

In support of:





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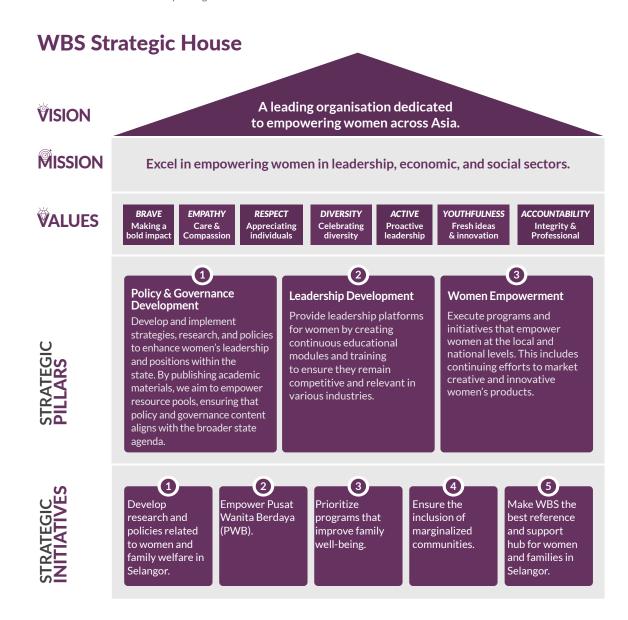


Wanita Berdaya Selangor (WBS) was established in 2021 to implement the Selangor Women's Policy through three (3) main pillars: Policy and Governance Development, Women's Empowerment, and Leadership Development. WBS is a subsidiary of the Selangor Menteri Besar (Incorporated). It serves as the implementing body for women's empowerment initiatives and programs under the Selangor State Standing Committee for Women's and Family Empowerment, Social Welfare, and the Care Economy.

Through its three key pillars—Think Tank, Capacity Building, and Women Empowerment Programs—WBS is committed to implementing women-friendly leadership and economic, educational, health, and social policies. The company is also involved in publishing academic materials that enrich the resource pool for empowerment and holistic policy-making.

WBS has played a crucial role in driving various initiatives to create marketing platforms for women's products in creative and innovative ways. It has also developed educational modules and leadership platforms aspiring in strengthening the role of women at the grassroots level and across diverse sectors.

With constant dedication, WBS remains at the forefront of efforts to ensure gender equality and empower women in Selangor, which is in line with sustainable development goals.



### Message From The Chairperson



Alhamdulillah, I express my gratitude to Allah SWT for His permission in publishing the Profile Book of Wanita Berdaya Selangor (WBS). This book serves as a platform to introduce WBS to the public and as a manifestation of our commitment in advancing the position of women in the state of Selangor.

As one of the companies under the Menteri Besar Incorporated (MBI), WBS is important in implementing programs approved by the Selangor State Women and Family Development Standing Committee.

We are committed to creating opportunities and a platform for inclusive and competitive participation for women in this state.

Since its inception, WBS has successfully launched numerous programs dedicated to empowering women across various sectors. Through policy development, leadership training, and grassroots empowerment initiatives, WBS operates on the fundamental belief that women are the driving force behind societal and national progress.

I hope this book will inspire all parties to continue working together with us to realize the women's empowerment agenda in Selangor.

Thank you.



YANG BERHORMAT PUAN ANFAAL SAARI Chairperson Wanita Berdaya Selangor

### **Message From The Chief Executive Officer**





I urge all stakeholders, including government I am confident that together, we can create a more agencies, public bodies, and the corporate sector, to unite in supporting efforts to empower women in Selangor. Wanita Berdaya Selangor (WBS) is dedicated in advancing women's roles through various initiatives that align with the aspirations of the Sustainable Development Goals (SDGs) and the First Selangor Plan (RS1).

With close cooperation, we can magnify the impact of WBS programs, further strengthening the role of women in economic, social, and leadership development. This aligns with the SDGs but also contributes to the achievement of RS1, emphasizing inclusive and sustainable development.

comprehensive platform for women in Selangor, enabling them to shine at both state and national levels as models of progressive and competitive women's development. Thank you.

PUAN RAWIYIAH BINTI ZAKARIA **Acting Chief Executive Officer** Wanita Berdaya Selangor



### **Board Of Directors**

### 1. YB PUAN ANFAAL BINTI SAARI Chairperson

### 2. YB PUAN DR. WASANTHEE A/P SINNASAMY Board Member

#### 3. DATUK DR. HARLINA HALIZAH BINTI HAJI SIRAJ@RAMLI Board Member

#### 4. PUAN RAWIYIAH BINTI ZAKARIA Board Member

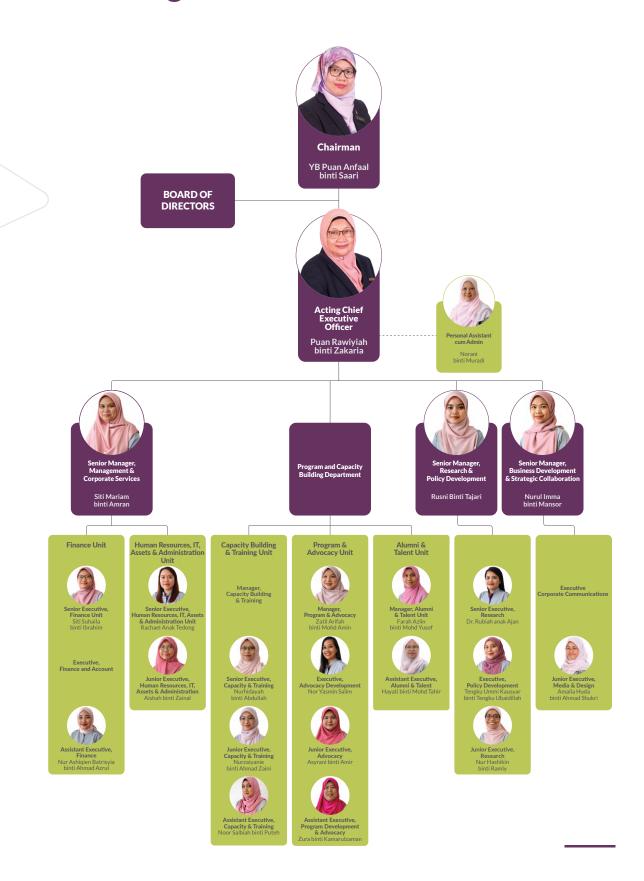
### 5. PUAN ROZANA BINTI ZAINAL ABIDIN Board Member

### **6. PUAN HAJAH NORITA BINTI MOHD SIDEK**Board Member

- 7. PUAN ROZEETA@HIDAYAH BINTI RAMLI Board Member
- 8. PUAN ASLYNDA BINTI MOHD DAHLAN Board Member



### **WBS Organization**



# SELANGOR WOMEN'S POLICY & ACTION PLAN

#### **VISION**

We enhance women's capacity and contributions to acknowledge Selangor as a Smart, Livable, and Prosperous state.

#### **MISSION**

- Maximize the potential and diversify women's capacities for individual and collective empowerment toward social and economic progress.
- Improve women's socio-economic well-being, health, and safety.
- Elevate the status and enhance leadership and decision-making capabilities of women.

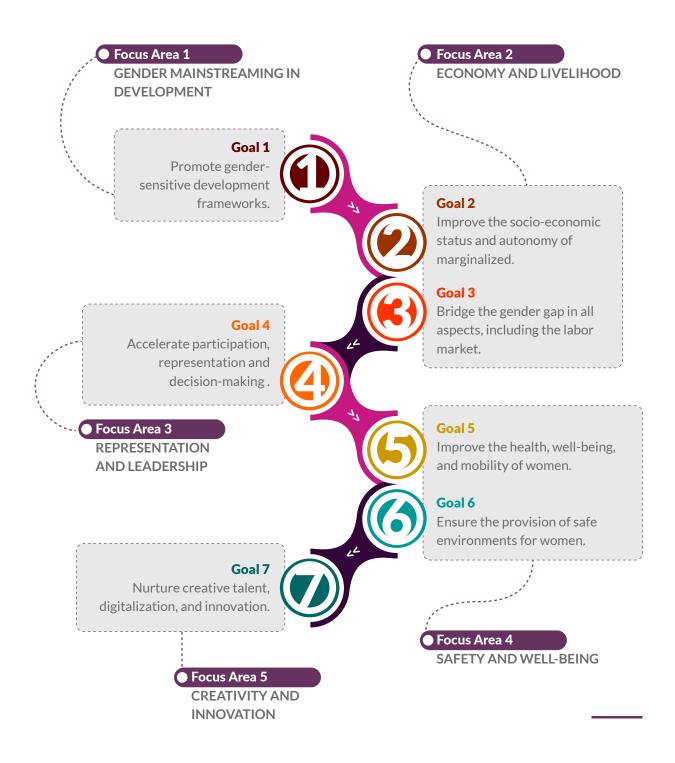
### **PRINCIPLES**

Gender equality is the overarching theme that upholds the principle of basic human rights as enshrined in the Federal Constitution of Malaysia. This policy affirms the framework for women's rights and gender equality as outlined in the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Beijing Declaration and Platform for Action (1995), and the Sustainable Development Goals (SDGs) 2015-2030. This policy also aligns with the 12th Malaysia Plan, the National Women's Policy 2021-2025, and the First Selangor Plan (RS-1).



The Selangor Women's Policy & Action Plan 2024-2026 comprises

### **5 interrelated focus areas** and **7 goals** followed by specific steps and actions.



# PILLAR 1 POLICY & GOVERNANCE DEVELOPMENT

### **GENDER MAINSTREAMING - GM**

### What is Gender Mainstreaming?

Gender mainstreaming is an inclusive development process that integrates a gender perspective in the planning, implementing, monitoring, and evaluating policies, programs, budgets, and initiatives.

A gender perspective is crucial for addressing the differing needs of men and women.

Women encounter challenges that stemming from various and limited access to opportunities. Gender mainstreaming focuses on addressing these issues to achieve gender equality.

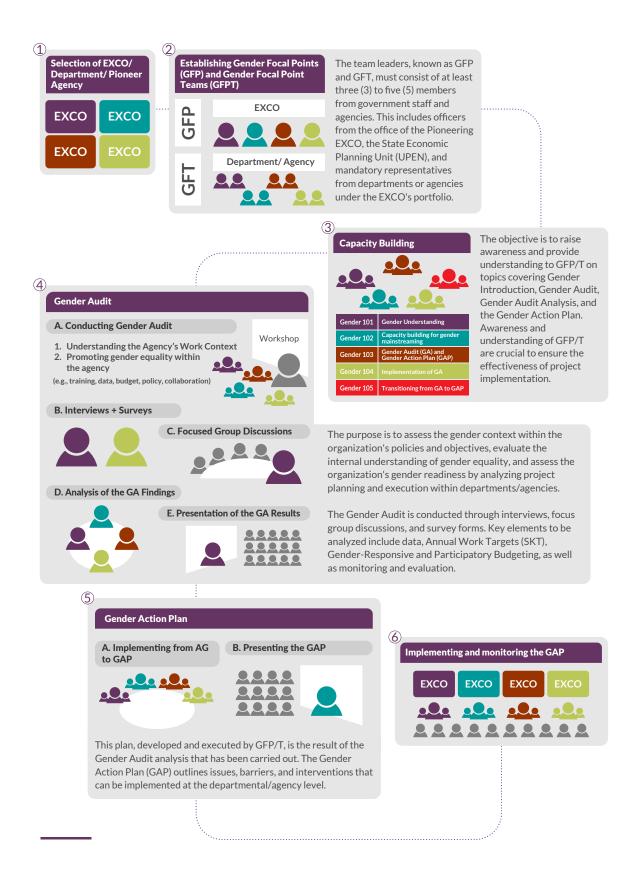
#### Who is involved?

Achieving gender equality, which aims to eliminate discrimination across all sectors, necessitates the involvement and cooperation of all levels of government. This effort includes balancing roles and responsibilities to effectively implement gender mainstreaming initiatives.

In Selangor, the Gender Mainstreaming Pilot Project was implemented by selecting National Coordination and Implementation Committees (NCCO) and pioneer departments. Government officials and members of the Gender Focal Points Team (Gender Focal Point & Gender Good Team) will play a key role in managing the project in these selected departments and agencies.



### **Gender Mainstreaming Process**



### Pioneering Exco Portfolios And Involved Departments/ Agencies · 4 Exco Portfolios · 7 Departments/ Agencies

Pioneering Exco	Portfolio	Department/ Agency		
Phase 1 (2020/2021)				
YB Dr Siti Mariah binti Mahmud	Welfare	Department of Welfare and Society  Line Company  Jabatan  KEBAJIKAN  Masyarakat		
YB Puan Rodziah binti Ismail	Housing	Selangor Housing and Property Board (LPHS) LPHS		
	Entrepreneurship	Selangor State Development Corporation (PKNS)		
YB Tuan Mohd Khairuddin bin Othman	Sports	State Sports Council		
Phase 2 (2021/2022)				
YAB Dato' Seri Amirudin bin Shari	Education	Islamic Education Sector		
YB Tuan Ng Sze Han	Local Government	Klang Municipal Council (MPK), Sepang Municipal Council (MPS)		
YB Tuan Ganabatirau a/l Veraman	Workers Empowerment	Land and District Office, Hulu Langat		

### **RESEARCH & POLICY DEVELOPMENT**

### Impact Assessment Study of the Women's Leadership Academy (AKW)

- This study was conducted to evaluate the impact of the AKW program based on the objectives of its implementation across 3 cohorts.
- It aims to assess the execution, management, and timeline of the program.
- The study seeks to provide recommendations for improvements to ensure the development of highquality, more targeted, relevant, and effective modules in producing women leaders.
- It also evaluates the quality of the instructors involved.
- A total of 177 respondents were involved, consisting of AKW participants, instructors, and AKW secretariat members.



### Decade of Achievement Study of the Pusat Wanita Berdaya (PWB)

- This study was conducted to assess the impact of programs under PWB and their effectiveness.
- A total of 1,673 respondents participated.
- The study also aims to gather suggestions for improving PWB programs ensuring they align with the goals, vision, and mission outlined in the DWS 2017-2022.



### **Selangor State Family Seminar**

- The seminar served as a platform for stakeholders to present suggestions, brainstorm, and offer effective approaches or practices to the State Government to develop a prosperous family unit.
- Provides a space for discussing ideas and sharing information on the empowerment of family institutions concurrently addressing current related issues.



### **Selangor Care Economy Symposium**

- This symposium aims to gather input from stakeholders regarding issues related to the care
  economy. This includes feedback on proposals and initiatives that the State Government should
  undertake in the future to elevate the care economy in Selangor and drive sustainable and peoplecentric development in the state.
- It serves as a platform for discussion and exchanging ideas among stakeholders and interested parties on matters related to the care economy.
- To obtain input and suggestions to intensify efforts to elevate the care economy in Selangor.
- A total of 100 participants will attend, comprising representatives from State and Federal Government Agencies, State Government Subsidiaries, Academics, Think Tanks, Local Authorities, Neighborhood Watch (KRT) representatives, Non-Governmental Organizations (NGOs), Civil Society, and industry players.

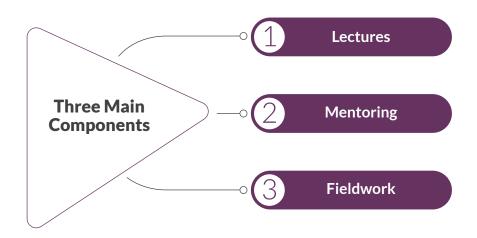


# LEADERSHIP DEVELOPMENT



### Women's Leadership Academy

- An intensive program aimed at producing more women leaders in politics and social work.
- Create and maintain a women's support network that includes mentorship, networking opportunities and collaborations with successful female industry leaders.
- Supports the 4th goal of the Selangor Women's Policy by accelerating women's participation as representatives and decision-makers in public and political life.



### **Module Categories**









# 100 Participants 100 Pa



## SIWANIS

### **Selangor Women's Assembly**

- A simulation program of the Selangor State Legislative Assembly for women.
- Aims to sharpen women's leadership at the decision-making level, which aligns with Goal 4 of the Selangor Women's Policy.
- Fifty-six participants will be selected as representatives for the 56 Selangor State Assembly (DUN) constituencies.
- Preparation workshops with capacity-building modules and policy issue exposure through a gender lens
- Representatives will be introduced to the State Assembly proceedings and the role of DUN members.











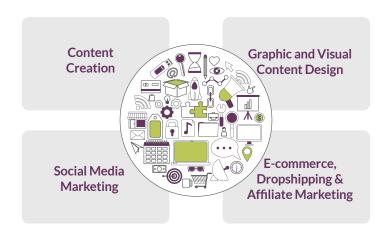




### **USAHA:** WANITA

# Young Women Entrepreneurs Digital Media Program

- A women's empowerment initiative in entrepreneurship.
- A platform for young female entrepreneurs in Selangor to strengthen their digital media skills.
- Training in content creation, social media marketing, graphic design, and e-commerce.
- Helps young women advance their businesses faster and more competitively in digital entrepreneurship.





# Selangor Women's Empowerment Scholarship

- The Selangor Women's Empowerment Scholarship is an initiative to empower women through the Lifelong Learning Program.
- Provides women in Selangor with high-level knowledge and competencies through continuous education.

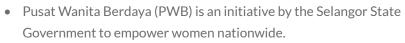
 Offers scholarships for further studies at Diploma, Bachelor's Degree, Master's Degree, and Doctorate levels.



# WOMEN'S EMPOWERMENT



### PUSAT WANITA BERDAYA



- PWB serves as a platform to engage women in development activities and skills enhancement.
- It aims to increase women's participation in social, economic, and political activities across Selangor's 56 constituencies (DUN).
- Its objective is to strengthen women's leadership and increase community engagement.
- It focuses on elevating the economic status of women, particularly the B40 group in rural areas, by providing opportunities and sustainable income support.

### Operating in

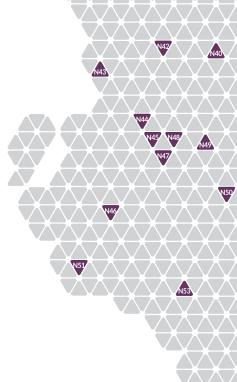
# **56** Selangor State Constituencies

N01	Sungai Air Tawar
N02	Sabak
N03	Sungai Panjang
N04	Sekinchan
N05	Hulu Bernam
N06	Kuala Kubu Baharu
N07	Batang Kali
<b>80</b> M	Sungai Burong
N09	Permatang
N10	Bukit Melawati
N11	ljok
N12	Jeram
N13	Kuang
N14	Rawang
N15	Taman Templer
N16	Sungai Tua
N17	Gombak Setia
N18	Hulu Kelang
N19	Bukit Antarabangsa

Lembah Jaya

N22	Teratai
N23	Dusun Tua
N24	Semenyih
N25	Kajang
N26	Sungai Ramal
N27	Balakong
N28	Seri Kembangan
N29	Seri Serdang
N30	Kinrara
N31	Subang Jaya
N32	Seri Setia
N33	Taman Medan
N34	Bukit Gasing
N35	Kampung Tunku
N36	Bandar Utama
N37	Bukit Lanjan
N38	Paya Jaras
N39	Kota Damansara
N40	Kota Anggerik

	JE2
N41	Batu Tiga
N42	Meru
N43	Sementa
N44	Selat Klang
N45	Bandar Baru Klang
N46	Pelabuhan Klang
N47	Pandamaran
N48	Sentosa
N49	Sungai Kandis
N50	Kota Kemuning
N51	Sijangkang
N52	Banting
N53	Morib
N54	Tanjung Sepat
N55	Dengkil
N56	Sungai Pelek



## 10 Capacity Building Modules



























Design









Gardening & Landscaping





Self-defense



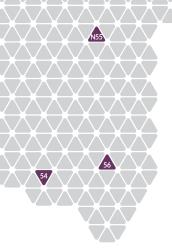


Program Facilitation

Arts & Culture







/N38

N52



### Pusat Wanita Berdaya (PWB) Community Program

- The Pusat Wanita Berdaya (PWB) program is implemented across all 56 constituencies (DUN) in Selangor, with a dedicated Supervisor appointed for each DUN.
- The Supervisor is responsible for coordinating women's empowerment programs in alignment with the specific needs of the local community.
- They serve as a liaison between the State Government and the community to ensure the effective execution of the programs.
- This program offers 10 Capacity Building Modules and 10 Skills Modules, all aimed at enhancing the quality of life for women.



### **World Women's Day Celebration**

- The World Women's Day celebration at the Selangor State level is an annual event that acknowledges the contributions and achievements of women.
- The event is also aimed at empowering women with knowledge and more opportunities.
- Each year has a different theme featuring specific activities, forums, and special awards.
- The celebration aligns with the State Government's commitment to empowering women through inclusive programmes and policies.



# Madani Women's Self-Development Program

- Madani Women's Self-Development Program in Selangor emphasizes spirituality to empower women.
- Its main focus is on self-development from a religious perspective, including enhancing faith and religious understanding.
- The program prioritizes applying moral and ethical values to maintain balance in daily life.



### Campaign To Address Gender-Based Violence

- The "16 Days of Activism Against Gender-Based Violence" campaign in Selangor aims to raise awareness of gender-based violence and human rights.
- The campaign runs from November 25 to December 10 involving various organizations such as government agencies, corporations, and NGOs.
- Through talks, forums, and workshops, the campaign fights violence against women while promoting gender equality.







### **Integrated Safe Community Workshop**

- This initiative promotes cooperation among various parties to build safe communities free from gender-based violence.
- A holistic approach involving different sectors is taken to prevent gender-based violence.
- This model helps the community to understand, identify, and address domestic violence responsibly.





### **Ekspo Hasil Suri Selangor (HASSEL)**

- HASSEL elevates the handicraft products of Selangor women by commercializing their creations.
- It provides a platform for women to develop and market their handicrafts, thereby increasing their income.
- It offers opportunities for skill development, building marketing networks, and achieving sustainable profits.
- Selangor women play a role in preserving cultural heritage and craftsmanship through their economic activities.



### **MEDIA COVERAGE**













MALAYSIA TRIBUNE

### WANITA BERDAYA SELANGOR



Empowerment • Progressive • Inclusivity



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