

**19/03/2015 - Pemudah Challenge: Back To School Season 3 And Pemudah Journalism Competition 2014 Award Ceremony And Launching of Pemudah Journalism Competition 2015**

Assalamualaikum Warahmatullahi Wabarakatuh, Salam Sejahtera and Salam 1Malaysia.

YBhg. Tan Sri Mohamad Zabidi bin Zainal,  
Director General of Public Service Malaysia;

YBhg. Datuk Seri Saw Choo Boon,  
Co-chair of PEMUDAH;

YBhg. Dato' Dr. Chamil Wariya,  
Chief Executive Officer,  
Malaysian Press Institute;

Members of PEMUDAH;

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

Ladies and Gentlemen.

1. First and foremost, I would like to extend my appreciation to all of you for being here with us this evening, where we will be awarding the prizes for the **PEMUDAH Challenge: Back to School Season 3** and **PEMUDAH Journalism Competition 2014**, as well as launch the PEMUDAH Journalism Competition 2015.

**PEMUDAH CHALLENGE: BACK TO SCHOOL**

2. The PEMUDAH Challenge: Back to School is a continuation of the PEMUDAH Challenge which began in 2010. In the previous PEMUDAH challenge,

the best ideas from the public and private sectors on improving service delivery were selected, and forwarded to the respective ministries and departments for implementation.

3. The PEMUDAH Challenge programme was subsequently extended to school children, the future leaders of our country. This was aimed at promoting a culture of thinking among pupils, and to give recognition and appreciation to our students, especially at the primary level, who have sparked creative and significant ideas that impact the school environment. So far, PEMUDAH has organised 3 seasons of the competition for school children, and today, we will award the prizes to the winners of the competition for Season 3.

4. The PEMUDAH Challenge: Back to School Season 1 and Season 2 received 198 and 819 entries respectively, from participating schools in Kuala Lumpur and Putrajaya. There were 24 winning ideas in Season 1, while for Season 2, a total of 25 ideas were selected as winners.

5. For this third season, the **number of entries increased to 3,112 ideas**, received from Year 5 students from six states namely Johor, Melaka, Negeri Sembilan, Selangor, Kuala Lumpur and Putrajaya. A total of 30 ideas have been selected as winning ideas after undergoing three levels of screening: by teachers, the Ministry of Education and PEMUDAH.

Ladies and gentlemen,

6. The ideas from the students this time around are not only creative and innovative, but are also concerned about the environment and health. These are **a few of the winning ideas**:

- Providing a mini gym or gym facilities to reduce obesity among students;

- Creating a smart board for interactive learning and fun between teachers and pupils;
- Conducting research programmes at the primary school level in order to produce young scientists;
- Providing ICT devices such as the Chromebook to replace the use of textbooks; and
- Building a small reading cabin for pupils to avoid wasting time while waiting for parents.

7. I would like to congratulate the winners for their brilliant ideas and contribution, and also to the teachers who have guided these students. In addition, our heartfelt appreciation goes to YBhg. Tan Sri G. Gnanalingam, for his contribution towards the PEMUDAH Challenge fund. I hope that the Ministry of Education will continue this initiative by expanding future participation to include undergraduates at the university level, as they too are the potential leaders to drive our country.

### **PEMUDAH Journalism Competition 2014**

Ladies and Gentlemen,

8. The PEMUDAH Journalism Competition highlights the many Government initiatives that are being carried out to improve the 11 areas emphasised in the World Bank Doing Business Report. The journalism platform was chosen to create awareness to the public through concise yet powerful articles produced by resourceful journalists. More specifically, the objectives of the PEMUDAH Journalism Competition are:

- (i) to enhance awareness of journalists on Malaysia's reform initiatives;

(ii) to enable journalists to publish reform initiatives in a more interesting manner, so as to enhance public understanding and awareness; and

(iii) to enlist journalists in identifying opportunities for reforms and providing feedback on whether reform initiatives are actually working in practice.

9. For the printed or online category, a total of **28 journalists** participated in the competition, producing a total of 32 articles:

- 14 entries were received from the Bahasa Malaysia sub-category;
- 17 entries from the English sub-category; and
- a single entry from the Sin Chew Daily for the Mandarin sub-category.

10. The winning English articles portrayed high standards of research, and went beyond plain facts. It depicted a high class of investigative journalism and most importantly, it touched on the 11 areas of Doing Business in Malaysia. I am sure the judges had a tough time selecting the winners.

11. Unfortunately, the panel of judges concluded that the entries from the Bahasa Malaysia and Mandarin categories did not meet the high requirements set by the competition. The panel was also disappointed that there were no entries from the broadcasting category, which includes television and radio. We nevertheless hope to see more entries in the future, and to be broader based in terms of also having participation from the broadcasting category.

13. I would like to extend my congratulations to all the winners. To those who did not win this time, do not be disheartened, as we believe that each and every one of you has contributed to the wealth of knowledge. We will also be launching the

PEMUDAH Journalism Competition 2015 today, so I urge you all to join the competition this year and continue your pursuit towards excellence in journalism.

Thank you.

Wabillahitaufik Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.