Penang State EXCO for Youth and Sports Office

PYDC
PENANG YOUTH DEVELOPMENT CORPORATION

YOUTH For Future

PENANG 2030

YOUTH FOR FUTURE



For Youth For You



FOREWORD

CHIEF MINISTER OF PENANG

YAB CHOW KON YEOW

Greetings.

First of all, well done and congratulations to the State EXCO for Youth and Sports together with the Penang Youth Development Corporation (PYDC) for their commitment and close cooperation in ensuring the success of the publication of the "Youth For Future" book.

In alignment with the aspirations and goals of the vision Penang2030 – A Family-focused Green and Smart State, the printing and distribution of this book will surely provide a channel and become the best platform for reference and additional value to our current knowledge, especially in shaping the youth to be dignified, dynamic and progressive.

Through various initiatives and programmes implemented based on the three (3) aspects that are emphasised which are Economic Development, Social Development and Self Development, it is hoped that the youth of Penang will be able to explore their interests and develop their existing talents.

The Penang State Government reiterates our stance and commitment to continue to ensure that youth development in Penang moves in line with our objective to develop the nation's generation of hope holistically and to be able to compete at the global level.

Thank you.

Chow Kon Yeow
Chief Minister of Penang

FOREWORD



PENANG STATE EXCO FOR YOUTH AND SPORTS
YB SOON LIP CHEE

Welcome and greetings to the youth for the future.

In 2019, the Penang State Government, through the EXCO for Youth and Sports, launched the "Youth For Future" initiative to mobilise efforts for youth development in Penang in terms of their economic, social and self development.

Even though we still face the challenges of the pandemic, the Penang State Government, through the Penang Youth Development Corporation (PYDC), is still committed to accelerate youth development in alignment with the "Youth For Future" initiative to ensure that this group in our community does not get ignored. Furthermore, the state government has given its full commitment to execute a variety of programmes within this time holistically so that its benefits can be enjoyed by the youth in Penang.

This launched initiative is also in alignment with the Penang2030 vision launched by YAB Chow Kon Yeow, Chief Minister of Penang. One of the strategic themes outlined in Penang2030 is "Boost participation of youth, women and seniors in community life". Numerous programmes were successfully conducted by the PYDC to support this initiative in order to encourage youth participation in volunteering activities and community empowerment. This includes the Penang Youth Volunteer, *Kempen Undi18, Kempen Umur18 Jadi Calon, Sidang Muda* and the Youth Entrepreneurship Challenge.

Indeed, the youth is the cornerstone of the development of a nation and all initiatives to empower the youth must be strengthen in order to build a constructive society and leaders for the future of our nation.

Thank you very much.

YB Soon Lip Chee
Penang State EXCO For Youth and Sports



FOREWORD

GENERAL MANAGER
PENANG YOUTH DEVELOPMENT CORPORATION

DR. GWEE SAI LING

Greetings.

First of all, I would like to express my deepest gratitude to the Penang State Government and the Penang State EXCO for Youth and Sports for entrusting the Penang Youth Development Corporation (PYDC) to deliver initiatives to ensure the development of the youth in Penang.

I believe every individual has their own talents, thus we as a state agency must prepare a platform for them to develop their talents and interest so that they may continue to grow and be the best versions of themselves. I believe through the various initiatives launched, the youth will be able to grow and be successful provided they remain committed in their pursuits.

The "For Youth For You" platform has been created for the youth as a platform for them to learn, grow and prepare them for the challenges of the future. Numerous initiatives from numerous fields have been done by the PYDC and I urge more youth to be aware of these ongoing initiatives and join them so we may realise our full potential and contribute to our country, Malaysia.

Thus, it is my biggest hope that all relevant parties can collaborate with PYDC to prepare more opportunities and space for the youth to develop. Finally, I urge the youth to take up the new challenges that lie before them and never fear to try these new challenges because we do not know our limits if we do not dare ourselves. So, come on fellow youths! Let's all rise and work together for our beloved nation.

Dr. Gwee Sai Ling
General Manager of Penang Youth Development Corporation (PYDC)

Economic Development

The youth is the pillar of the country's future and an important asset for national development. The "Youth For Future" initiative is a long-term plan implemented to develop the youth in Penang and to prepare our youth to face the challenges of the future and contribute to the development of the country. The "Youth For Future" initiative was launched by the Penang State Government under the Penang State EXCO for Youth and Sports in November 2019.

The implementation of "Youth For Future" requires collaboration between different sectors such as government agencies, educational institutions, NGOs, and the private sector in order to achieve the objectives of this initiative more effectively.

Under this Initiative, various programmes have been launched to develop the youth in Penang and to prepare themselves to face the challenges in the future and contribute to the development of the country.

In alignment with the "Youth For Future" development initiative, the implemented program focuses on three main aspects which are:

(i) Economic Development
(ii) Social Development, and
(iii) Self Development

YOUTH FOR FUTURE

Social Development

Self Development

YOUTH
DEVELOPMENT

In alignment with "Youth For Future" initiative, the Penang State Government, through PYDC, organises various youth development programmes based on a 6-step basis for development of the youth in Penang.

6 STEPS
DEVELOPMENT LEVELS





SOCIAL
Engagement

CAREER
Enhancement



ACADEMIC
Empowerment







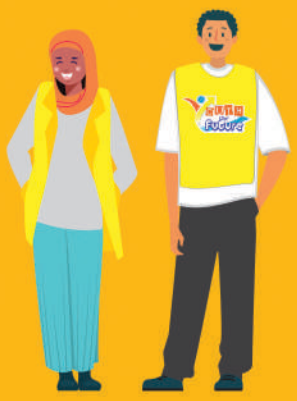
CREATIVE
Development



SELF
Improvement

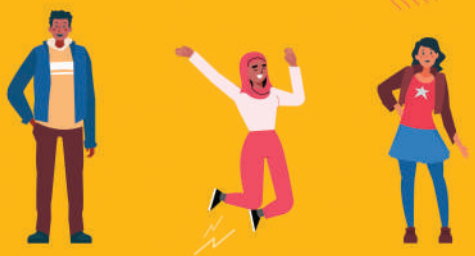
SKILLS
Enrichment





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ACADEMIC *Empowerment*



Collaboration with Higher Learning Institutions



The signing ceremony of Memorandum of Understanding (MoU) with higher learningf institutions was carried out to strengthen relations and further encourage youth participation in volunteering activities, employment opportunities and also collaboration in entrepreneurial activities for the youth.

With this MoU, PYDC and higher education institutions will be able to share available resources to empower our youth holistically.

This understanding between PYDC and higher education institutions is hoped to provide deeper guidance and mentorship for the youth on the current demanded skills from industry players including on technical skills, digital skills, soft skills, leadership, entrepreneurship, volunteerism and many more.







Higher Education Institutions

- Advance Tertiary College
- DISTED College
- Han Chiang UC
- INTI College Penang
- IPK College
- Manipal International University
- MSU College Penang
- Multimedia University
- Peninsula College Penang
- PSDC
- SEGi College Penang
- Sentral College
- TARUC
- UNIMY
- UNITAR University
- UOW-KDU Penang
- USM



"Towards increasing the employability of students in the labour market and the 4th Industrial Revolution..."

Memorandum of Understanding Signing (MoU) Ceremony



Digitalisation of Penang Youth

Digitalise Penang is a joint project between PYDC and Exabytes Sdn. Bhd. Under this initiative, Exabytes played its role as a full sponsor for the participating youths who were still studying. Exabytes sponsored free domains and hosting as an initiative under their Corporate Social Responsibility (CSR) for more youths to enter the digital field and utilise the digital platform.

This sponsorship that is open to 1000 students will be receiving registrations until the end of the year 2022. All youths that are still learning are encouraged to register regardless of their academic background.

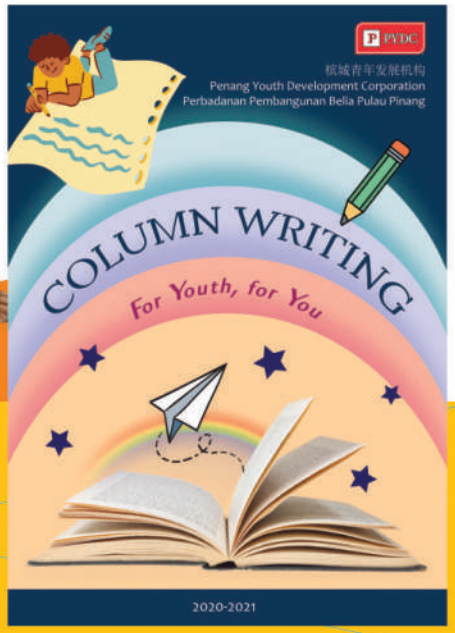






Column Writing

Column writing in different themes has been promoted to improve creative and critical thinking skills within the youth. Through this programme, social awareness among the youth can be promoted and this process trains the youth to elaborate their opinions rationally and through multiple perspectives.





Column Writing

Malaysia Prihatin
Umur 18 Jadi Calon
Stop Cyberbullying
Let's Practice Volunteerism
Be a Boss or Be a Leader
Fight Against Depression
Can Virtual Classes Replace Traditional Learning?

1st International Youth Conference

IYC

1st International Youth Conference

The International Youth Conference (IYC) that has been launched by the PYDC for the very first time was joined by participants from 18 different countries. This conference focuses on the role of the youth in the era of the fourth industrial revolution and has attracted 500 participants from various academic backgrounds and education levels.

The objective of this conference is to encourage the youth to present their research findings and engage in relevant intellectual discussions. This will also provide them an opportunity to be involved in collaborative projects in the future.







Student Enrichment Program

Student Enrichment Program

The Student Enrichment Program initiative has been executed to prepare the youth and to give a picture of the correct pathway for them before their upcoming SPM and STPM examinations. This online sharing session not only encompassed on academic subjects; it also involves other topics including effective learning strategies and stress management.

Academic Online Sharing Sessions

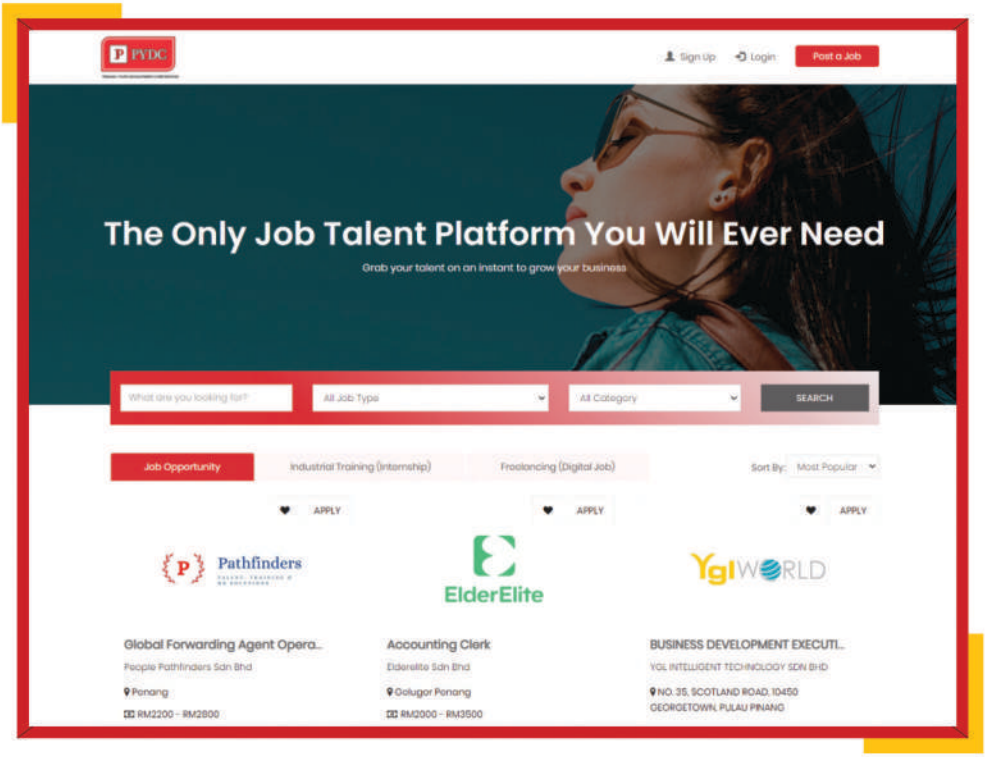
- Mathematics
- Biology
- Chemistry
- Physics
- Accounting
- Additional Mathematics



CAREER Development



Career Portal: We Want You!



We Want You!

The "We Want You!" career portal is an initiative by the Penang State Government to reduce the employment gap in Penang since June 2020. This portal is a platform that covers job opportunities from beginner-level jobs all the way up to higher management positions in a variety of professional backgrounds from the technical and non-technical industries.



For more information, visit
https://pydc.com.my/career.





Job Seekers

Assists in looking for the best jobs

We Want You!

Assists in looking for the best talents

Employers

Are you an employer or from human resources looking for the best talent? Or are you someone who is looking for the best opportunity and the right job for you? Then, this is the platform for you!

Platform We Want You:

- ZERO cost
- Dynamic talent pool
- Multiple job categories
- User-friendly portal
- Instant application updates ready

For our guidelines, scan the QR code below





Youth Entrepreneurship Programme

The Youth Entrepreneurship Programme comprises of three components: (1) Business Preparation Workshop; (2) Youth Entrepreneurship Challenge; and (3) Penang Start-Up Accelerator Program. The main objective of this programme is to equip youth entrepreneurs and future young entrepreneurs with relevant skills through mentorship with professionals and provide them a networking opportunity for them to develop their businesses and startups.



Business Preparation Workshop

To prepare and complete our youth in starting their own start-ups, the business preparation workshop was launched. This workshop is to expose our fellow youths on the main aspects in the field of business and has been facilitated by experienced speakers in the field.







Youth Entrepreneurship Challenge (YEC)

After the workshops have been done, the next initiative offered to our participants is a competition that they may join to prepare a working paper for their running business. All of their business plans will be delivered to and evaluated by judges who comprises of professionals in the industry. Through this programme, participants got to build a foundation for their entrepreneurial spirit to grow and accelerate their businesses in the future.

Penang Startup Accelerator Program

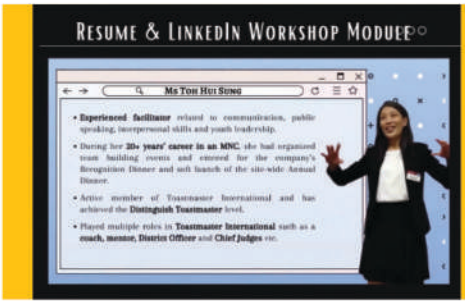
To ensure the path of our youth participants who joined the YEC and those who are interested in entrepreneurship continues, a programme to provide a pathway for their own startups has been launched. This six-months programme comprises of training and mentorship on a variety of relevant topics followed by a pitching session with potential investors to enable their startups to accelerate even further.



Career and Counselling Workshop



Career and Counselling Workshops have been done to prepare our fellow youths before they enter the working world. With these workshops, our youths were taught on a variety of knowledge and also prepared them to face the challenges that lie ahead. Numerous workshops have been created in collaboration with many partners. Some of our workshops include 'Resume & LinkedIn Workshop', 'Reconceptualising Accounting', dan 'Skills Youth Need to Excel and Interview Tips'.





Tales of Entrepreneurs (ToE)



ToE

'Tales of Entrepreneurs (ToE)' is a platform to help youth entrepreneurs to grow.

For the ToE initiative, we identify and interview youth entrepreneurs in Penang for them to tell their stories and promote their businesses. We interview youth entrepreneurs in Penang and publish their inspiring stories in PYDC's social media to be shared to our youth.







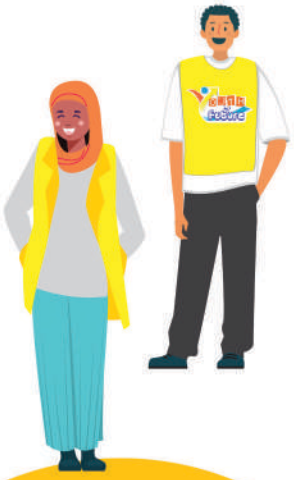
SOCIAL Engagement

Penang Youth Volunteers

PENANG YOUTH VOLUNTEER



Environment





Sports

The Penang Youth Volunteer initiative was launched on the 1st of March 2020 by the Penang Youth Development Corporation (PYDC) under the Penang State EXCO for Youth and Sports to provide a team of volunteers among the youth in Penang that has the capacity to provide volunteer services for the local community and to build a connection between the youth and the society.

The Penang Youth Volunteer initiative have seven categories which are. which are Arts & Culture, Environment, Education, Sports, Disaster Aid, First Aid and Charity.



Arts & Culture



Disaster Aid



First Aid



Charity



Education

Penang Youth Centres





PENANG YOUTH CENTRES

- Bagan Jermal Youth Centre
- Batu Kawan Youth Centre
- Bertam Youth Centre
- Balik Pulau Youth Centre
- Bukit Bendera Youth Centre
- Penanti Youth Centre
- Penaga Youth Centre
- Pulau Betong Youth Centre
- Seberang Jaya Youth Centre
- Sungai Pinang Youth Centre

This initiative is a collaboration effort between PYDC and local Village Community Management Councils ("Majlis Pengurusan Kampung Komuniti" or MPKK). The objective of the establishment of these youth centres is to catalyse social participation of the youth in programmes that can benefit their self-development by providing a platform to give exposure to the youth on arts, skills and technical expertise, capacity building programmes and many more. Furthermore, these Youth Centres also provide a space for the youth in local communities to run beneficial activities.



Many activities can be done by the youth during the Youth Centres' operating hours. Besides that, programmes such as career fairs, career talks, counselling clinics, artistic workshops, sports tournaments and many more activities can be carried out by the local youth at the Youth Centres.





Civic Awareness

"Kempen Umur 18 Jadi Calon" & "Kempen Undi18" Campaigns

PYDC has launched the "Kempen Umur18 Jadi Calon" campaign to promote awareness among the youth on the issue of amending the minimum age for a State Assembly Representative's candidacy in Penang. Some of the campaign's focuses include to collect the youth's views on the matter and how far they agree on the amendment.

Besides that, "Kempen Undi18" campaign has also been initiated to promote awareness to the youth that they are now eligible to vote in elections and decide the leadership of the state and the nation.







Covid-19 Chat

Awareness campaigns on COVID-19 through forums to discuss on questions related to the spread of COVID-19 and steps to prevent and curb its spread have been initiated by the government. This initiative's main goal is to encourage the youth's active participation in the COVID-19 campaigns that have been made by the government.



"Encouraging the people's active participation in government COVID-19 campaigns."

Sampai Bila?

Living with Covid

Home Quarantine

Youth Bureau MPKK



The Penang State Executive Committee has passed a suggestion to fix a quota for two youths in the membership of the Village Community Management Councils ("Majlis Pengurusan Kampung Komuniti" or MPKK) on the 26th of August 2021. This update has been enforced starting on the 1st of January 2021 for the appointment of the new session for MPKK 2021/2022. PYDC has established cooperation with MPKK, especially the Youth and Sports Bureau in organising programs involving youth participation. PYDC has collaborated and assisted MPKK in organising programs so that youth development programmes can be implemented effectively and this will involve every KADUN (State Constituency) in Penang.



Rural Youth Development Project



The Rural Youth Development Project under the Penang Youth Volunteer initiative with the theme "Youth For Future" has been implemented. The main purpose of this survey project is to identify rural youth development.

This initiative can encourage the involvement of the youth in activities and strengthen the unity of the country as well as expanding sports activities.





SKILL *Enrichment*



Sidang Muda



Sidang Muda is an annual programme organised by PYDC since 2015.

This programme is a series of trainings and educational workshops on democratic education to emphasise civic awareness, democracy and citizenship within the youth.

Demokrat Muda Workshops

These workshops are to equip the youth with the main concepts and ideas on politics and democracy.





Sidang Muda Preparation Workshop

To prepare our young *Yang Berhormat* lineup, preparation workshops for *Sidang Muda* were organised to equip them with the knowledge and basics for the mock *persidangan* (Parliament sitting). We invited local leaders and representatives who were happy to share their expertise for the participants to learn and develop to be future leaders.





Sidang Muda

Exposing the youth to the process of policy and decision making on the state level. A platform for the youth to discuss and share ideas.





Placement Project for *Sidang Muda* Members

This project is to continue the efforts from the *Sidang Muda* programme to give exposure to the youth to know about the democratic process in Malaysia and to increase the youth's social participation.

This is to provide the *Sidang Muda* members an opportunity to dive into the realities of being a representative of the people.



Penang Young Digital Talent

This platform is to offer digital courses that are recognised by the Penang State Government to expand digital talents within the youth. This platform provides an opportunity for the youth who want to learn new digital knowledge that can be beneficial to them. This is to grow a youth digital community in alignment to the Penang2030 vision which aspires to develop Penang as hub for digital talent.

Through this platform, the youth has been given a space to demonstrate and adapt with the ever-changing digitalisation landscape. The participating youth will gain real-life experience through practical modules that they must undergo to obtain the course certificate. This will give them a chance to apply what they have learnt during the digital courses and further make use of these skills in the employment market.







During the Penang Young Digital Talent Awards Ceremony, a total of five young people received an award of excellence for the 'Penang Young Digital Talent Performance Award.' The five young recipients were:

1. Poh Choo Han
2. Tay Wan Nee
3. Chuah Khai Win
4. Oh Zi Jian
5. Ooi Si Sheng

CERTIFICATIONS FOR BASIC COURSES

- Key Opinion Leader
- E-Commerce
- Digital Marketing
- Web Design
- Basic Graphic Design
- Business in the Game
- Game Development
- 3D Development



"Providing a Platform Learning and Digital Experience..."

Penang Youth Resilience and Trainer Training Course

Penang Youth Resilience Superstars: Train-the-Trainer

This programme is a collaborative effort between PYDC and Pertubuhan Wanita Mutiara Pulau Pinang. This programme is to increase and strengthen the mental resilience of the youth in Penang and to also empower the youth. Before this programme started, a course for the trainers' training was made so that the trainers get to help the mentors throughout the programme.







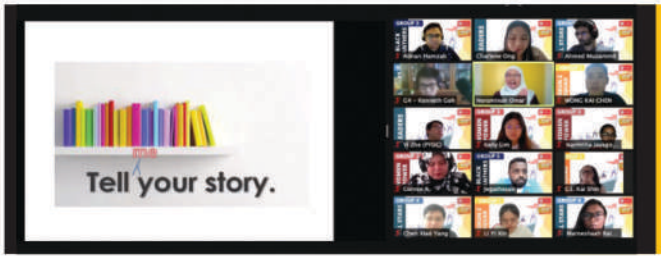
Empower Your Potential: Virtual Leadership Camp

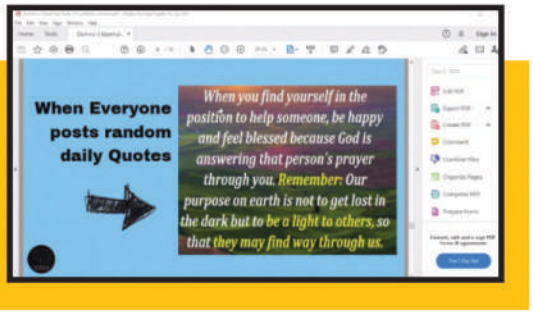


This leadership camp was organised to strengthen the youth's potential as leaders. This initiative is to build the spirit in the youth to get involved in community activities and to cultivate a culture of altruism within them.



After joining this camp, our youth participants were encouraged to organise their own community programme and a group of participants collectively held a physical activity on January with the theme "Youth Eco Generation Campaign".





SELF Improvement



Essential Skills Programme

Selling Through the Language of the Mind

The Art of Self Coaching

Professional Financial Planning

Professional Writing Skills

To dignify our youth holistically, soft skills programmes are also organised every quarter of the year. The self-empowerment among the youth must be viewed as a pathway to drive them towards effective communication and their own self-understanding. These programmes focused on skills that are not really much emphasised in schools and higher learning institutions and were tailored to prepare the youth for the world of effective communication, inculcating critical thinking, conflict resolution skills as well as strong and effective leadership skills.

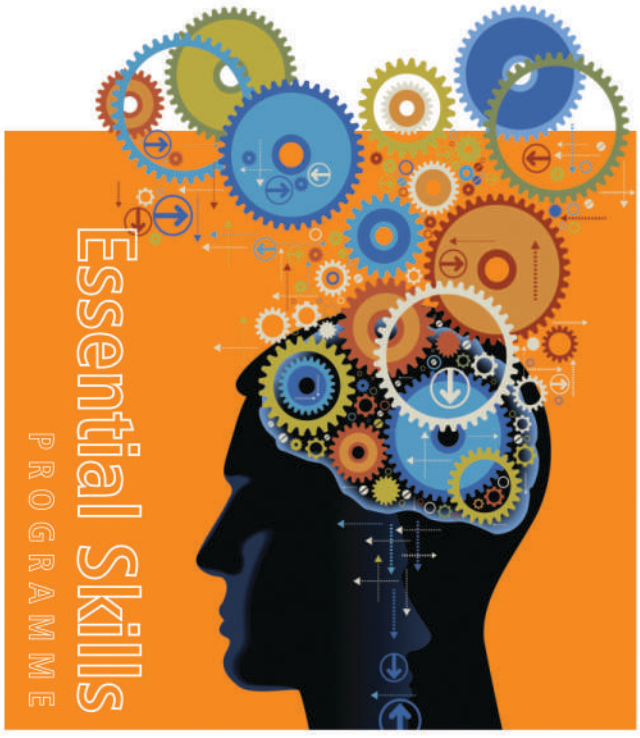


Personal Profile Building and Job Hunting

Innovative and Resilient Mindset

Critical Thinking and Effective Problem Solving

Crisis Leadership



Financial Literacy

The Importance of Estate Planning for Youth

The Penang State Government and PYDC truly stress the importance of estate planning among the youth. Generally, the youth must be given the general education on the important aspects of estate planning and inheritance. This workshop is to prepare the youth with the knowledge on the importance of estate planning and wills. This will ensure that our youth are provided with life skills that will become increasingly important as they age.



Stock Investment Introductory Talk

A talk to introduce about stock investment was held in collaboration with 'Jit Sin Alumni Intervarsity'. This talk was delivered by Mr. Harry Teo, founder of Sharix Sdn. Bhd. To increase the youth's awareness on stock investment and foster the youth's interest in stock investment.



First Aid Webinar

Knowledge of first aid is very important in our lives to ensure that we can help someone with an injury while more professional help arrives so that the injury does not worsen. This webinar has highlighted important topics such as ways to handle accidents at home, sports injuries, and medical emergencies.







CREATIVE Development



Youth With Rhythm
Youth In Music

Youth in Music

The Launching of the "Youth in Music" Platform



The website for the "Youth In Music" project has been launched. "Youth In Music" is a project which is under the "Youth With Rhythm" initiative that aims to gather youths with musical talents in Penang. This platform seeks to create a community for them to connect, collaborate, and create a name in the world of arts.







"Youth In Music" Website

Registration for the "Youth In Music" initiative is open for individual and group artists and applicants will be evaluated by a panel of judges that are well-seasoned in the arts industry to ensure quality control of selected participants. This platform is provided exclusively for the youth in Penang from 15 to 35 years old that have the talent and interest in the music field and build a name of their own in the world of arts.



Paul Augustin
Founder and Director of 'The Penang Island Jazz Festival', Founder and Director of Penang House of Music

Cole Yew Kok Cheong
Co-founder of Soundmaker Studio

Kamal Chopra
Best International Artist @ UK Bhangra Awards, Birmingham, UK 2019

Vivian Lim
Vocal and Choir Tutor at UCSI University

Open Mic Night

The first programme under the "Youth In Music" initiative is the Open Mic Night where groups of musicians got the opportunity on stage to showcase their talents to an audience. The Open Mic Night managed to gather a group of musicians under one roof and allowed them to showcase their talents to the relaxing crowd who were enjoying the weekend.







Merdeka Talent Show

In conjunction with the 64th Merdeka Day in Malaysia, the Merdeka Talent Show 2021 had been held. This talent show which was open to the youth of Penang was to provide a platform for them to showcase their performances and also develop their talents.









Youth With Rhythm: Festivals Edition

In conjunction with the festive seasons in Malaysia, PYDC held a series of performances to celebrate together the festive days available in Malaysia. Performances have been held on Chinese New Year, Deepavali, and Hari Raya Aidilfitri so that we could liven up the festive season and share the joy.







Art In Motion

Basic Coffee and Latte Art Workshop

In collaboration with PYDC and some local cafes, a workshop to introduce coffee culture was conducted. A session on how to make latte art was also held at the same time to develop the coffee enthusiasts community among the youth in Penang.





Wau Bulan Workshop

In conjunction with the Inuaguration Ceremony of the Sungai Pinang Youth Centre, a Wau Bulan Workshop was held. This workshop which was conducted by Wak long Music & Art Centre aimed to provide a platform where the youth can learn about heritage and culture in Malaysia.







Wayang Kulit Workshop

The Wayang Kulit workshop organised by PYDC in collaboration with KADUN Air Itam Service Center and Wak Long Music & Art Center was held to encourage youth in Penang to participate in performing arts. This workshop was also held to attract the interest of the youth to ensure that this heritage continues to thrive for the generations to come.







Chinese New Year Series

In conjunction with the Chinese New Year celebration, PYDC together with MyHans and Pengkalan Kota KADUN Service Centre have held a series of Chinese cultural and heritage programmes. This series of programmes were held to explore the culture and give awareness to the youth about our existing cultures and traditions.





Chinese Calligraphy and Paper Cutting Art Workshop

This Paper Cutting and Chinese Calligraphy workshop had been run to introduce Chinese heritage to the youth so that this heritage continues to exist in our increasingly modern lives. In an effort to develop the youth, culture, heritage and tradition should not be forgotten because without culture and heritage, our lives would be dull.



Teochew Opera and Body Movement Workshop

The workshop organised by the PYDC and Teochew Puppet & Opera House introduces aspects of opera make-up that will strengthen awareness on the local Chinese heritage among the youth. The basic skills of body movement techniques have also been introduced at this workshop so that this heritage and culture will always be preserved.









Esports

Electronic sports or Esports is a form of competitions in video games. E-Sports tournaments usually take place in multiplayer video games, especially among professional players, or individually as a team. Today, e-sports is seen as an industry that can provide career opportunities.

The 'Youth E-Sport Challenge' competition was held in collaboration with Kolej SEGi Penang. This competition was held to promote esports and inspire the youth to view esports as a platform for learning and expanding their interpersonal skills which is crucial in their lives.



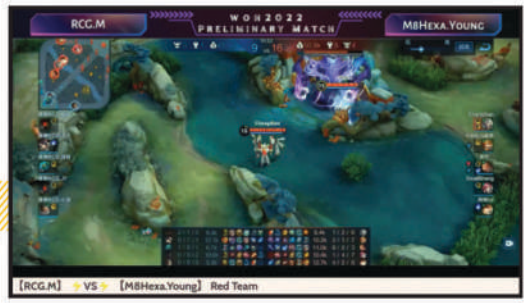


Digithon Youth Festival

The 'Digithon Youth Festival' was held in collaboration with Tunku Abdul Rahman University College (TARUC) Penang Branch. A variety of esports tournaments were held to increase communicative, collaborative and leadership skills within the participating youth. This is to nurture their personality growth holistically.

DIGITHON YOUTH FESTIVAL









Blank Canvas

Blank Canvas is an initiative for local artists and youth to connect with the local community interactively through mural artwork.



Mural Art in Taman Riang

The mural art theme in Taman Riang was chosen based on the scenery found in the park. This sunflower-themed mural art full of cheerfulness, peace, and greenery has been successfully completed in collaboration with Penang Youth Volunteers and artists, Mrs. Hunny Ooi and Mr. Dylan Teoh.

Penanti Anti-Drug Mural Art at Penanti KADUN Youth Centre

Penanti Anti-Drug Mural Art at Taman Guar Perahu Badminton Hall is carried out in collaboration with Penang Youth Volunteers, Penang State National Anti-Drug Agency, Penanti Assemblyman Service Center, and artist, Mr. Mukhalip bin Jamil. This mural art is held to give awareness to the community about the dangers of drugs and also to promote a healthy lifestyle to the youth.







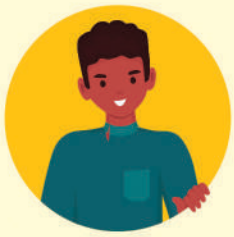
Kempen Umur 18 Jadi Calon Mural Art in Taman Dahlia

The *Umur 18 Jadi Calon* logo was drawn as a mural art in collaboration with the Penang Youth Volunteers and Youth Care Malaysia. This mural art was held to spark the spirit of the youth in volunteering activities and at the same time spread awareness about the *Kempen Umur 18 Jadi Calon* within the youth.













Penang State EXCO for Youth and Sports Office
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