



“SENTUHAN KASIH” :
A Sustainable Community For
Inclusive Development in
FELDA



EVOLUTION OF FELDA



2013

Establishment of FIC

2012

Listing of FGVHB

2011

Establishment of KPF 2

2010

Focus on FELDA's New Generation

1995

Establishment of FHB & Subsidiaries of FELDA

2000

Pre-paid loans to Federal Government and World Bank

1992

Commercial Plantation under FPSB

1990

Final intake of settlers : Sahabat 2

1980

Establishment of KPF

1972

First Corporatization – FELDA Trading Corporation

1968

Loans from World Bank – USD 42 million

1961

Taib Andak Scheme (oil palm) - FELDA system of management

1959

First group of FELDA settlers (28)

1958

Lurah Bilut scheme

1956

Establishment of FELDA

FEDERAL LAND DEVELOPMENT AUTHORITY (FELDA)

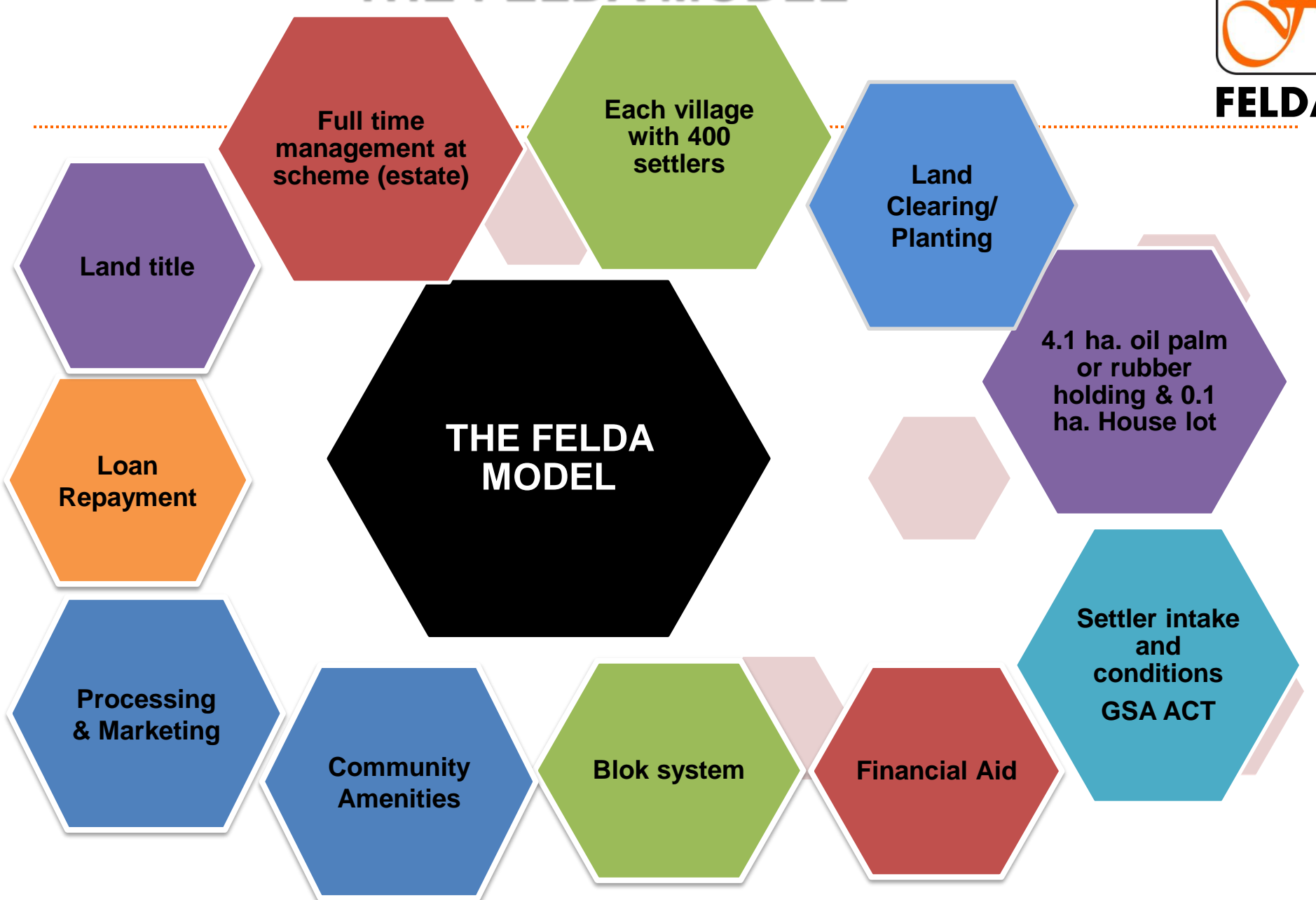
- A Malaysian government agency established on 1st July 1956
- **FELDA'S Objectives :-**
 - ❖ Provide land for landless
 - ❖ Eradicate poverty and uplift socio-economic status of rural communities
 - ❖ Encourage the development of a progressive, productive and disciplined settlers' community



THE FELDA MODEL



FELDA



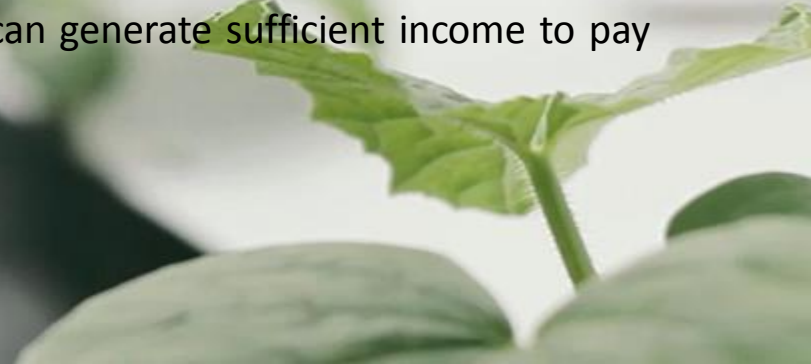
BACKGROUND OF SENTUHAN KASIH



Sentuhan Kasih FELDA is comprehensive model designed to address issues with regards to new generation of FELDA like migration of youth to urban areas, unemployment, low income, unskillful and housing. This project encompasses 3 core components; **modern contemporary house, modern integrated farming and modern infrastructure. Target group of this program is new generation of FELDA** who presently are married, does not have a permanent income and could not afford to own a house.

Through this project, the selected participants will be provided with a home and will be required to work at the integrated farming areas. They also have access to modern infrastructure such as multipurpose hall and learning center. By implementing this project, not only new generation of FELDA will enjoy the benefit, but the nearby population will also taste the spillover benefit of this project.

The special feature of this project is that it is self-sustainable, which means it will operate with a promising return of investment and at the same time it can generate sufficient income to pay allowance to the participants.



QUICK FACTS



- Was inspired by YAB Dato' Sri Mohd Najib Tun Abdul Razak, Prime Minister Of Malaysia
- FELDA Sentuhan Kasih is a new initiative to generate economic growth in rural areas and provide job opportunities in line with turning FELDA settlement into Economic Power House.
- An attempt to alleviate of poverty by generating rural income of RM1500.00 per month for new generation.
- DYMM Seri Paduka Baginda Yang Dipertuan Agong has highlighted this project at the opening of Parliament Conference in 2014
- One project is in operation at FELDA Tenggara 3, Mersing, Johor and some are at planning stage.
- Agriculture is main economic activity .
- Innovation is a key to a successful project.



SENTUHAN KASIH FELDA-FELDA'S NEW MODEL



Sentuhan Kasih FELDA OBJECTIVE

Provision of comfortable and affordable housing to FELDA New Generation

Provide additional job opportunities and a steady income stream

Develop a harmonious and innovative community

Empower FELDA New Generation to face global challenges

Realise Gedung Makanan Negara (GMN) plans

13 Projects in the country



Consist of:

- 1, 300 Participants/families
- 1, 300 Houses
- 364 Green House

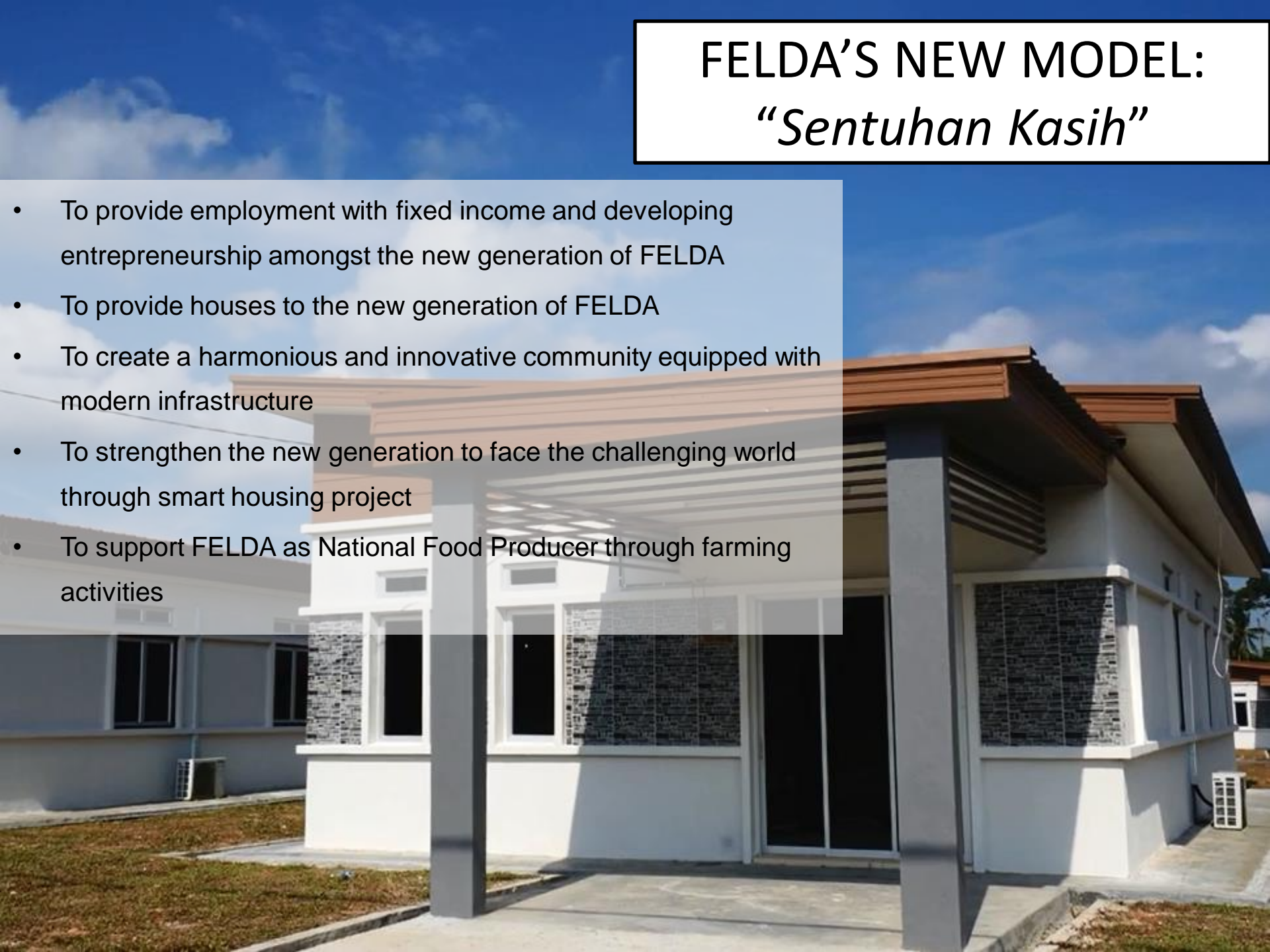


- Sentuhan Kasih FELDA is a new FELDA initiative with the main objective to generate new source of income by developing a new community through integrated farming project.. The project will be run by New Generation of FELDA participants.
- Sentuhan Kasih FELDA is a catalyst to transform FELDA settlements into a Rural Economy Power House by year 2020.
- Sentuhan Kasih FELDA targets; to develop 3 main components:
 - Development of high quality house
 - Integrated farming system
 - Modern infrastructure and facilities



FELDA'S NEW MODEL: *"Sentuhan Kasih"*

- To provide employment with fixed income and developing entrepreneurship amongst the new generation of FELDA
- To provide houses to the new generation of FELDA
- To create a harmonious and innovative community equipped with modern infrastructure
- To strengthen the new generation to face the challenging world through smart housing project
- To support FELDA as National Food Producer through farming activities



COMPONENTS OF NEW MODEL : “Sentuhan Kasih”

**Koto IBS Technology
(Industrialized Building System)**



Integrated Farming



**AutoPot and Aquaculture
Technology**



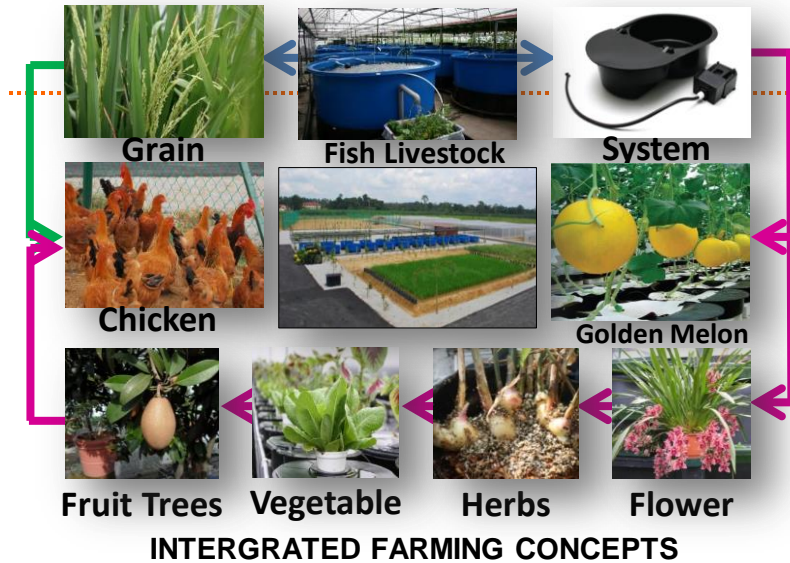
Modern Infrastructure



ARGRICULTURE COMPONENTS



FELDA



As a “sustainable” program, Sentuhan Kasih FELDA will provide jobs to each participants. The participant will receive RM 1,500.00 as monthly allowance.

By using Integrated Farming system, each crop can be planted in a minimum space with optimum resources and will give maximum output.

Sentuhan Kasih FELDA target to be a consistent supplier of premium quality products for local and international market.

The methodology of Integrated Farming :

Resource efficiency - There is no water wastage and nutrient run-off as plants feed on demand

Environmentally friendly - Without nutrient run-off, there is no pollution

Flexibility - Take agriculture to places previously thought impossible such as non-productive or marginal land and building rooftops

Ease of use - No need for expensive pumps and complicated timers or electricity supply, the Smart Valve uses gravity to dispense nutrient enriched water

Automate and simplify - Farming on a commercial scale is easier and less laborious

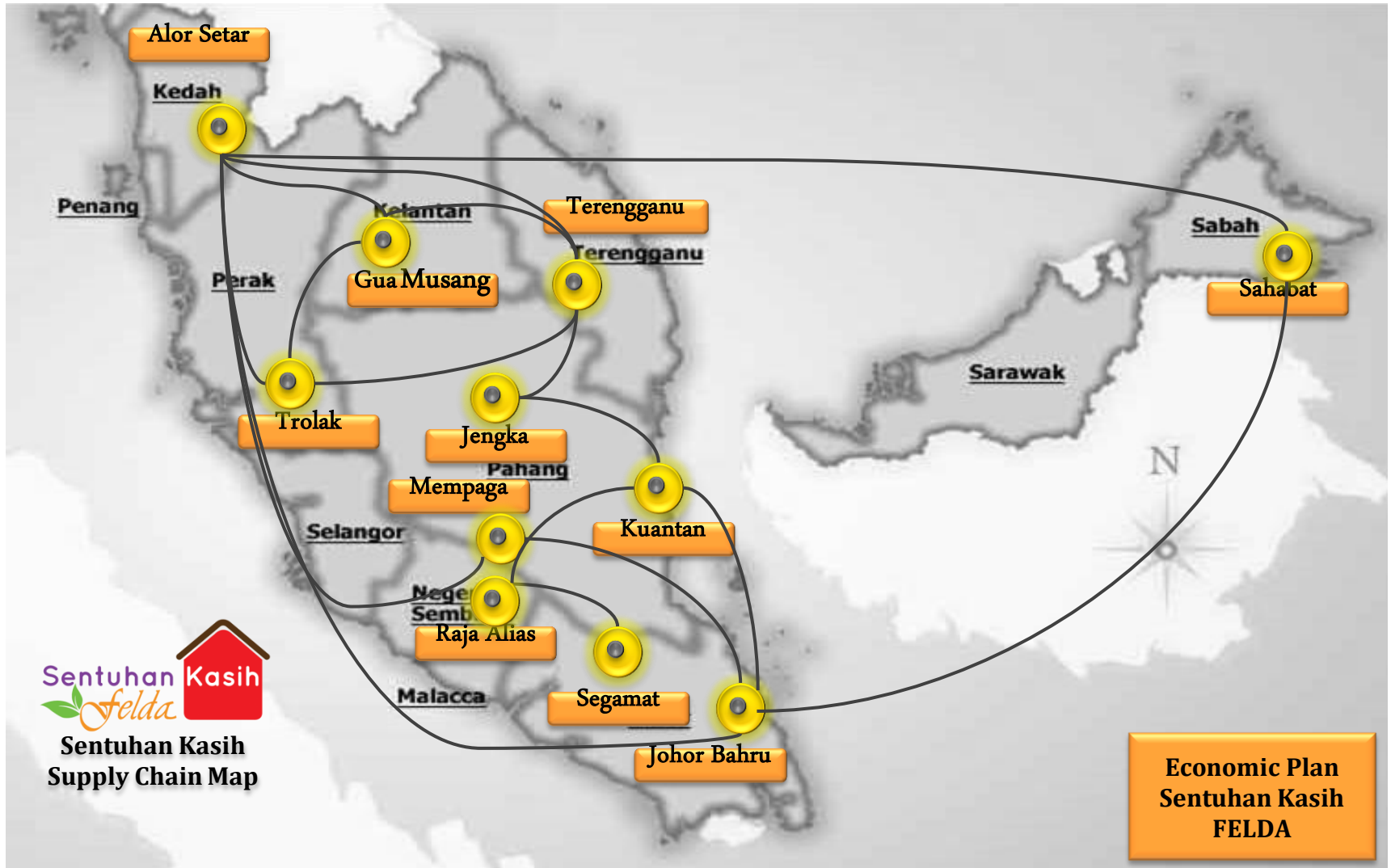
Consistency -Crop yields and quantity are consistent and of premium grade

The benefit of Sentuhan Kasih Aquaculture system:

Fresh Water Fish such as “Jade Perch” , Tilapia & Keli are using aquaponic system which consist of:

- Fresh & Clean water
- Portable/moveable water tank
- Optimizing water use
- Less wastage
- Easy to operate
- Long life durability

Currently, the 1st sentuhan kasih project is in operation in FELDA Tenggaroh 3, Mersing, Johor and will be replicated in all over the country. Our target is to be an effective supply chain locally and internationally



MODERN HOUSE



Modern Housing Scheme



Single-story bungalow built using Integrated Building System (IBS) technology.

In comparison to conventional construction method, the entire project can be completed within 4 months. Even though masterpiece of this project has been established, the whole system will be accustomed based on compatibility of the suggested area.

For instance, if the proposed area could not cater for bungalow development, different type of houses will be developed instead. The overall area allocated for each unit is 3000 square feet/unit with 1000 square feet is for the house only.



MODERN INFRASTRUCTURE



MODERN INFRASTRUCTURE



Element of modern infrastructure is introduced into Sentuhan Kasih Project to ensure quality and comfortable living.

Infrastructure Facilities

- Learning Centre
- Multi Purpose Hall
- Malay House/Club House
- Surau
- Recreation Centre
- ICT Facilities
- Skills Development Centre



Multi-Purpose Hall



Clubhouse (Hotel)

"Sentuhan Kasih FELDA" Project View



Housing Area

Integrated Farming

SELECTION OF PARTICIPANTS

Selection procedure of participants for Sentuhan Kasih FELDA is designed specifically to seek for a group of people that truly qualify to join this unique program.

The main conditions to be participants in Sentuhan Kasih FELDA are:

- The applicant and spouse are citizens of Malaysia
- Married
- Applicant and spouse's age between 21-40 years old at the date of application
- Applicant and spouse must reside and work in the schemes
- Household income does not exceed RM2, 500 per month
- Applicant and spouse are not bankrupt
- Non-government servant
- No criminal record or involved in any criminal case
- Do not own a house
- The application must be supported by the Scheme manager



ECONOMY

The participants of Projek Sentuhan Kasih will earn stable income amounting to RM 1,500 per month. This monthly salary is generated from agricultural activities. Via integrated farming and selection of high value crops, only 20 acres of agricultural area is able to support 100 families. For example, 7 acres planted with golden melon will generate RM1.3 mil revenue annually. Using modern integrated farming model, crop selection is flexible and can be changed on every cycle depending on its market value.

Agricultural products generated from this project also create supply chain through downstream product processes including packaging and processing. For example, fish harvested is either marketed fresh or marketed as a downstream product in the form of fish fillet or fish satay. Therefore, this project is producing “farm to plate” products and creates many industries along the chain.

COST IMPLEMENTATION

The cost of implementing this project is RM40 million per project. Even though the project can be seen to be costly, but it is a long term investment with economic and social benefit. By estimation, return of investment of each project will be in 8 to 10 years.

The cost of housing amounting to RM85,000 per house will be financed through bank loans whereas the operations of integrated farming and infrastructure will be managed by a cooperative belonging to the participants and be financed through returns from this project.

MANAGEMENT STRUCTURE



Sentuhan Kasih community is managed by a well-organized management system. Each community will be handled by a manager and assistant manager covering all aspects including social development, welfare and agricultural issues. Two supervisors are dedicated to conduct agricultural activities and one community officer is dedicated to handle welfare and social issues. Apart from this management team, the participants form their own committee in order to channel their ideas or concern to the management. With committee, many community-based programs can be organized in order to help them to improve their skills, knowledge as well as widening their network.

As a modern community, Projek Sentuhan Kasih is also equipped with internet to facilitate the information transfer internally and externally. Besides, the use of modern technology in conducting integrated farming system it is also assisted by the experts and technology transfer from the experts to the participants happens during the first year of operation by hands on training.

SUSTAINABILITY



In order to ensure the project is sustainable, cooperative is formed, comprising the management team and the participants. The cooperative's objective is to support and nurture new entrepreneurs among participants and creating new industry within the communities using agricultural products or their relevant expertise. These new industries will provide more job opportunities to surrounding communities and at the same time raise the communities' income. Consequently, the future generation does not have to migrate to the urban areas in order to get a job and improve their lifestyle.

Apart from that, Projek Sentuhan Kasih will be owned by the participants in the form of master grant and it is stipulated that the ownership cannot be transferred via sales and purchase procedure. Therefore, the objectives of this program are secured.

FUTURE

❖ FIVE THRUSTS

- Role model for other villages
 - High Income community
 - Global leader in palm oil industry
 - **Develop the New Generation**
 - Mould Felda into a strong Institution
- ❖ To be a global leader in palm oil industry and transforming the settlers into a high income community by 2020
- ❖ Transforming Felda settlements into Economic Power-House through Sentuhan Kasih and others projects

Photos Attachments : FELDA NEW MODEL LAUNCHING (SENTUHAN KASIH FELDA) By PRIME MINISTER OF MALAYSIA YAB DATO' SRI MOHD NAJIB TUN ABD RAZAK at FELDA TENGGAROH 3, MERSING, JOHOR on 26 June 2014



Raih pendapatan RM1,500 sebulan

100 generasi kedua FELDA Tenggaroh 3 dapat pekerjaan hasil Projek Sentuhan Kasih

Oleh Mohd Sah Muda
am@hmetro.com.my
Mersing

Seramai 100 orang generasi kedua di FELDA Tenggaroh 3, di sini, gembira selepas mendapat pekerjaan tetap dan memiliki rumah sendiri menerusi Projek Sentuhan Kasih.

FAKTA
Ada yang miliki banglo setingkat

Ia adalah inisiatif projek dirasmikan Perdana Menteri Datuk Seri Najib Razak, sekali gus mampu memberikan keselesaan hingga ada antara mereka memiliki banglo setingkat.

Projek pertama kali dilancarkan di FELDA itu memberikan pelbagai pekerjaan kepada generasi kedua itu dengan menjadi petani moden hingga mampu meraih

pendapatan menjangkau sehingga RM1,500 sebulan.

Mahadi Haron, 36, berkata, dia gembira sejak tinggal di situ lebih setahun bersama isterinya, Suhalli Arshad, 32, dan empat anaknya yang berusia antara dua dan 10 tahun.

Menurutnya, sebelum itu dia tidak mempunyai pekerjaan tetap, tetapi kini sudah boleh berbangga dengan pendapatan RM1,500 sebulan.

Katanya, selepas ditolak bayaran rumah RM500 sebulan, dia masih boleh menyewa dan menyekolahkan anaknya.

"Saya berkerja di kebun tanaman buah melon yang mendapat pasaran yang baik untuk dieksport keluar negara," katanya.



NORASIKEN

Mahadi adalah anak kepada seorang peneroka FELDA Tenggaroh Timur itu berkata, dia tidak menghadapi masalah sejak tinggal di perkampungan itu.

Sementara itu, Norasiken Idris, 33, yang berasal dari FELDA Air Tawar 5 berkata, dia gembira sejak tinggal di situ.

Menurutnya yang mengandungi anak pertama selepas empat tahun berkahwin dengan Mohd Rizal Abd Ghaffar, 38, selesa dengan kehidupan selepas diberikan pekerjaan dan dapat tinggal di rumah yang mempunyai



MAHADI dan keluarga

tiga bilik dan bekalan air. Katanya, minya c biayal tinggal simp baka

Oleh MOHAMAD FIKRI ROSLY
ulusanjohor@utusan.com.my

MERSING 26 Jun - Datuk Seri Najib Tun Razak menyeru generasi kedua dan ketiga FELDA agar mempersiapkan diri dengan kemahiran terkini, selain melekatkan dunia sebagai pasaran produk-produk keluaran mereka.

Perdana Menteri berkata, FELDA kini telah berubah seperti menggunakan teknologi canggih dalam projek pertanian bersepadu yang melibatkan generasi baharu di tanah rancangan, berbanding penerokaan tanah cara lama yang dijalankan suatu ketika dahulu.

"FELDA (perlu) melihat dunia sebagai pasaran, ini strategi baharu untuk 50 tahun akan datang. Inisiatif saya, produk FELDA bukan hanya (dipasarkan dalam) lingkungan kampung dan persekitaran (tempat), supaya namanya bukan sahaja masyhur dalam negara tetapi jua di per-sada dunia.

"Ini supaya kita membuka mata bahawa melalui teknologi, kita boleh melakukan anjakan dalam kehidupan," katanya semasa berucap melancarkan Model Baharu FELDA - Sentuhan Kasih FELDA di FELDA Tenggaroh 3, di sini hari ini.

Yang turut hadir, Menteri Besar, Datuk Seri Mohamed Khaled Nordin, Setiausaha Kerajaan Negeri, Datuk Ismail Karim; Ahli Parlimen Mersing, Datuk Dr. Abdul Latif Ahmad; Pengertusi FELDA, Tan Sri Mohd. Isa Abdul Samad dan Pengarah Besar FELDA, Fauzoull Ahmad.



NAJIB Tun Razak beramah mesra dengan salah seorang peserta Sentuhan Kasih FELDA, Mohd. Zahid Abu (duduk, dua dari kiri) dan isteri, Ismailah Hussin (duduk, kiri) serta anak-anak mereka sambil diperhatikan Mohamed Khaled Nordin (kanan) dan Mohd. Isa Abdul Samad (kiri) sempena pelancaran Model Baharu FELDA - Sentuhan Kasih FELDA di FELDA Tenggaroh 3, Mersing, Johor, semalam. - UTUSAN/RAJA JAAFAR ALI

Sentuhan Kasih FELDA adalah projek pertanian bersepadu melibatkan 100 belia dalam setiap 13 projek di 11 Wilayah FELDA di seluruh negara, bertujuan merealisasikan visi FELDA sebagai penjana ekonomi dalam pelbagai industri negara menjelang 2020.

Selain FELDA Tenggaroh 3, projek itu telah dan sedang dibina di FELDA Chini Timur 2, Pekan, Pahang; FELDA Palong, Negeri Sembilan; FELDA Laka Selatan, Alor Setar, Kedah; FELDA Pemanis 2, Segamat, Johor; FELDA Tenang Besut, Terengganu dan FELDA Umas 2, Sabah.

Perdana Menteri berkata, Sen-

tuhan Kasih FELDA adalah projek yang dijalankan untuk generasi kedua dan ketiga dan hasilnya bukan sahaja dipasarkan di dalam negara malah turut dieksport ke peringkat global.

"Produk FELDA memang mendapat permintaan tinggi contohnya di Asia Barat melalui 160 rangkaian pasar raya besar Lulu

seperti di Arab Saudi, Kuwait, Dubai dan Abu Dhabi," katanya. Tambah beliau, antara produk dengan nilai eksport tinggi yang dihasilkan oleh projek ini adalah ternakan ikan sturgeon bagi mendapatkan kaviar, selain tanaman melon menggunakan teknologi auto-

Kuasai kemahiran terkini

Generasi kedua, ketiga FELDA perlu lihat dunia sebagai pasaran - PM



HOUSING FOR SENTUHAN KASIH PARTICIPANTS





FELDA

THANK YOU



“Sustaining Future”