

NATIONAL INTEGRITY DAY

Enculturation Of Integrity In Malaysia

Integrity Key To A Developed Nation, Datuk Paul Low

Instilling Integrity In Youth Crucial For Country's Future

**National Integrity Plan
What's next after a decade of planning?**

**A Decade of Integrity Plan
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Integrity Lecture Series On Political Integrity

Datuk Paul Low:

Integrity is the key to a developed nation

Business community and the general public are getting more intolerant when it comes to unethical business practices and wastages of public funds to inappropriate dealings and wasteful projects.

"People are more aware of their rights and are more prepared to express their demands through social media and the election ballot boxes.

"No government can remain in power for long unless it has political will to deal with these issues and deliver positive results that the people can experience in their daily lives," said Minister in the Prime Minister's Department Senator Datuk Paul Low Seng Kuan during the 2013 National Integrity Seminar.

As the nation develops economically, materialistic culture is also developing in tandem where success is defined by how much money and assets an individual has.

"There is nothing wrong with having money. Money is neutral but the love of money is greed.

"Greed has no boundaries; it is an addition to self centeredness where ultimately it manifest itself in corruption," added Paul.

When it comes to integrity, Paul has this advice, "Do the right thing when no one is looking and keep doing the right thing at all times."

In order to spear head Malaysia to become a developed nation, there will be a comprehensive transformation in governance and enculturation of integrity in each and every ministry.

The key areas that will be dealt with in each ministry includes to improve its process and transparency on procurement; to improve accountability and mitigate corruption risk in the service agencies; to take corrective measures on findings of the Auditor General's report; to have more engagement with the public and relevant interest groups to identify problems and grouses; to forge anti-corruption sectoral coalitions with stakeholders including the private sector; to have anti-corruption oversight on key projects; to forge a cultural change for good ethical behaviour and to institutionalise good practices; to improve institutional memory to ensure the proper custodianship of records so that the audit trails of decision-making is preserved.

The National Integrity Plan was officially launched by YAB Tun Abdullah Ahmad Badawi on 23rd April 2004. The NIP is a master plan that aims to provide direction and guidance to society and the nation at large. The five priority targets were known as Target 2008 during the first phase (2004-2008). The second phase from 2009-2013 was known as Integrity Targets. We are now about to embark on continuing with phase 3 of the NIP from 2014 onwards. The plan should give us a clear and definite direction on where we should be heading and also identify the key issues that are of concern to the nation in order to reach our goal of having an ethical and moral society in the context of a newly developed nation with the standard of living envisaged by the New Economic Model. Malaysia must aim for sustainable economic growth, balanced with a strong moral and ethical consciousness in our society otherwise we will end up with a society that makes crooks to be heroes and we lose our discernment of what is right from what is wrong.

As the nation develops economically, we are already seeing the symptoms of a more materialistic culture, with the meaning of success being defined more and more in monetary terms. There is nothing wrong with having money. Money is neutral but the love of money is greed. Greed has no boundaries; it is a lust for more even at the expense of your neighbour. It is an addiction to self-centeredness. Ultimately it manifests itself in corruption ---, being the abuse of entrusted power for personal gain.

No amount of law and regulations or enforcement will be able to eradicate corruption unless and until civil society develops a zero tolerance for corruption. Steadfastness in integrity is an issue of the heart and such conviction to principles of integrity and sound ethical values must be developed from a young age. Therefore it is important for the next phase of the NIP to intensify the education of our youth, and equipping them with the moral and ethical fibre to stand for righteousness.

In formulating the next plan, there may be a need to emphasise more on research and development and coupled with strategic actions relating to education and empowerment in areas of governance, integrity and ethics. There must be concrete actions to work with other stakeholders such as universities, the education and youth ministries, the private sector and NGO partnership for them to take ownership of the transformation programmes so that the implementation of the strategies of the NIP is done effectively.

Paul Low at the end of the session with the press reiterated a rhetorical integrity question as a reminder to Malaysian public servants and to ask themselves whether they are "a part of the solution or a part of the problem

Instilling Integrity In Youth is Crucial For Country's Future



As time goes by, materialistic culture seems to be thriving and abuse of power and corruption are getting harder to be eradicated.

As the young usually emulate what their senior is doing, it is a tough road ahead in combating corruption.

Some of the personnel who are championing the integrity campaign almost give up in getting the current generation to embrace integrity and their hopes now lays with the next generation who have not yet being exposed to the ugly side of corruption in the public and the private sectors.

The next generation will need to be bombarded with the sense of integrity of integrity from an early age for them to be more receptive and embrace integrity as a way of life.

"Fighting against corruption and abuse of power at the moment is an uphill battle.

"Integrity Plan must be brought to schools and universities and we must inculcate in our children discipline, respect, decorum and morality so that we can be a developed nation in 40 to 50 years down the road," said

Berita Publishing Sdn Bhd Chief Editor, Datuk A. Kadir Jasin during a forum session of the National Integrity Seminar 2013.

"As for the current generation, they are like an old bamboo that is difficult to shape and the only way to go is to chop them off," he added.

Young people below the age of 40 are around 13 million and they make up about 43 percent of the nation's population.

This is the group that is highly exposed to social issues and the group needs to be seriously looked into in relaying the message of integrity.

Another panel member Datuk Siva Subramaniam, Consultant for Special Implementation Task Force of the Cabinet Committee on Indian Community, said that we must give importance to religion and its principles, any religion preaches universal good values, when it comes to strengthening one's integrity.

"Students managed to score high marks when it comes to religion and history paper examination, however in term of the practice

in actual day to day life, it is non-existence," said Siva.

Not all young people are mischievous, may be the foundation has to be changed," he added. Principal Fellow, Institute of Malaysian and International Studies (IKMAS) Universiti Kebangsaan Malaysia, Prof. Emeritus Datuk Dr Abdul Rahman Embong stressed that students need community engagements in developing their integrity values. They need to be exposed with different groups of the community and develop respect for the elderly, people from different religious background, the poor and etc.

One of the forum participants, Malaysian Institute of Integrity member, Prof. Datuk Dr. Hussein Haji Ahmad wanted the school syllabus on civic and moral study to be more on practical basis rather than focusing only on theory.

"During my visits to a school in Taiwan, the school is very clean and the cleaning is not done by contractors but by the students themselves," said Dr Hussein.

"The cleaning of the school areas itself can instil integrity in students," he added. Both traditional and new media also pay a pivotal role in shaping the community to embrace integrity. Younger generation mostly embraced the media, especially the new media where news travel as fast as a flick of a finger.

Mainstream media could play a more active role in educating the public on anti-corruption efforts and publicising graft cases. Kadir added, that with the easy accessibility of the new media, young people are using it to discuss the ugly side of corruption.

For the country to be developed and be a high income nation with high integrity, we have to start instilling good values, ethics and integrity in our younger generation and future leaders.

National Integrity Plan

: A decade with the People

Every 5 years since its inception on 4th March, 2004, the Malaysian Institute of Integrity IIM faithfully renews its pledge to fight for what it believes is a balancing act for every nation's success and development.

Apart from efforts to improve the country's gross domestic product (GDP) in our quest to become a developed nation by 2020, we should not neglect the fact that upholding ethics, noble values and integrity is equally important in determining the quality of life in the country.

The brainchild of the then Prime Minister Tun Abdullah Badawi, the formation of the IIM arose from his concern that as Malaysia shifted in top gear to develop the economy, there appeared to be less concern over the decline in moral values as was manifested by the increase in crime index.

Tun Abdullah had insisted that the achievement of Vision 2020 should not be at the expense of the nation's moral integrity. In this regard, the National Integrity Plan (NIP) was formulated to get the nation on the right track in terms of enculturating ethics, noble values and integrity in the civil society.

The five targets of the NIP are: to combat bribery, corruption and the abuse of power; improve the effectiveness of the public service delivery system and reduce red tape; promote good governance and business ethics; strengthen the family institution and the community; and improve quality of life and civil society.

The IIM was established in tandem with the NIP and functions as the check and balance mechanism to arrest the apparent decline in integrity and get the Malaysian society on the right side of the moral compass.

The IIM gathers input and feedback from various sectors in the society in order to find out the issues that plagues them most. These findings are then highlighted to the NIP stakeholders in a National Integrity Seminar which is held at 5-year intervals to highlight issues and challenges that lay in the way of the institute's integrity enhancement agenda

and map out the course of action to remedy the situation. The input gathered from these periodical national integrity seminars needs to be separated from rhetoric, the practicality and feasibility of any proposal has to be taken into consideration.

to the NIP stakeholders for their deliberation in 2009. Based on these discussion, further refinements were introduced in Phase 2 (2009-2013) which is known as Integrity Targets



Integrity Target 2 Workshop



Integrity Target 4 Workshop

In setting the performance bar for the next five-year phase, the IIM has ensured that targets and objectives are practical, reasonable and most important of all, achievable. The institute is mindful that there are bound to be differences between what is laid out on paper and what actually gets done.

The first phase of the NIP which ran from 2004 to 2008, was also known as Target 2008. Target 2008 focused on enculturating ethics, noble values and integrity in eight components of the society. These comprises the family institutions, community, civil society, socio-cultural sector, religion, economy, political sector and governance.

Each of these components required different approach, strategies and programmes tailored to their unique environment, at the end of the Target 2008 period and assessment of the effectiveness of these programmes are analysed, their success and challenges identified, and a performance report presented

While the focus of Integrity Targets remain the same as those of its predecessor, the concept of corporate social responsibility (CSR) was incorporated into the continuing effort to promote good governance and business ethics. CSR is basically about how companies managed their business process to produce an overall positive impact on society. It reflects the commitment by a business organisation to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

At the recent National Integrity Seminar held on 14 November 2013, the IIM directors presented the success and challenges they faced in promulgating Integrity Targets to the NIP Stakeholders. The discussions and deliberations in this seminar would then be tabled at the Tekad Integrity Report Presentation in April 2014 to determine the path to be pursued over the next five years (2014-2018) in Phase 3 of the NIP.

Raising awareness on integrity

National Integrity Day aims to create awareness in the society

In an effort to cultivate integrity in the mindsets of fellow Malaysians, the Government has, from 2005, declared Nov 5 as National Integrity Day. It may only be celebrated once a year, but the Government hopes that the appreciation and implementation of this agenda will resonate with the Rakyat so that it becomes a norm in society.

The implementation and strengthening of ethics and integrity is essential in the strife for the nation's development in achieving the same levels as advanced countries with high moral and ethical values, all the while keeping religious and spiritual values intact. In light of this fact, the government, in 2004, had launched the National Integrity Plan (NIP) and the Integrity Institute of Malaysia (IIM) as a platform for ethical enhancement.

In conjunction with the National Integrity Day 2013, IIM's president Datuk Mohd Tap Salleh urged all sectors of society to make this day a

starting point to improve integrity of the self, the family unit and more so the community.

"All facets of society have a duty and a role to play in the success of this National mission. It is important that every individual makes it a point to ensure the integrity of the country continues to move forward so that we will emerge as a competitive and respected player in the international arena," he said

"Cultivating integrity should be fueled and expanded continuously in the younger generation, especially the youth," he added. "The culture of integrity should be inculcated in children by their parents early on. Instilling religious and moral values in them is pivotal in forming high moral integrity in a person," he reiterated.



Integrity Lecture Series

Political Integrity : Key To Regional Stability



"Politics, as Bismarck famously once said, is the art of the possible. The Skillful application of politics can bring about results where other avenues have failed. Nations rise and nations fall by the calculated games played by the body politic, and the stability and prosperity of entire regions may rest upon how well the game is played. But to what end are politics employed? For Aristotle, politics is a practical science, a normative endeavour concerned with the good life and the happiness of the citizens. It follows then to think that when one refers to political integrity, it is with reference to a desire for the holders of public office to continue having their actions, in their professional capacity, to be guided by the sole purpose of serving the interest of the people, and not to be swayed by silver-tongued promises of private gain. And in the regional context , integrity has to be manifested by a commitment that understand national pursuit but remains unswerving to a path of regional coherence."

YBhg. Tan Sri Razali Ismail

"In today's new realities, political integrity must prove itself to be an increasingly essential ingredient for maintaining the stability of any social, economic and political environment. Holders of public office can leverage tremendous resources of the state to serve their bidding, and consequently the nature of the changes they bring about will be a reflection of how solemnly they hold to their oath of office and how faithfully they remain true to those that put them there. In every country, and in Malaysia the people must be able to see clearly the affirmation of this notion at every level and at every system of governance, from municipal councils to the Houses of Parliament. The principal of political integrity should even more pronounced in complex, multilateral environments, such as regional arrangements, especially one as ambitious as that envisioned by the nations of South East Asia, whose aspirations of coming together and realizing the ASEAN Community appears to be on track to meet their goal by 2015."

"When it comes to patronage and nepotism, we have, within the scope of particular and narrow areas of interests, expressions and manifestations of favouritism offered in exchange for promises of loyalty and support, most commonly of the political variety. This is not an uncommon practice in the developing world, and we in Malaysia ourselves are far from innocent in this regard, the dynamics of money politics in Malaysia is a stark example. Without a huge dollop of political will and cultural revulsion, the smell of money will always serve to guide the more susceptible by their noses."

"To be more specific consider how the dynamics of political integrity and corruption can significantly influence the manner in which our own region will move forward. ASEAN's anticipated realization of a regional community by 2015 has been set upon three distinctive but equally important pillars – the Political – Security Community, the Economic Community and the Socio-Cultural Community. The scope of the



Political – Security Community, reminds us of the region's past, of its rich history of diversity, of its encounter and experience with colonialism, and, during the height of the Cold War, of the growing need of each of its newly independent states to look beyond the veil of suspicion and begin treating each other with prudent civility and later on gradually

consider the region as an interconnected and integrated whole rather than a disparate collection of polities thrown together by history and propinquity."

"Not only can the lack of political integrity stunt the development of nations, diminish the faith and trust of the people as well as undermine democracy and the rule of law, but the abuse of public office can also directly contribute to situations of grave concern that involves unnecessary tragedy and the loss of a great number of lives."

Integrity Lecture Series : *In retrospect*

The Malaysian Institute of Integrity organises Integrity Lecture Series on Political Integrity

In conjunction with the celebration of integrity day which falls on 5th November every year, Malaysian Institute of Integrity organised its annual Integrity Lecture Series programme. The 4th series with the theme "Political Integrity: Key to the Regional Stability" was held on 12 December 2013.

It was IIM's 4th year of Integrity Lecture Series. The annual event was first held in 2010 featuring the fifth Prime Minister of Malaysia, Tun Abdullah Hj. Ahmad Badawi. The Integrity Lecture Series featured distinguished speakers from various background presenting issues of key national and regional importance.

This year's lecture entitled "Political Integrity: Key to Regional Stability" was delivered by a distinguished speaker, YBhg. Tan Sri Razali Ismail, who is presently the Chairman of Global Movement of Moderates Foundation. Tan Sri Razali was in the Malaysian diplomatic service for 35 years, and held numerous positions including Permanent Representative of Malaysia to the United Nation (UN) and the UN Secretary-General's Special Envoy for Myanmar from 2000-2005.

"The Integrity Lecture Series is organised in conjunction with the National Integrity Day Celebration, which falls on November 5 every year. Numerous programmes including the National Integrity Seminar was organised in November and early December in conjunction with the National Integrity month. This year's lecture entitled "Political Integrity: Key to Regional Stability," aims to highlight that integrity, good governance, fairness, justice, accountability and transparency are key to the political stability of our nation and the region. This event is materialised today due to the efforts put together by IIM and IDFR and I hope that this will be the beginning for more cooperation and collaboration between the two organisations in the future," remarks Datuk Dr. Mohd Tap Salleh.

A Forum with the theme "Integrity: The Main Ingredient For Transformative Political Leadership" was held in the morning. Among the panelists were YBhg. Prof. Dato' Dr. Ibrahim Ahmad Bajunid (IIM Member and Deputy Vice Chancellor INTI-Laureate International Universities) and His Excellency Ambassador Nicolai Ruge (Ambassador to Malaysia and Philippines, Embassy of Denmark). Prof. Dr. K.S. Nathan (Distinguished Fellow of IDFR) moderated the Forum while the Integrity Lecture Series by YBhg. Tan Sri Razali Ismail resumed at 12.00noon on the same day.

Tan Sri Razali shares his concern over the new age of digital accountability while later in his speech was quoting Mark Zuckerberg of Facebook "privacy is no longer a social norm" was questioning our readiness to get accustomed and accept the fact that has change since.

IIM President Datuk Mohd Tap Salleh in his Welcoming remark emphasized on character, honesty and integrity.



President Datuk Dr Mohd Tap Salleh pictured together with some of the panelists, participants and IIM top management.

"Exemplary world leaders are flawless in their character, known for their honesty and integrity. Honesty in turn evokes honesty from their followers. Mahatma Gandhi is a classic example of an honest political leader besides being a man of integrity. He always spoke the truth and never gave up that policy until his death.

Nelson Mandela is another exemplary leader whose selfless service to the cause of freedom and the African National Congress is praiseworthy. His leadership style reflects that of a strategic leader incorporating charismatic and transformational leadership. His life story with its twist and turn, and his reconciliatory approach in spite of what he have been subjected to have become the stuff of legend not just in South Africa and the region but globally too."





Some of the captured images during events in conjunction with the National Integrity Day 2013 held at the Malaysian Institute of Integrity