



MINISTRY OF HUMAN RESOURCES

NBOS
STRATEGI LAUTAN BIRU KEBANGSAAN



*Kementerian Pembangunan Wanita,
Keluarga dan Masyarakat*

National Blue Ocean Strategy 7 : 1Malaysia Support For Housewives

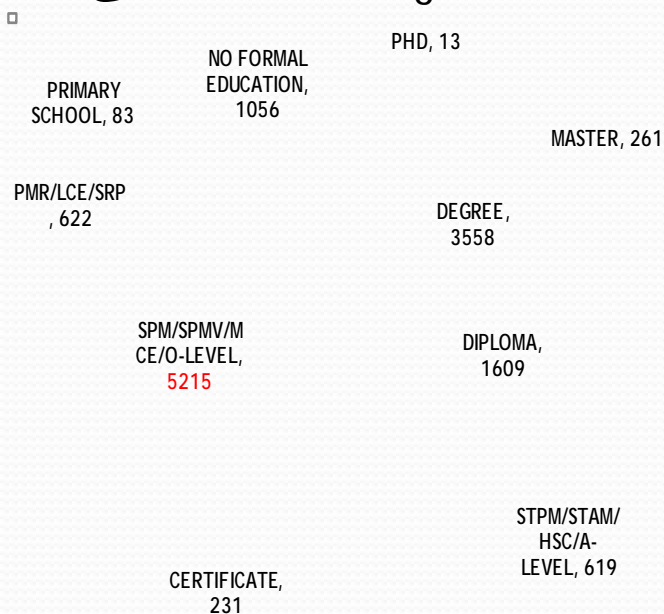


ACHIEVEMENT 2014



JOBSMALAYSIA PORTAL: REGISTRATION AND JOB PLACEMENT (1 Jan 2014 - 31 December 2014)

Education Background

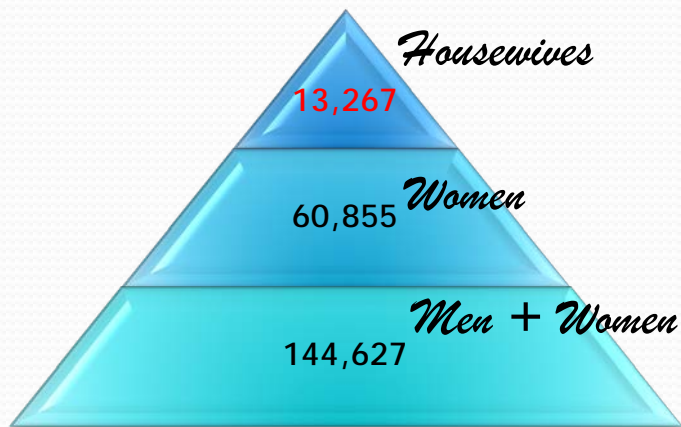


Job Placement

| MASCO Code | OCCUPATIONS (based on *MASCO level 1) | NO. OF HW |
|--------------|---|--------------|
| 1 | Legislators, Senior Officials & Managers | 10 |
| 2 | Professionals | 97 |
| 3 | Technicians & Associate Professionals | 119 |
| 4 | Clerical Workers | 165 |
| 5 | Service Workers & Shop and Market Sales Workers | 1,012 |
| 6 | Skilled Agricultural and Fishery Workers | 8 |
| 7 | Craft and related Trade Workers | 42 |
| 8 | Plant and Machine-Operators and Assemblers | 1,507 |
| 9 | Elementary Occupations | 2,879 |
| TOTAL | | 5,839 |

JobsMalaysia Portal acts as a main source to obtain information regarding the data of registration and job placement of the job seekers inclusive of housewives.

Registration





HOUSEWIVES ENHANCEMENT AND REACTIVE TALENT SCHEME (HEARTS)

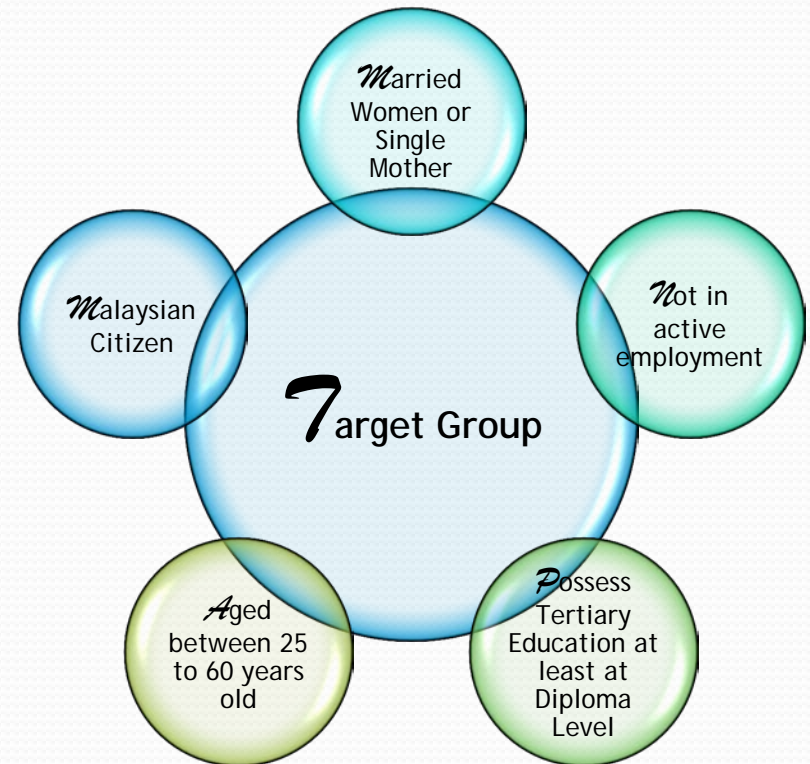


Objectives of HEARTS programme

To equip educated housewives to participate in economic growth

To provide a platform for housewives not in employment to upgrade their knowledge and skills to be self-employed from home

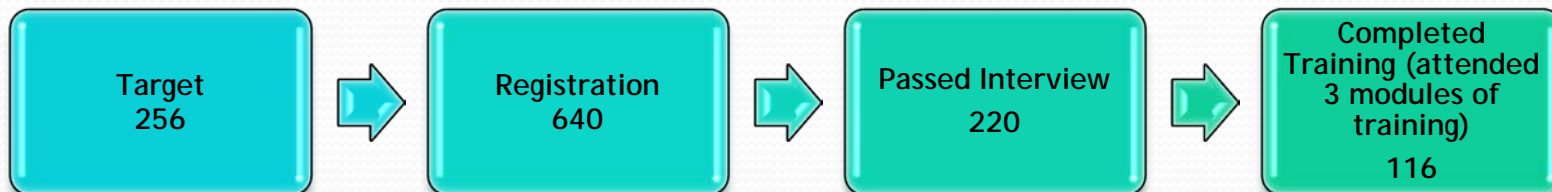
To assist in increasing the percentage of women participation in the labour market to 55%



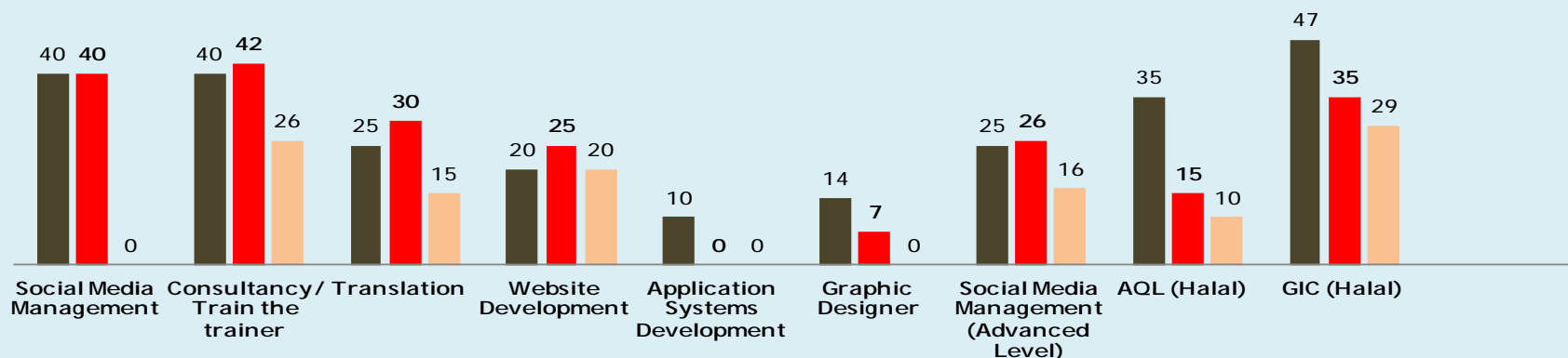
Application and Enrolment Procedure



Achievement of HEARTS (2014)



■ Target 2014 (256 housewives) ■ Passed Interview (220 housewives) ■ Completed Training (116)



Impact of HEARTS (2013 - 2014)

| JOB PLACEMENT (147 HW) | | INCOME PER MONTH (RM) | | |
|------------------------|----------|-----------------------|---------|-------|
| Self-employed | Employed | < 1 K | 1 - 3 K | > 3 K |
| 97 | 50 | 30 | 65 | 52 |