

ENCULTURATION OF INTEGRITY IN MALAYSIA



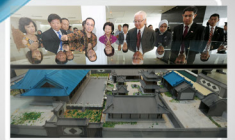
The NIP – Enculturating ethics, noble values and integrity in Malaysian society

Enhancing Ethics and Integrity in the Public Sector

IIM Political Sector Championing Integrity In National Politics

Nurturing Integrity in the Private Sector

Spreading The Message of Integrity To The Community





Editor's Note



The Malaysian Institute of Integrity (IIM) was established on 23 April 2004 to educate and encourage Malaysians at all levels of the society to uphold integrity and embrace noble values as envisaged under the National Integrity Plan (NIP).

In the first 5 years of the NIP from 2004 to 2008, which is also known as Target 2008, IIM's efforts concentrated on spreading the message of integrity to the public service and socio-cultural sectors. Numerous integrity enhancement training programmes, seminars, lectures, forums, debates and workshops were carried out to nurture the principles of noble values, ethics and integrity in all strata of society, congruent to IIM's mission of 'Enculturating Integrity Within The Malaysian Community'.

Based on the findings of the Target 2008 Assessment Report (Laporan Tekad 2008) the NIP stakeholders decided that the 5 components of Target 2008 will continue to be pursued over the next 5 years (2009 to 2013) under the Second Phase which is known as Integrity Targets (Tekad Integriti). The 5 Integrity Targets are: To combat corruption, malpractices and abuse of power holistically and effectively; Increasing efficiency in the public service delivery system and overcoming bureaucratic red tape; Enhancing corporate governance, business ethics and corporate social responsibility; Strengthening the family institutions and community; and Improving the quality of life and people's well-being.

Expectation from the people towards delivery of government services has increased in this era of globalisation. Today's society is more critical in analysing the performance of public service delivery. In response to this, the Government has set up the Committee on Integrity Governance (JKTU) in every Government Ministry, State Government, Department and Agency to improve and strengthen the Government administrative and management system, enhance governance and reduce bureaucratic red-tape to prevent corruption.

On top of that, the introduction of the Integrity Pact by the Finance Ministry ensures that the government procurement process is transparent and free from corruption. Putrajaya will gradually dispatch 500 Integrity Officers to monitor government departments and ensure procurements are carried out in a transparent manner.

The Government have also established the Enforcement Agency Integrity Commission (EAIC) on 1 April, 2011 to enhance integrity in government enforcement agencies. The appointment of Datuk Paul Low Seng Kuan as the Minister in the Prime Minister's Department responsible for promoting Governance and Integrity is a recognition from the Government that integrity is part and parcel of the country's development process. There is now a reference point, a check and balance system for public servants to rely on. This is indeed something that we at the IIM are thankful for.

On the private sector side of the integrity ledger, some 270 corporations have signed the Corporate Integrity Pledge (CIP), which essentially is a public declaration of their commitment to uphold the Anti-Corruption Principles for Corporations in Malaysia.

In conjunction with National Integrity Day, IIM will host a seminar carrying the theme 'The National Integrity Plan: A Decade With The Rakyat' on 14 November 2013. The IIM will be presenting to the NIP stakeholders the efforts, achievements and challenges faced in spreading the Integrity Agenda in the decade of its existence. The seminar will serve as the platform to chart out the initiative for the third phase of the NIP.

IIM will continue to push the envelope to promote ethics and good values until the culture of integrity becomes a permanent characteristic in everyone in the country.

The NIP – Enculturating ethics, noble values and integrity in Malaysian society

Corruption within the public and private sectors has become one of the main problems for governments all over the world. To gauge the situation in Malaysia, the government had, in 2002, commissioned the Universiti Kebangsaan Malaysia (UKM) to conduct a survey on the 'Public Perception of Corruption in Malaysia.' The results of the survey revealed that 30.5 per cent of the students interviewed had no qualms accepting bribes if they had the power and the opportunity. With regards to values and attitudes, 15 percent of the respondents had no aversion to giving bribes to get what they want, while another 15.7 per cent have known of individuals who had resorted to paying bribes to be let off for offences they had committed.

Corruption is a manifestation of the decline of ethics and integrity. The survey findings signalled the need for the Malaysian Government to draw up a holistic, comprehensive and a long term plan to address the all-encompassing problem of erosion of ethics, noble values and integrity in our civil society.

When Tun Abdullah Ahmad Badawi assumed office as the fifth Prime Minister of Malaysia, he pledged to eradicate corruption and promote good governance and ethical values. Tun Abdullah launched the National Integrity Plan (NIP) on 23 April 2004.

The NIP is a master plan to develop a fully moral and ethical society whose citizens are strong in religious and spiritual values and imbued with the highest ethical standards. The NIP aims to enculturate ethics and integrity as a way of life among Malaysians.

For the first five years (2004 – 2008) the following targets known as Target 2008 were identified: effectively reduce corruption, malpractices and abuse of power; increase efficiency of the public delivery system and overcome bureaucratic red tape; enhance corporate governance and business ethics and corporate social responsibility; strengthen the family institution and community; and

improve the quality of life and people's well-being.

This required the concerted effort of all sectors of society ranging from the family institutions; community; civil society and NGOs; the socio-cultural sector; religious institutions; those in the economic sector, political sector right up to members of the Administration.

The Malaysian Institute of Integrity (IIM) was established to act as the machinery that would oversee the implementation of the NIP. IIM conduct research; organise conferences, seminars and fora; get feedback from various sectors on the progress and problems faced in enhancing integrity; publish and circulate integrity literature as well as formulate and implement training and educational programmes; recommend policies and advise the Government on integrity enhancement strategies.

To achieve Target 2008, the IIM engaged family organisations, ordinary citizens, village development and security committees, those in the public, private, socio-cultural and political sectors, including international organisations involved in promoting integrity.

In the Second Phase of the NIP (2009 - 2013) which is known as Integrity Targets, the NIP stakeholders decided that while the five components of Target 2008 would still be pursued, the focus this time is to nip the problem at the bud. This means engaging with the younger generations – those in schools and higher learning institutions – and enhancing the integrity of government enforcement agencies, including the Administration machinery. Meanwhile the thrust of engagement with the private sector would be to promote a culture of corporate social responsibility (CSR) that involves activities that bring a positive impact on the environment, consumers, employees and the local community.

Enhancing Ethics and Integrity in the Public Sector



En. Mohd Yusof Mohamad

Deputy Director Public Sector, Malaysian Institute of Integrity

The Malaysian Institute of Integrity Public Sector plans and develops training programmes that are specifically designed to increase efficiency in the public service delivery system and reduce bureaucratic red tape. The sector regularly conducts training programmes, seminars, talks, conventions and workshops on values, ethics and integrity for all levels of officers in the public service.

The IIM Public Sector in collaboration with Universiti Utara Malaysia (UUM) conducted a research on 'Improving Disciplinary Procedures in the Public Sector' to shorten the arbitration period in a disciplinary proceeding. The research findings and recommendations were submitted to the Disciplinary Board within the Public Services Commission for their consideration.

The Sector also organises integrity seminars for educators. A research was carried out by the Ministry of Education Research Unit to gauge the effectiveness of these seminars. It was found that these seminars were very effective in inculcating noble values and ethics among teachers who, in turn, are keen to spread the culture of integrity in their respective schools.

At the local council level, the Sector organises the Local Authorities Integrity Seminars (SIWPBT) to increase their awareness and understanding of integrity so that they are able to translate this knowledge into practice at the workplace and thereby improve the local authorities' service delivery by making integrity a culture. From the response received, the majority of participants found the seminars

easy to understand and they have gained new and useful knowledge which are relevant to their work.

For ministries and government agencies, IIM Public Sector conducts workshops on how to formulate organisational integrity plans that would enhance the service delivery system at the ministries and agencies.

IIM's Public Sector also provides training on fraud awareness in the public sector. By going through real life case studies, public sector officers are taught to recognise the 'Red Flags' and initiate preventive measures before any fraud could be committed in their respective public sector agencies.

IIM Public Sector Deputy Director, Mohd Yusof Mohamad lamented that despite IIM's efforts to enhance integrity in the public sector, the same mistakes in terms of cost overruns and unaccountable or unauthorised expenditures keep cropping up in the 2012 Auditor-General Report. According to Mohd Yusof, the annual Auditor-General Report is an assessment of the government agencies performance and compliance to standard financial operating procedures. While the compliance assessment was satisfactory; there were numerous discrepancies with regards to performance audit. Most of these discrepancies are a result of either incompetency or lack of commitment rather than graft, Mohd Yusof said.

"Lack of supervision by the superiors has also contributed to these abuses. Superiors just cannot blame their subordinates for any leakage if they do not monitor them. They should,

therefore, be equally responsible for the abuses in spending government money,"

IIM 's Public Sector will continue to formulate training programmes to facilitate the internalisation of the core values of ethics, noble values and integrity until these become a way of life for the Malaysian Public Service. Only through the enculturation of these principal values can the public service continue to earn respect and legitimacy from members of the public.



Integrity Talk Programme



Perdana Ehwat Islam Forum

Nurturing Integrity in the Private Sector

En.Mohd Nizam Bin Mohd Ali
Director Private Sector, Malaysian Institute of Integrity



The Malaysian Institute of Integrity Private Sector coordinates and implements programmes for the enhancement of integrity within corporate circles and the business community in Malaysia. According to IIM's Private Sector Director Mohd Nizam Mohd Ali, in its effort to identify the problem at hand the sector keeps a close ear to the issues that are being discussed by private sector players.

The private sector is the prime mover of economic growth in Malaysia. The main concern of the IIM Private Sector with regard to integrity is corporate governance. In this regards, the first phase of the NIP (Target 2008) had laid stress on inculcating good governance and business ethics in the private sector. In the second phase (Integrity Targets), corporate social responsibility and accountability was included in the corporate governance framework.

The Integrity Targets agenda for Private Sector are: enhancing the integrity of the corporate sector; enhancing corporate social responsibility and accountability; widening and strengthening good business ethics; and strengthening unity between the different ethnic groups and regions through economic activities.

Correspondingly, the IIM Private Sector had spearheaded the collaboration with the Securities Commission Malaysia; Companies Commission of Malaysia; Bursa Malaysia; the academic community; Professional Bodies; Chambers of Commerce and Trade Associations, which led to the launching of the Corporate Integrity System Malaysia (CISM) on 31 March 2011.

The CISM, which lays down the framework for corporate governance, business ethics and corporate social responsibility in the private sector, has been patented to Malaysia. Subsequently, Siemens Malaysia Sdn Bhd and Malaysia Airports Holdings Bhd became the first multi-national company (MNC) and government-linked corporation (GLC) to sign up the corporate integrity pledge. Currently there are more than 280 private sector institutions that have subscribed to the principles of the CISM.

The IIM Private Sector has also facilitated the signing of a Memorandum of Understanding with the Chartered Institute of management Accountants (CIMA) to collaborate on sharing information on global and professional developments in education, training and research on ethics, developing national case studies on professional integrity, corporate governance, and working on special projects relating to ethics and integrity.

The IIM Private Sector also manages 'Tun Azizan Zainul Abidin Integrity Circles for Young Professionals' (TAZAIC). This national programme for young leaders who are specifically chosen by the heads of their organisations, aims to inculcate the highest standard of ethical values, good governance and corporate integrity among the young professionals in various fields.

The programme has successfully touched the participants' mind and heart, and triggered them to actively think of their responsibilities and contributions to the society. At the end of the 11th edition of TAZAIC programme, the President of TAZAIC11 Alumni had fittingly declared that "Malaysia does not need us to shed blood for its harmony and peace like the VAT69 commandos, but what Malaysia need is for every one of us to instill the spirit of integrity in our lives".

At the National Integrity Seminar on 14 November 2013, IIM private Sector will present to NIP stakeholders its assessment of the effectiveness of integrity enhancement efforts that have been implemented in the economic sector over the past 5 years, to get their feedback and recommendations on the initiatives to be pursued in the third phase of the NIP.



**CIMA-IIM Mou
Signing Ceremony**

"In making money, one should practice high morality and integrity"
Tan Sri Robert Kwok



Tuan Haji Hamilye Sham Harun

Director of Socio-Cultural Sector, Malaysian Institute of Integrity

Spreading The Message of Integrity To The Community

IIM's Socio-Cultural Sector is entrusted with the responsibility of organising programmes that are aimed to strengthen the family institutions and community as stipulated in Target 4 of the National Integrity Plan. In spreading the message of integrity to the community, IIM Socio-Cultural Sector Director, Tuan Haji Hamilye Sham Harun has a lot on his plate.

The Sector has to engage with 5-subsectors in the community, ranging from the family institution, socio-cultural sector, religion, community and civil society.

Family Institution

Needless to say, Integrity begins at home. The Sector has conducted a series of seminars to instil good values within the family institution. The Sector also organised programmes in collaboration with the Malaysian Gerontology Association (GEM) and LPPKN in its effort to nurture integrity at home.

Socio-cultural sector

The target group includes youth in the country. Youth constitutes a large segment, 42 percent, of the total population in Malaysia. In addition, the 5.5 million school going children are also a critical group to engage. At the tertiary level, the Sector has a fixed 2-hour slot to deliver the integrity message to 'freshies' during the orientation week in June for the diploma intake, and September for the degree intake. Apart from that, IIM have also distributed 100,000 copies of its 'Integrity Kit' guide book to these youngsters. The Sector has also formed 10 "Rakan Integrity Mahasiswa" (RIM) in public universities. RIM was established to enable university students to implement integrity awareness programmes in their respective campuses. IIM also organises the annual Integrity Debate Competition for university students. For the school-going children, the Sector has conducted Integrity Smart Camps, Integrity Essay Writing Competition and distributed IIM-published Integrity literature "Six Noble Values" to primary and secondary schools. Recently, the Sector initiated the Integrity Choral Speaking Competition for secondary school at Federal Territory Level.

IIM has signed a Memorandum of Understanding with the Youth and Sports Ministry to enable the Sector to work with the Sports Advisory Panel in delivering the integrity message to the presidents of sports and recreation associations throughout the country.

Religion

For religious institution, the Socio-cultural Sector organises educational programmes to inculcate integrity and good values amongst religious leaders. These include organising seminars and forums for volunteers and religious leaders in villages in Perak and Johor.

Civil Society

The Sector has collaborated with NGOs to organise integrity programmes. These include women's group, youth organisations, sports associations and parent-teachers associations.

Community

As it is almost impossible to reach the entire community, the Sector focuses on educating the community leaders through the implementation of Integrity Seminars for Chairmen and Secretaries of the Village Security & Development Committee (JKKK) at district levels. In 2013, 12 programmes were carried out in the states of Perak, Melaka and Pahang.



"Verily, never will Allah change the condition of a people until they change it themselves"
Quran, (Surah Al Ra'd – Verse 11)

Championing Integrity In National Politics

"Society's demands for moral authority and character increase as the importance of the position increases"
John Adams

En.Mohd Ismail Bin Abdul Jalil
Director of Political Sector, Malaysian Institute of Integrity



The NIP requires those who are elected to power to conduct themselves in a manner such that their integrity is beyond reproach. IIM's Political Sector which is helmed by its Director, Mohd Ismail Abdul Jalil, has the main function of effectively reducing corruption, malpractices and abuse of power by those in the political arena.

According to Mohd Ismail, in spreading the message of integrity to politicians, the Political Sector applies different approaches to those who are in the youth wings (below 40 years old) and those in the senior group (above 40 years old). IIM conduct interactive roundtable discussions on integrity issues, Integrity Camps and Grassroots Leadership Workshops for the youth wings where, apart from visual presentations and group activities centring on integrity, such events also include dialogue sessions with prominent political figures whose reputation are beyond reproach. Meanwhile political veterans prefer to have intellectual discourse, seminars and forums on integrity.

IIM have also invited Tan Sri Shahrir Abdul Samad, MACC Chief Commissioner Tan Sri Abu Kassim Mohamed and Media Prima Bhd Chairman, Datuk Johan Jaafar as guest speakers in an integrity forum held for all the political secretaries in October 2013. According to IIM Political Sector Director, Tan Sri Shahrir was specifically selected to deliver a talk as he has the distinct reputation of being beholden as a man of integrity and true patriot by those from both sides of the political divide.

IIM Political Sector regularly conduct integrity road shows for the State Municipal Councils since the majority of the state councillor are politically appointed and the roles frequently change and new members have to be kept informed on the integrity agenda.

In conducting these programmes the IIM Political Sector Director is glad to note that by and large, political parties see the IIM as a neutral body and not government propaganda machinery. Nevertheless, except for the youth and grassroots levels which are more receptive to the idea of coexisting with each other during the training period, integrity programmes for party veterans are conducted separately for each political party as the veterans are deeply suspicious of their counterparts.

According to Mohd Ismail, there are certain quarters who gave cursory attention to IIM's integrity programmes by delegating junior members to attend in their stead. These politicians immediately assume that their integrity is being questioned when IIM approached them to hold a programme, Mohd Ismail said.

Apart from enhancing integrity in the politics, IIM Political Sector frequently hold dialogues and discussions with the relevant authorities to assess the seven indicators that project the current state of affairs in terms of the quality of life and well-being of the people. These seven indicators are: crime, education, work environment, health, transport, communication facilities, and the environment.

The Political Sector engages with the Royal Malaysia Police (PDRM) to conduct integrity forums at crime hot-spots identified by PDRM, in addition to focusing on the need to uphold integrity, by highlighting the need for a culture of public integrity with zero tolerance for crime, which are held in collaboration with the relevant state and federal agencies.

The Political Sector regularly meet up with NGOs, GLCs and the Department of Environment to find out the state of our environment in terms of air quality, pollution and forest degradation. It consults with the Education Ministry to determine the number of school drop-outs, and with the Health Ministry to monitor the rate of pregnancy or birth-related death. These outcomes reflect the quality of life and peoples' well-being. In both instances, a high figure is a 'red flag' that something is amiss. Mobility is another factor that affect the quality of life and well-being of the people.

IIM Political Sector will table the programmes and activities conducted in achieving the Integrity Targets at the IIM Integrity Seminar on 14 November, 2013. The Sector will also highlight the challenges that it faced and seek recommendations from the NIP stakeholders on how to overcome these challenges.



SEMPENA SAMBUTAN HARI INTEGRITI NASIONAL 2013

SEMINAR INTEGRITI NASIONAL 2013

PELAN INTEGRITI NASIONAL : *Sedekad Bersama Rakyat*

Tarikh: 14 November 2013 (Khamis)

Tempat: Auditorium, Aras 2, IIM

www.iim.org.my

Institut Integriti Malaysia



Integrity Seminar On Nov 14 In Conjunction With National Integrity Day

A national integrity seminar will be held on Nov 14 at the Integrity Auditorium, Institute of Integrity Malaysian (IIM) in conjunction with National Integrity Day this year.

Themed “National Integrity Plan: A Decade with the People”, the seminar, organised by IIM, will have a panel of speakers including the principle fellow of the Institute of Malaysian and International Studies, Universiti Kebangsaan Malaysia, Professor Emeritus Datuk Dr Abdul Rahman Embong.

The other speakers will be Jambatan Kedua Sdn Bhd chairman Tan Sri Dr Sulaiman Mahbob, Berita Publishing Sdn Bhd editor-in-chief, Datuk A. Kadir Jasin and Special Implementation Taskforce on Indian Community Consultant, Datuk Siva Subramanian.

IIM president Datuk Dr Mohd Tap Salleh, in a statement,

said the seminar was to gather input to decide on the direction of Phase III of the National Integrity Plan (2014-2018).

“Although the National Integrity Day celebration is held once a year, the government hopes that society at all levels will uphold the integrity agenda at all times,” he said.

The government declared Nov 5 as National Integrity Day since 2005.

On Dec 12, IIM will organise a premier lecture on integrity themed “Political Integrity: Key To A Stabilised Region” at the Integrity Auditorium, IIM. The lecture will be delivered by Malaysia’s former permanent representative to the United Nations, Tan Sri Razali Ismail.

