their programs. Second, given the fact that the Indian community is diverse and unevenly dispersed around the country, it is essential that Prisma Vision be designed as an on-line platform with which every member of the community can interact. To achieve this objective, it is essential that every Indian have access to the internet at all times. This requirement has led to a key foundational objective of Prisma Vision which is to have "100% of the community on-line by 2020". Third, given the types of issues confronting the Indian community, it is essential that the responsibility to address and solve these issues rests with the community itself. Clearly, assistance from the government and other communities should be sought and highly valued, particularly in the initial years. However, the ultimate responsibility for why things get done, how they get done and what gets done, rests uniquely within the community itself. The Indian community needs to be the master of its own destiny.

Upon completion of the research phase, Prisma Vision activation started with a core group of 8. The team rapidly expanded to 30 participants before expanding yet again to the core 300 group. In a series of workshops, this ever increasing group validated the sense of purpose, the 7 core principles, the 7 Key Results Areas (KRAs) as well as the 18 Thrusts. Through the workshops, participants established the balanced scorecard for each Thrust and the plans to expand the engagement process to 3000 members of the community through a series of labs based on individual Thrusts. Ultimately, at the time of its publication, over 3,000 members of the community have been actively engaged in the formulation and execution of Prisma Vision. This is truly an endeavour that has been done by the community for the benefit of the community itself.

This is only the beginning. In time, the Blueprint will continue to expand and will impact the lives of every Malaysian Indian family, thereby becoming ingrained in the fabric of the community.

Prisma Vision heralds a new era for the Malaysian Indian Community, one which focuses on the common good, offers greater transparency and accountability and most importantly, it engenders a change in mindset within the community to become more self-reliant and to address its problems itself instead of waiting for others to intervene. This is a necessary step to build a sustainable future for every Malaysian Indian.



Introduction

Prisma Vision is intended to be a working Blueprint. As a practical manual, it provides the framework for the different Thrusts' task forces and grassroots organizations to develop and define the programs that will build an empowered, innovative and thriving community.

Given this role, Prisma Vision is laid out in a consistent, user-friendly manner and employs simple and straightforward language whenever possible.

- The layout of the Prisma Vision Blueprint is as follows:



The reason for using the Balanced Scorecard approach to Prisma Vision's Thrust activation is that this model provides a systematic overview of the key elements that are critical to a strategy being properly defined, executed and maintained. As such, it provides clear overview to all those involved in conceptualizing and executing target-based programmes

After presenting the details for each Thrust and its activation in chapter 5, Prisma Vision then provides added information in the Appendix. In particular, the case study of ASTI and the Tamil Schools' Science Fair is used as an example of activation for Thrust 1.

Chapter 1

provides a cursory overview of the Malaysian Indian community's current situation.

Chapter 2

covers the essence of the Indian community through the definition of the sense of purpose and the guiding principles. The sense of purpose defines the reason why this endeavour is undertaken and it is the ultimate objective to be accomplished. The guiding principles provide the parameters by which all decisions will be made under Prisma Vision. They define how things will get done. As such, the sense of purpose and the guiding principles form the foundation for every program to be developed and executed by the Indian community moving forward.

Chapter 3

then moves on to define the 7 Key Results Areas (KRAs) which define what Prisma Vision will focus on. Chapter 3 also defines the 18 core Thrusts which support the KRAs.

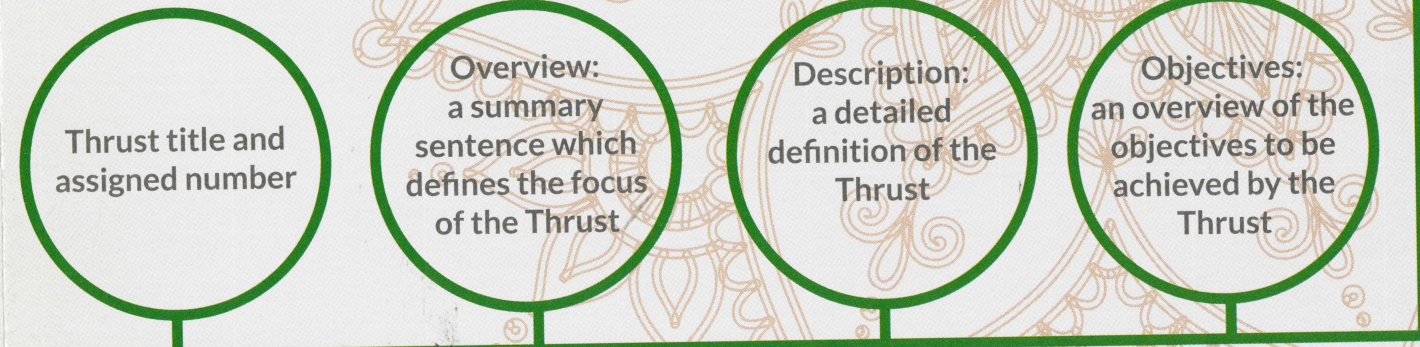
Chapter 4

provides the prioritization of the Thrusts and in particular, the top three priorities through 2020, as well as the timeline covered by Malaysia's 11th Plan.

Chapter 5

dives into the details of the core Thrusts, with each being presented in a systematic way to ensure that specific task forces and grassroots organizations are able to optimize the use of the available information and instructions. The material is presented in the following way:

Balanced Scorecard:
this section covers the strategic map for the Thrust. It provides the information and instruction on five core perspectives:



Strategic Perspective:
this section provides the background on how the Thrust supports the three core objectives of Prisma Vision that need to be achieved by 2020, the timeframe of the 11th Malaysia Plan:

100,000 active Indian businesses:
the key to the community's growth and sustainability

at least one graduate per household:
the key to developing the know how and capabilities within the community

100% of the community on-line:
the key to the community's activation through communication, information and networking

Customer Perspective:
this section covers the key segments of the population who are impacted by the Thrust and the role they play in fulfilling the Thrust's objectives:

Beneficiaries:
these are the members of the community who will benefit the most from the Thrust. They are Prisma Vision's true customers.

Organizers and Activators:
these are the members of the community who will be responsible for making the Thrust happen at the grassroots level.

Sponsors and Donors:
these are the people and organizations who will support the organizers and activators by providing funding, time, energy and other resources as required.

Financial Perspective:
this section covers the sources and uses of the funds required to make the Thrust happen. For Prisma Vision, there are two primary sources of funds identified:

External sources to the community

Internal sources to the community

Also the uses, management and auditing of the funds is defined for the most

Organizational Perspective:
this section covers how each Thrust will be enacted. The two key internal sources of activation are covered, namely:

in-community:
who at the grassroots level will be involved in activation

on-line:
what the Prisma Vision platform will provide to support the Thrust's activation

Learning and Innovation:
this section covers how the Thrust activation will contribute to the growth and innovation within the community.



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Chapter 1

Prisma Vision Background



Indian Community Data

The quantity and accuracy of specific data on the Indian Community is low, with few statistics and surveys providing conclusive results. As such, any background information on the community needs to be viewed and interpreted with trepidation.

Having said this, it is important to refer to the existing data to get a sense of the condition of the community, the issues the community is facing and the general trends within the social and economic landscapes.

Economic Development

The Malaysian Indian community is not developing at the same pace and scale as other Malaysian communities and is falling behind in critical areas.

According to the Department of Statistics, in 2013, 11.2% of Indian community labour force is engaged in elementary occupation compared to a national average of only 8.2%. Furthermore, only 29.8% of the Indian workers are in careers that offer significant upward mobility and higher earning potential. This includes the occupations of managers, professionals, technicians and associate professionals. The mid-band of occupations such as clerical support, services, agricultural, craft, trades, plant and machine operators and assemblers consist of 58.9% of the Indian workforce. These jobs are typically vulnerable to downsizing and outsourcing.

The Indian business community is also underperforming. According to the Malaysian Indian Chamber of Commerce, some 2,500 to 3,000 small to medium enterprises (SMEs) are generating revenues in excess of RM500,000 per year. In comparison, according to the Malaysian Chinese Chamber of Commerce, there are over 100,000 Chinese businesses earning over this threshold. Of the existing Indian businesses, 26% are in the wholesale, retail and trade businesses. This is an industry that is experiencing considerable consolidation and at long term risk of being displaced by large scale operators as well as on-line based retail platforms.

In terms of employment, there are few reliable statistics. One of the few ratios is the percent of Malaysian Indians in Civil Service which stands about 3%, far below the average of the Indian population. Furthermore, the most important civil servant posts are held by the Malays and the Chinese.

Education

The overall education level is low with a large number of students dropping out without any proper qualifications. Here again, the numbers and percentages are not readily available.

In terms of tertiary education, the number of Indians has dropped from 8% to under 4% in the past decade alone. Many Indian students with perfect scores of 4.0 cumulative average are not gaining access to their majors of choice and empirical evidence shows that many are not being given places at all. This has led many to enrol at private Universities or to study abroad which places a burden on their families.

Poverty Eradication

Although the figure remains difficult to verify, the Indian Equity appears to be around 1.5% which is half of the target set by the Government over 2 decades ago. Out of the 1.5% achieved, it is felt that at least 1% belongs to the top 10% of the community which leaves 0.5% or less for the remaining 90%. As such, a holistic planning to eradicate Indian poverty that unites the political will, direct delivery and measureable monitoring system have been absent to date. Special Secretariat for Empowerment of Indian Entrepreneurs (SEED) was a good first step to facilitate the credit for micro, small and medium enterprises. Indeed the formation of SEDIC (Socio Economy Development of Indian Community -JPM) has been encouraging. However, SEED or SEDIC alone are silo approaches and not the long-term answer for the issue of Indian poverty.

According to the Economic Planning Unit data, hardcore poverty levels have maintained steady within the Indian community over the period of 1999 to 2012, showing an actual increase of 10% to over 139,000 households. In comparison, over the same period of time, Bumiputera hardcore poverty decreased to 82% while the Chinese hardcore poverty has seen a similar decrease of 81%.

Equally concerning is the high rate of Indian families in urban areas which have higher costs of living than rural areas.





Empowered . Innovative . Thriving

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The term Prisma itself is an acronym for the term

PRogressive Indian **SOCIETY** **MA**laysia

There are multiple symbols within a prism that explain the use of a Prism as a central theme behind the Prisma Vision logo.

First, light is very important to Indian culture and spiritualism.

Second, the prism shows that a light is made of multiple components – i.e. colors - just as the Malaysian Indian community consists of many diverse backgrounds and ethnicities.

Third, a prism splits light into 7 core colors. Prisma Vision document has 7 guiding principles and 7 key results areas. So the guiding principles and Key Results Area inform the light that guides the development and activation of Prisma Vision