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

1956
Establishment of FELDA

1958
Lurah Bilut scheme

1959
First group of FELDA settlers (28)

1961
Taib Andak Scheme (oil palm) - FELDA system of management

1968
Loans from World Bank – USD 42 million

1972
First Corporatization – FELDA Trading Corporation

1980
Establishment of KPF

1990
Final intake of settlers: Sahabat 2

1992
Commercial Plantation under FPSB

1995
Establishment of FHB & Subsidiaries of FELDA

1990
Pre-paid loans to Federal Government and World Bank

2000

2010
Focus on FELDA’s New Generation

2011
Establishment of KPF 2

2012
Listing of FGVHB

2013
Establishment of FIC
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

- Full time management at scheme (estate)
- Each village with 400 settlers
- Land Clearing/Planting
- 4.1 ha. oil palm or rubber holding & 0.1 ha. House lot
- Settler intake and conditions GSA ACT
- Loan Repayment
- Processing & Marketing
- Community Amenities
- Blok system
- Financial Aid

Land title
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, unskilled 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 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 Tenggaroh 3, Mersing, Johor and some are at planning stage.
- Agriculture is main economic activity.
- Innovation is a key to a successful project.
**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

**SENTUHAN KASIH FELDA-FELDA’S NEW MODEL**

- Consist of:
  - 1,300 Participants/families
  - 1,300 Houses
  - 364 Green House

**OBJECTIVE**

- 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

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:
  a. Fresh & Clean water
  b. Portable/moveable water tank
  c. Optimizing water use
  d. Less wastage
  e. Easy to operate
  f. Long life durability

LEMBAGA KEMAJUAN TANAH PERSEKUTUAN (FELDA)
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.
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.
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
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
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 where as 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.
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.
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 Proyek Sentuhan Kasih

Oleh Mohd Sah Muda
amatmetro.com.my

Mersing

Semua ikan hias yang terdiri daripada 100 generasi kedua FELDA Tenggaroh 3 hari ini telah menerima pekerjaan ke rumah sendiri. Proyek ini dilaksanakan oleh Menteri Daerah, Dua Kaki, Najib Razak, yang ditemui mempercayakan pekerjaan kepada generasi kedua FELDA Tenggaroh 3.

"Saya telah memberikan tugas kepada generasi kedua FELDA Tenggaroh 3 untuk mempercayakan pekerjaan kepada generasi kedua FELDA Tenggaroh 3 yang terdiri daripada 100 orang. Mereka wajib memastikan pekerjaan yang diberikan kepada generasi kedua FELDA Tenggaroh 3 adalah pekerjaan yang baik dan sesuai dengan keperluan," kata Najib.

Generasi kedua FELDA Tenggaroh 3 yang baru berkhidmat sejak tahun 2012, telah menerima kepercayaan Najib untuk menerima pekerjaan. Najib mengekalkan bahawa generasi kedua FELDA Tenggaroh 3 adalah generasi yang baru dan perlu mendapat pelatihan dan pembinaan untuk memastikan pekerjaan yang diberikan kepada mereka adalah pekerjaan yang baik.

"Saya harap generasi kedua FELDA Tenggaroh 3 akan menerima pekerjaan dengan semangat dan sangat menghargai tugas yang diberikan kepada mereka. Mereka harus membuktikan bahawa mereka adalah generasi yang baik dan ber wkualiti," kata Najib.

Generasi kedua FELDA Tenggaroh 3 akan menerima pekerjaan daripada tiga sektor, iaitu sektor perniagaan, sektor perindustrian dan sektor perkhidmatan awam. Pekerjaan yang diberikan kepada generasi kedua FELDA Tenggaroh 3 akan memastikan bahawa mereka mendapat pelatihan dan pembinaan yang sesuai untuk memastikan pekerjaan yang diberikan kepada mereka adalah pekerjaan yang baik.

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"Saya harap generasi kedua FELDA Tenggaroh 3 akan menerima pekerjaan dengan semangat dan sangat mengharm
HOUSING FOR SENTUHAN KASIH PARTICIPANTS
THANK YOU

"Sustaining Future"