

**05/11/2015 - Pemudah Challenge 2015**

Assalamualaikum Warahmatullahi Wabarakatuh, Salam Sejahtera and Salam 1Malaysia.

YBhg. Datuk Seri Saw Choo Boon,  
Co-Chair of the Special Task Force to Facilitate Business (PEMUDAH);

YBhg. Tan Sri Mohd. Zabidi Zainal,  
Director-General of Public Service Malaysia;

YBhg. Dato' Sri Dr. Khair bin Mohamad Yusof,  
Director General of Education,  
Ministry of Education Malaysia;

YBhg. Dato' Prof. Dr. Asma binti Ismail,  
Director General,  
Department of Higher Education;

Members of PEMUDAH;

Invited students and teachers, guests and members of the Media;

Distinguished Guests, Ladies and Gentlemen.

1. First and foremost, I would like to extend my appreciation to all of you for being with us here this afternoon, where we will be awarding the prizes for the PEMUDAH Challenge Competition.

2. The Special Task Force to Facilitate Business (PEMUDAH) was set up on February 7, 2007 to address the urgent need for closer collaboration between both the public and private sectors, to enhance the public service delivery, and improve Malaysia's business environment.

PEMUDAH initiatives are being shared continuously through various media, either through printed form or electronic and social media, as well as via the PEMUDAH portal and PEMUDAH Challenge competition.

3. The PEMUDAH Challenge started in 2010, where the best ideas from the public and private sectors on improving service delivery were selected and subsequently adopted by ministries and departments for their implementation. The PEMUDAH Challenge programme was subsequently extended to school children in 2011, 2013 and 2014, so as to create the platform for the young generation to become creative and innovative. The **objectives** are to **encourage the young generation to contribute ideas, to improve the teaching and learning environment** and **improve government service delivery**.

4. For the PEMUDAH Challenge Competition in 2014, 3,112 ideas were received from Year 5 Students from six states, namely Johor, Melaka, Negeri Sembilan, Selangor, Kuala Lumpur and Putrajaya. A total of 30 ideas were selected as the winning ideas.

Distinguished Guests, Ladies and Gentlemen,

5. The PEMUDAH Challenge this year is now in its fourth season, with this year's competition being **extended to all primary schools in Malaysia** as well as to **four selected public universities in the Klang Valley**.

6. The Co-Curricular and Art Division together with the Information Management Division, Ministry of Education developed an online system for PEMUDAH Challenge Back to School since 2012 for entries from the school children. The online system requires school children who want to participate in the competition to submit their ideas online, and the system also enables the selection of winners by panellists to be done online. This year, the programme has been **extended to 16 State Education Departments** throughout the country.

7. A total of **9,408 ideas were received from the school children** and **362 have been shortlisted for assessment** at the Ministry level. A total of 53 ideas were selected by the Ministry and subsequently, **PEMUDAH endorsed 32** of these ideas as winning ideas.

8. For the universities, the theme chosen was "**Improving the Efficiency of Service Delivery in the Ministry of Higher Education**". The main objective is to spur the undergraduates to generate ideas for improvement in the education sector.

9. The four Universities that took part were Universiti Malaya, Universiti Putra Malaysia, Universiti Kebangsaan Malaysia and Universiti Teknologi Mara. A total of **127 ideas were received** and **18 ideas have been chosen** as the winners.

10. Among the **winning ideas** are:

**(a) For the Schools:**

- To provide the "smart board" in the class;
- Traffic lights to be implemented by schools for children's safety;
- Using thumb print for attendance;
- Teachers to use various IT methodology to teach in class;
- Teachers should have good personality – versatile, talented, caring, friendly and be a source of reference; and
- To improve good level of hygiene in schools and organize a recycling competition.

**(b) For the Universities:**

- Create One Stop Centre in the main campus in order to provide efficient delivery system to ensure smooth and effective implementation of national development policies and strategies;
- Provide the official link to the website of companies with the Ministry of Higher Education so that students are able to find jobs more efficiently;

- Provide spectacles allowance for students who have reading problems based on the student's family background; and
  - Provide 24 hours clinic in the campus to help students who do not have transport.
11. Some of the winning ideas from last year are already being implemented in the schools' activities, such as Corporate Social Responsibility (CSR) as well as public speaking activities during assembly.
12. In addition to that, our heartfelt appreciation goes to YBhg. Tan Sri G. Gnanalingam, for his contribution towards the PEMUDAH Challenge fund. Tan Sri Gnanalingam has been our generous sponsor since the inception of the PEMUDAH Challenge competition, and I am happy to note that for this year, he has **increased the prize money from RM150 to RM500 for schoolchildren**, and from **RM300 to RM1,000 for the university undergraduates**.
13. My congratulations to all the winners. To those who did not win this time, do not be disheartened, and do try again in the next round of competition next year.

Thank you. Wabillahitaufik Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.

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