

EXECUTIVE SUMMARY

TITLE	:	MPC's Go Digital: 6 Productivity Digital Content
OBJECTIVE	:	The main objective is to digitalise work process which is aligned with MPC direction towards Go Digital.
EXPECTED OUTPUTS	:	1. 2020 Productivity Performance; and 2. 5 Thematic on Productivity (Talent, Technology, Incentives, Regulations and Productivity Mindset)
DURATION		April – July 2021
TOTAL COST	:	RM30,000
BUDGET	:	MPB-Nexus Chemicals & Chemical Product
RECOMMENDED BY	:	Productivity Frontier Analysis (PFA) Unit /PCD

MALAYSIA PRODUCTIVITY CORPORATION (MPC)

PROPOSAL FOR THE BOARD OF MANAGEMENT

1.0 Purpose

The purpose of this paper is to request for approval from the Board of Management (BOM) to undertake project on MPC's Go Digital: 6 Productivity Digital Content.

2.0 Background

The COVID-19 pandemic has forced governments to quickly turn to digital technology in order to maintain and speed up the functioning of government services. MPC is one of the government agencies that quickly change their service delivery from traditional method to digital technology through MPC Go Digital initiative, which was launched in September 2020. To achieve this goal, MPC has started work on digitalise some of the services.

3.0 Objective

The main objective is to digitalise work process which is aligned with MPC direction towards Go Digital.

4.0 Outputs

The expected outputs of the project will consist 6 Digital Content (Videos) related to productivity as follows:

- i. 2020 Productivity Performance; and
- ii. 5 Thematic on Productivity (Talent, Technology, Incentives, Regulations and Productivity Mindset)

5.0 Project Proposed Planning and Estimated Budget

No.	Activities	Unit	Total Cost (RM)	Total (RM)
1	2020 Productivity Performance Digital Content - Professional Expert - Setting up storyboard - Script writing	1	5,000.00	5,000.00

No.	Activities	Unit	Total Cost (RM)	Total (RM)
2.	Talent Digital Content - Professional Expert - Setting up storyboard - Script writing	1	5,000.00	5,000.00
3.	Technology Digital Content - Professional Expert - Setting up storyboard - Script writing	1	5,000.00	5,000.00
4.	Incentives Digital Content - Professional Expert - Setting up storyboard - Script writing	1	5,000.00	5,000.00
5.	Regulations Digital Content - Professional Expert - Setting up storyboard - Script writing	1	5,000.00	5,000.00
6	Productivity Mindset Digital Content - Professional Expert - Setting up storyboard - Script writing	1	5,000.00	5,000.00
Grand Total				30,000.00

6.0 Project Team

Project Champion : En. Zahid Ismail
Deputy Director-General MPC

Project Advisor : En. Suhaimi Hamad
Director PCD/PGD

Project Leader : En. Zaffrulla Hussein
Deputy Director PCD/PGD

Project Members : Pn. Rosmiza Rosly – Senior Manager
Pn. Nurul Ain Alia Abdullah Zawawi – Asst. Manager

7.0 Approval from BOM

The approval of the Board of Management (BOM) is sought to undertake the project on MPC's Go Digital: 6 Productivity Digital Content with a total of **RM30,000.00**, utilizing Budget MPB-Nexus Chemicals & Chemical Product.

Prepared By:



Nurul Ain Alia Abdullah
Zawawi
Assistant Manager
PCD

Date: 7 April 2021

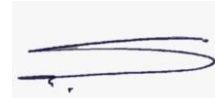
Reviewed By:



Zaffrulla Hussein
Deputy Director
PCD

Date: 7 April 2021

Approved By:



Suhaimi Hamad
Director
PCD

Date: 7 April 2021