



## Persidangan Pentadbir Tanah Malaysia Ke-25

**KERAJAAN DIGITAL: CABARAN BAHARU  
DALAM MENINGKATKAN KEMAMPUAN  
DAN POTENSI PENJAWAT AWAM**

# PROGRESSION TOWARDS THE DIGITAL GOVERNMENT



## Analogue Government

Close operations and internal focus, analogue procedures

## E-Government

technology was used to improve on existing processes

## Digital Government

services were imagined and delivered in innovative new ways, facilitated by modern technologies.



# TRANSFORMASI DIGITAL DI MALAYSIA

## Evolusi Kerajaan Elektronik di Malaysia (1995 – 2020)

- eGov 1.0 – Informasi
- eGov 2.0 – Transaksi
- eGov 3.0 - Transformasi

### INFORMASI

Menggunakan Laman Web Kerajaan untuk mendapatkan maklumat

**STATIC**

eGov 1.0

### TRANSAKSI

Menggunakan perkhidmatan *online* untuk melakukan transaksi

**FLUID**

eGov 2.0

### TRANSFORMASI

Menggunakan perkhidmatan *online* untuk menjana peluang melalui peningkatan penglibatan rakyat

**DYNAMIC**

DIGITAL  
GOVERNMENT  
eGov 3.0

*Negara Maju  
Berpaksikan  
Rakyat*

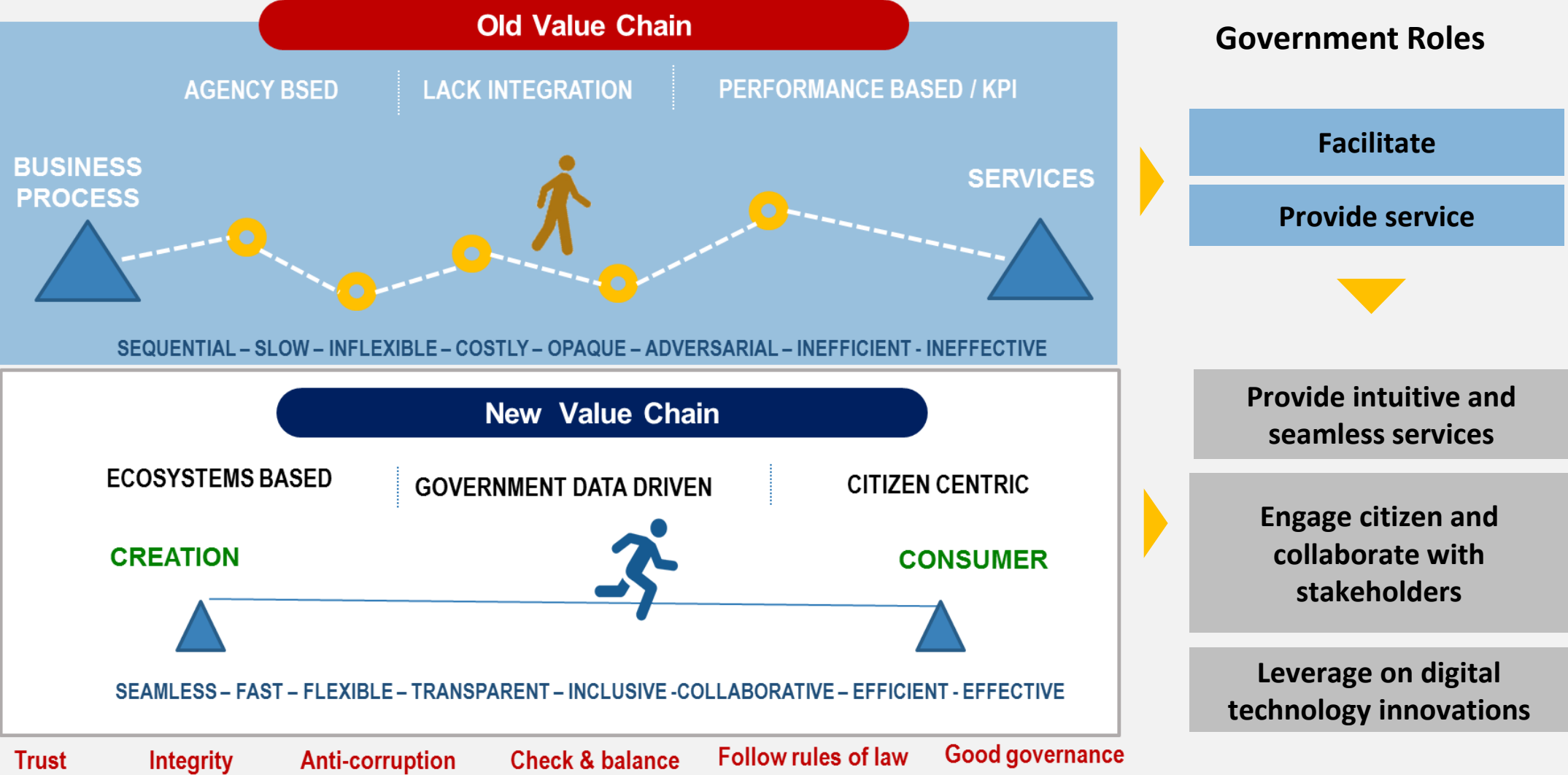
2015 & RMKe11  
(2016-2020)

**Kecekapan dan  
produktiviti  
Sektor Awam**

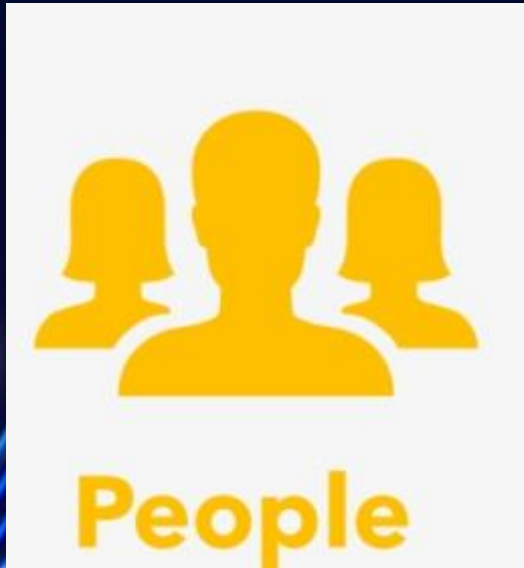
1995

2007

# PUBLIC SERVICE DELIVERY VALUE CHAIN



# New challenges



Our talented and  
experience team  
member



Our commitment  
to continuous  
improvement and  
eliminating waste



Our passion for  
innovation



# People

Who's doing stuff

## MINDSET

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- Experimenting
- Confidence

## SKILLS

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- Working with data
- Digital approaches

## BEHAVIOUR

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- Keeping current & insightful
- Collaborating

## RELATIONSHIPS

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- Engaging others
- Citizen centricity

“To develop **competency and capability** of civil servants at **every level and in every role**; covering the breadth and depths of public service delivery, in delivering the **best Digital Services to the Rakyat**” ...Digital Government Competency and Capability Readiness (DGCCR)

# BEHAVIOUR

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## Keeping Current and Insightful



Lead information sharing



Ensure multiple channels

## Collaborating



Setup collaboration platform



Lead the implementation of collaboration tools



Ensure mechanism to increase the awareness

# MINDSET

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## Experimenting



Create culture



Demo  
“preparedness to fail” and try again



Gain insights and exposure

## Confidence



Inspires others to think innovatively



Takes key steps in implementing digital



# SKILLS

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## Working with data



Data for decision making



Analyse and review data integrity



Ability to link data and analysis

Sumber : DGCCR (JPA)

## Digital Approaches



Strong advocate, champion



Ability to apply design thinking, rapid prototyping & agile working concepts



Establish new ways of working

# RELATIONSHIPS

## Engaging others



Use multiple platforms to collaborate with others

## Citizen centricity



Understands citizen sentiment and expectations



Ability to think from the user perspective



# Process

How stuff is done

- + End-to-end online services
- + Life event
- + Data driven
- + Citizen centric
- + User experience (UX)
- + Customer satisfaction
- + Cashless
- + Change management



# Technology

What we do stuff with

- + Mobility
- + Digital ID
- + Big Data Analytic
- + Artificial Intelligence
- + Blockchain
- + Cloud
- + IoT
- + AR & VR
- + Machine Learning





let's build our future public  
service delivery together!



“The measure of intelligence is the ability to change”

ALBERT EINSTEIN



THANK YOU

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