

Development and Delivery of Livelihood-based e-Service for ASEAN Women

2014

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Directions

- ✓ Fill in the blanks in the Basic Information Data Table below,
- ✓ Use the same sub-chapters with Brunei,
- ✓ Per country, at least 20 pages except the statistical tables,
- ✓ Format Detail
 - Margin: Normal
 - Font: Times New Roman, Size 11
 - Line spacing: 1.15

Indicator	Data				
Basic Information					
1. Country name	Brunei	Cambodia	Indonesia	Laos	Malaysia
2. Area (km ²)					329, 961.22
3. National population					30.0 million
4. Rural population					71.0%
5. Key Economic Sector(s)					
6. Industry (%)					
6-1. Agriculture (%) – including fisheries					12.5%
6-2. Fisheries (%)					-
6-3. Livestock industry (%)					6.8%
6-4 Manufacturing (%)					17.2%
6-5 Construction (%)					8.8%
6-6 Transportation (%)					4.4%
6-7 Others					50.3%
7. GDP per capita					17,748
8. Employment (%)					
8-1. Employment - Urban (%)					74.5%
8-2. Employment - Rural (%)					25.5%
Gender					
1. Education - over with certificate/diploma/degree by ethnic group, 2010 (% of female)					
1-1. Malaysian (% of female) - overall					68.9%
1-2. Native race (% of female)					71.3%
1-3. Chinese (% of female)					63.5%
1-4 Indians (% of female)					66.8%
1-5 Others (% of female)					59.1%
2. Computer Literacy (% of both male n female)					61.1%
3. Labor Force Participation (% of female)					47.9%

3-1. Labor force in agriculture (% of female)					1,410,000
3-2. Labor force in fisheries (% of female)					-
3-3. Labor force in livestock industry (% of female)					942,300
3-4 Manufacturing (%)					2,222,300
3-5 Construction (%)					1,133,600
3-6 Transportation (%)					605,200
3-7. Labor force in other sector (% of female)					5,971,000
ICT					
1. Telephone lines (%)Direct Exchange Line (DEL)					
1-1. Telephone lines - Urban (%)					76.7
1-2. Telephone lines - Rural (%)					23.3
2. Cell phone subscriptions (%)					
2-1. Cell phone subscriptions - Urban (%)					68.8%
2-2. Cell phone subscriptions - Rural (%)					31.2%
3. Internet use (%)					
3-1. Internet use - Urban (%)					75.8%
3-2. Internet use - Rural (%)					24.2%
3-3. Internet use - Women (%)					43.6%
4. Households with internet access					
4-1. Households with internet access - Urban (%)					75.8%
4-2. Households with internet access - Rural (%)					24.2%
5. Telecenter					
5-1. The number of telecenters - Urban					-
5-2. The number of telecenters - Rural					225

Indicator	Data				
Basic Information					
1. Country name	Myanmar	Philippine	Singapore	Thailand	Viet Nam
2. Area (km ²)					
3. National population					
4. Rural population					
5. Key Economic Sector(s)					
6. Industry (%)					
6-1. Agriculture (%)					
6-2. Fisheries (%)					
6-3. Livestock industry (%)					
6-4. Other sector (%)					
7. GDP per capita					
8. Employment (%)					
8-1. Employment - Urban (%)					
8-2. Employment - Rural (%)					
Gender					

1. Education (% of female)					
1-1. Primary education (% of female)					
1-2. Secondary education (% of female)					
1-3. Higher education (% of female)					
2. Literacy (% of female)					
3. Labor Force Participation (% of female)					
3-1. Labor force in agriculture (% of female)					
3-2. Labor force in fisheries (% of female)					
3-3. Labor force in livestock industry (% of female)					
3-4. Labor force in other sector (% of female)					
ICT					
1. Telephone lines (%)					
1-1. Telephone lines - Urban (%)					
1-2. Telephone lines - Rural (%)					
2. Cell phone subscriptions (%)					
2-1. Cell phone subscriptions - Urban (%)					
2-2. Cell phone subscriptions - Rural (%)					
3. Internet use (%)					
3-1. Internet use - Urban (%)					
3-2. Internet use - Rural (%)					
3-3. Internet use - Women (%)					
4. Households with internet access (%)					
4-1. Households with internet access - Urban (%)					
4-2. Households with internet access - Rural (%)					
5. Telecenters					
5-1. The number of telecenters - Urban					
5-2. The number of telecenters - Rural					

3.1. Malaysia

3.1.1. Current Status of e-Services

¹eGovernment and Malaysia¹

- E-government has become part and parcel of every government's agenda. Many governments have embraced its significant impacts and influences on governmental operations;
- As the technology has become more ubiquitous, government of Malaysia have decided to inaugurate e-government policy in its agencies and departments in order to enhance the quality of services, **better transparency and greater accountability**;
- As for Malaysia, the government is inspired by the wave of the e-government, as its establishment can improve the quality of public service delivery, and also its internal operations;
- As one of the strategies to achieve Vision 2020 (Malaysian Vision on year 2020), Multimedia Super Corridor (MSC) has been introduced to accelerate Malaysia's entry into Information Age and improving government administrations and operations;
- To shape new mode of public service where all public organization deliver a modernized, integrated and seamless service for their citizens;
- To introduce a paper-less service delivery for a healthier environment (using less paper in all type of application, processes services).

²Government policy on ICTs⁷

The Malaysian government launched Vision 2020 in 1996 to create a fully developed knowledge-based society by the year 2020. The telecommunications sector was privatized in 1987, and after the rolling out of the National Telecommunications Policy (NTP) in 1994, the market is now completely liberalized. The government has invested substantially to build an ICT-friendly environment.

Government policy on gender⁷

Gender equality appears to be a priority for the Malaysian government as is evidenced by a UNDP Gender Development Index rating of 0.78, among the highest in the region and in the high human development category on a global basis. Local and global demands have resulted in an affirmation of the laws for improving and protecting women's status and position. In 2001 the parliament made a modification in the constitution to ensure the legal structure required for complete implementation of laws related to gender equality (Hafkin and Taggart 2001). Favorable policies have resulted in women occupying high-skilled and managerial positions in Malaysia.

1. [Hybrid Approach of e-Government on Malaysian e-Government Experience](http://www.ijssh.org/papers/127-G00020.pdf) (International Journal of Social Science and Humanity, Vol. 2, No. 5, September 2012 by Razlini Mohd Ramli) <http://www.ijssh.org/papers/127-G00020.pdf>

7 [Engendering ICT Toolkit - MALAYSIA](http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTGENDER/EXTICTTOOLKIT/0,,contentMDK:20272164~menuPK:562599~pagePK:64168445~piPK:64168309~theSitePK:542820~isCURL:Y,00.html) (Technological Change and Women's Employment in Malaysia by Cecilia Ng Choon Sim) - <http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTGENDER/EXTICTTOOLKIT/0,,contentMDK:20272164~menuPK:562599~pagePK:64168445~piPK:64168309~theSitePK:542820~isCURL:Y,00.html>

³Policy implemented to address especially these following areas¹:

- To offer efficient, high-quality administrative online services to citizens and businesses;
- Streamline government's internal process to improve quality of service, reduce costs and increase productivity;
- Strengthen data security and protect privacy. To increase citizen participation in government;
- To create transparency through good documentation and effective communication.

⁴Honourship of Participation Amongst Government Agencies and Departments³

- The aim of the assessment is to further support Government agencies in promoting more online services and better services delivery that can reach the public through the websites or portal interface;
- It accessed the websites of the government with two basic approaches that is assessment and best practices, also an additional approach known as Strategic Achievers.
- From the overall ranking of Portals and Websites, the usual sub-rankings were derived namely Ministry, State, Local Authority, University and Managed Portal Services (MPS).
- A total of 1,349 portals and websites were assessed on 2012 but the actual portals/websites derived from myGovernment portal were higher.

Some of the preliminary portals that has been introduced:

MYEG.

MY E.G. Services Berhad ("MYEG") is a concessionaire for Malaysian Electronic-Government ("E-Government") MSC Flagship Application. MYEG builds, operates and owns the electronic channel to deliver services from various Government agencies to Malaysia citizens and businesses. Example services:

- AUTO INSURANCE RENEWAL
- ROAD TAX DELIVERY STATUS
- PDRM(Police) SUMMONS ALERT

Web: www.myeg.gov.my

TNB – Malaysian Energy (Electricity) Provider

Enjoy the offered services at the public convenience.

-
1. [Hybrid Approach of e-Government on Malaysian e-Government Experience](http://www.ijssh.org/papers/127-G00020.pdf) (International Journal of Social Science and Humanity, Vol. 2, No. 5, September 2012 by Razlini Mohd Ramli) <http://www.ijssh.org/papers/127-G00020.pdf>
 3. [Malaysia Government Portals and Websites Assessment](http://www.mscomalaysia.my/sites/default/files/mgpaw2012/MGPWA-2012.pdf), (MGPWA 2012), Public Governance, Governance Dimension, Multimedia Development Corporation MALAYSIA - <http://www.mscomalaysia.my/sites/default/files/mgpaw2012/MGPWA-2012.pdf>

- Pay electricity bills online
 - View detailed information about TNB account.
 - View latest and past billing information.
 - Track monthly electricity consumption.
- Web: www.tnb.com.my

Malaysian Banking

Almost all bank in Malaysia provides online services such as:

- Online transfer (helps for online shops and entrepreneurships)
- Pay Bills online
- Top ups phone credits
- Pay loans online
- Pay fees online
- Online Ticketing

Example banks:

- Maybank Berhad : www.maybank2u.com.my
- CIMB Bank Berhad : www.cimbclicks.com.my

⁵Government Portal for Women⁵

MyWanita Portal(means Malaysian Women in english) Handle by Ministry of Women, Family and Community Development

Services:

Single Mothers - Registration, Information, Programs

Gender Awareness - Information, Related links (UNESCO)

EntrepreneurShip - Registration, Information, Mother or Single Moms Bussiness Opportunity

NGO information and refferences

Counselling - Client and Counsellor Application, Information, Online Stress Test, Phsycology Test, Programs

Online Training - How to

Women Taxi information and contact person list to get the service.

5. [MyWanita](http://www.jpw.gov.my/) Portal Wanita (Portal for Women under The Ministry of Women, MALAYSIA) - <http://www.jpw.gov.my/>

Flexi Work Life : flexWorkLife.my aims to build a network of employers and talents to optimise work-life integration while maximising work efficiency and enhancing employee engagement.

The portal has a repository of the best ideas and practices in flexible working arrangements as well as family-friendly facilities. You will also find case studies, success stories and job opportunities which offer flexible working arrangements

PerWani - link to promote information on knowledge and what should women do on violence against women.

A Women NGO Portal

AWAM - AWAM is an independent feminist organization in Malaysia committed to ending gender-based violence and upholding equality and rights for all. We are a tax-exempt, non-profit organization established in 1988.

Services:

Telenita Helpline - Provide services such as:

- Counselling Services in Malaysia
- Hospitals and One Stop Crisis Centres
- Legal Services
- Police
- Women's Shelters in Malaysia

Guide to overcome violence (Against women)

Information regarding related resources

Paracouncillor - AWAM runs an annual training for members who are keen to help run our Telenita helpline

Web: www.awam.org.my

6Digital Malaysia Progressing - MDEC Release¹⁰

Aims:

- improve ICT contribution to the nation's Gross National Income to RM294 billion or 17%, an increase from the current 9.8%;
- create 160,000 high value jobs and an additional RM7,000 digital income per annum for over 350,000 citizens by the year 2020.

Progress:

- Asian e-Fulfillment Hub
 - The project aims to make Malaysia the centre of e-Commerce related logistics services for Asia by leveraging on the power of the internet for the assembly, packaging, shipping and tracking of products across the region.
- Enabling e-Payment Services for SMEs and Micro Enterprises
 - This will be done by creating more merchant outlet points enabled by electronic funds transfer at point of sale (EFTPOS) terminal, smartphone reader and online e-Payment.
- Shared Cloud Enterprise Services
 - This project aims to garner more local companies to adopt Cloud-as-a-Service (CaaS) solutions as well as to get more independent software vendors (ISVs) to offer their services on the Cloud.
- Develop On-Demand, Customised Online Education
 - This project aims to provide Malaysian internet users with customised education content with an entertainment edge (edutainment).
- Microsourcing to Generate Income for the B4
 - This project with the Ministry of Women, Family and Community Development as public sector lead, aims to provide training for the Bottom 40 members of the community, to enable them to work remotely from their home in order to generate additional income for themselves and their family
- Facilitating Societal Upliftment
 - provides the system and tools needed to match community development programmes and funding distributions
- Grow the Embedded Systems Industry
 - An embedded system is some combination of computer hardware and software

10. [Digital Malaysia Progressing Ahead as Planned – MDEC Release](#) (Corporate Affairs Division MDEC) - hany@mdec.com.my
http://www.mscomalaysia.my/sites/all/themes/mscomalaysia/templates/images/press_release/press_release_20120927.pdf

- Develop a trusted Mobile Digital Wallet System
 - ecosystem that will ensure a more pervasive adoption of Near Field Communications (NFC) by encouraging greater service provider participation and subsequently enabling more customers to enjoy the service in light of more manufacturers embedding the NFC capabilities in their latest mobile phones or devices.

3.1.2. Country Specific (Potential) Demand for e-Services (any e-Service related to women. Please see the Sample e-Service areas in Table 1.)

Specific Demands on eServices For Women in Malaysia

- Online Shopping – home appliances, clothing
- Platforms for small/home business – women entrepreneurship
- Agriculture information and government supports in terms of training in skills, opportunity and money – also on women entrepreneurship
- Healthcare Information for self and family members
- Guidelines for Child bearing, development and educations
- Homecook recipes
- Reading and Information on Religion
- Enabling Women’s Social Empowerment

Demand for ICT Workers in Malaysia 2005 – 2010

In the table below, shows that the number of ICT worker needed spike 50% higher in 5 years time¹².

**TABLE 1 MALAYSIA DEMAND FOR ICT WORKERS (PERSONS)
2005-2010**

Occupation	2005	%	2010	%
System/Hardware Engineer	15,930	14.8	37,860	12.3
Software Developer/Engineer	10,410	9.6	26,680	8.7
Business/System Analyst	25,620	23.7	71,020	23.2
Computer Programmer	21,320	19.7	62,820	20.5
Technical Support	34,720	32.2	108,230	35.3
Total	108,000	100	306,610	100

Case Study on Website Developed to Support Eservices in Malaysia (For Women)

Current e-Service Status	Case 1	Case 2
Basic Information		
e-Service Name	SMOKU - Official website for disability registration and application	ezi2care - Website for registration and application for child care centres.
Hosting Government Department or Ministry Name	Ministry of Women, Family and Community Development	Ministry of Women, Family and Community Development
Website Address	http://spmoku.jkm.gov.my/smoku/index.php	https://ezi2care.jkm.gov.my/general/
Start Date	Julai 2012	2013
Contents	Yes/ No/ Others(Please specify)	
Is there e-Service providing women related issues (women's health, education, employment, sexual/domestic violence etc.) managed by ministry in charge of such issues?	no	Yes
What type of information/service the e-Service is providing currently? i) Health information (child, maternity, women care) ii) Education (women, child) iii) Sexual/domestic violence and abuses including prevention education iv) Job opportunity, vocational training opportunity v) Information on micro finance vi) Livelihood related information (agriculture, fishery, livestock industry etc.)	The website is providing service for application and checking of the status of application. In the background, it prepares statistic and information for the ministry regarding the disabled people in Malaysia. Thus, the system allows the ministry to provide identification card for the disable who applied.	Job opportunity for women or vocational training opportunity for women in the field of chile care centres.

Does the e-Service provide women related information (such as women NGO directories etc.)?	No	Yes
Does the e-Service provide information about job and bidding opportunities?	Yes	Yes
Does the e-Service feature women talent pool registration?	No	Yes
Functions	Yes/ No/ Others(Please specify)	
Does the e-Service compile its user statistics?	Yes, but only showing to the respective owner (the service owners, not the public)	Yes
Does the e-Service provide user guide (how to use the website)?	Yes	Yes
Does the e-Service provide e-newsletter service?	No	No
Does the e-Service provide audio and/or video files as well as documents?	No	Yes
Does the e-Service provide online forms/documents for downloading or electronic filing?	Yes	Yes
Does the e-service provide e-participation tools (feedback, polls, bulletin board, Q&A, Ombudsman, satisfaction survey etc.)?	No	No
Does the e-Service provide single window link for online petition, citizen proposal and information disclosure request?	No	No
Does the e-Service provide e-learning (audio, video, document etc.)?	Yes	Not yet, on planning to do so.
Does the e-Service provide "Search" option (to easily	Yes	Yes

navigate and obtain information)?		
Does the e-Service provide contact directory for corresponding department/person in charge of the menus/issues and web manager?	Yes	Yes
Does the e-Service provide "Contact Us" option where you can directly contact web manager or person in charge and ask questions?	Yes	No
Does the e-Service provide security features such as log in or pin access to protect your personal information?	Yes	Yes
Does the e-Service provide mobile access option? (Can you access the web service with your cell phone?)	Yes	Yes
Does the e-Service provide information in multiple languages?	No	No
Does the e-Service provide access option for people with disabilities?	Yes	No

From the study done on case 1 and case 2, it can be concluded that the portal developed is to provide an eservice medium for the public. However, it is obvious that gender is not a specific issue in Malaysia. Thus, the portal or website developed does not meant for women alone. Although the portal was developed and maintained by the Ministry of Women.

As the government supporting and aiming for the national year 2020 target, all services has been up to the technology and to be treated online. And as study can be seen on case 1 – is meant for the disabled people and case 2 for the kindergarten or nursery handler, almost every possible function such as multiple language, mobile access, log in the personal information, contact us, audio and video function and so on is developed to ease and make it useful to the public. Thus, to effortlessness the public to use the portal and understanding it's functions.

However, on both cases there is still lack of statistics to be shown and shared for the researchers and observers to gain more information. There is still information hidden and undisclosed for the public usage.

It is still a good start, because the data and records is being kept and saved for future improvement and enhancement.

Current e-Service Status	Case 3	Case 4
Basic Information		
e-Service Name	Feedback Form For the Ministrie's Portal	MyWanita (means Malaysian Women in english)
Hosting Government Department or Ministry Name	Ministry of Women, Family and Community Development	Ministry of Women, Family and Community Development
Website Address	http://www.kpwkm.gov.my/suggestions	http://www.jpw.gov.my/
Start Date	2014	2002
Contents		
Is there e-Service providing women related issues (women's health, education, employment, sexual/domestic violence etc.) managed by ministry in charge of such issues?	No	Yes
What type of information/service the e-Service is providing currently? i) Health information (child, maternity, women care) ii) Education (women, child) iii) Sexual/domestic violence and abuses including prevention education iv) Job opportunity, vocational training opportunity v) Information on micro finance vi) Livelihood related information (agriculture, fishery, livestock industry etc.)	Other - feedback capture	Single Mothers - Registration, Information, Programs Gender Awareness - Information, Related links (UNESCO) EntrepreneurShip - Registration, Information, Mother or Single Moms Bussiness Opportunity NGO information and references Counselling - Client and Counsellor Application, Information, Online Stress Test, Phsycology Test, Programs

		Online Training - How to
		Women Taxi information and contact person list to get the service.
		<p>Flexi Work Life : flexWorkLife.my aims to build a network of employers and talents to optimise work-life integration while maximising work efficiency and enhancing employee engagement.</p> <p>The portal has a repository of the best ideas and practices in flexible working arrangements as well as family-friendly facilities. You will also find case studies, success stories and job opportunities which offer flexible working arrangements</p>
		PerWani - link to promote information on knowledge and what should women do on violence against women.
Does the e-Service provide women related information (such as women NGO directories etc.)?	No	Yes
Does the e-Service provide information about job and bidding opportunities?	No	Yes
Does the e-Service feature women talent pool registration?	No	Yes
Functions		
Does the e-Service compile its user statistics?	Yes	Yes
Does the e-Service provide user guide (how to use the	No	Yes

website)?		
Does the e-Service provide e-newsletter service?	No	No
Does the e-Service provide audio and/or video files as well as documents?	No	Yes
Does the e-Service provide online forms/documents for downloading or electronic filing?	No	Yes
Does the e-service provide e-participation tools (feedback, polls, bulletin board, Q&A, Ombudsman, satisfaction survey etc.)?	No	Yes
Does the e-Service provide single window link for online petition, citizen proposal and information disclosure request?	Yes	Yes
Does the e-Service provide e-learning (audio, video, document etc.)?	No	No
Does the e-Service provide "Search" option (to easily navigate and obtain information)?	Yes	Yes
Does the e-Service provide contact directory for corresponding department/person in charge of the menus/issues and web manager?	No	Yes
Does the e-Service provide "Contact Us" option where you can directly contact web manager or person in charge and ask questions?	No	Yes
Does the e-Service provide security	No	No

features such as log in or pin access to protect your personal information?		
Does the e-Service provide mobile access option? (Can you access the web service with your cell phone?)	Yes	Yes
Does the e-Service provide information in multiple languages?	Yes	Yes
Does the e-Service provide access option for people with disabilities?	Yes	Yes

Same for what can be seen on case 1 and 2, case 3 and case 4 also reflecting the same agenda. The main agenda for each services offered is to improve the deliverables of government services.

However, on case 4 the study has been conducted on a new portal developed for women support. Not just support and for women to get related information. Especially the house maker. The portal also developed for the management to get the information and statistic on women. The portal has just been on live last year (2013).

Women may find that information shared on the portal useful, such as taxi for women, tax relief for the employer who employed part-time women worker, counseling information if needed, gender awareness, online training and various other useful things.

Women also may share their handmade items or products for sale to other women on the portal. For divorcee and also single mom (especially whom does not have any experience in working fields) are able to go to the website and apply for any trainings provided.

Women may also come to visit the website for getting information on women's health issues such as information regarding mammograms, HPV immunization and so on. Women simple health check on cholesterol, sugar level in blood, Pap smear also offered by the ministry with a low cost.

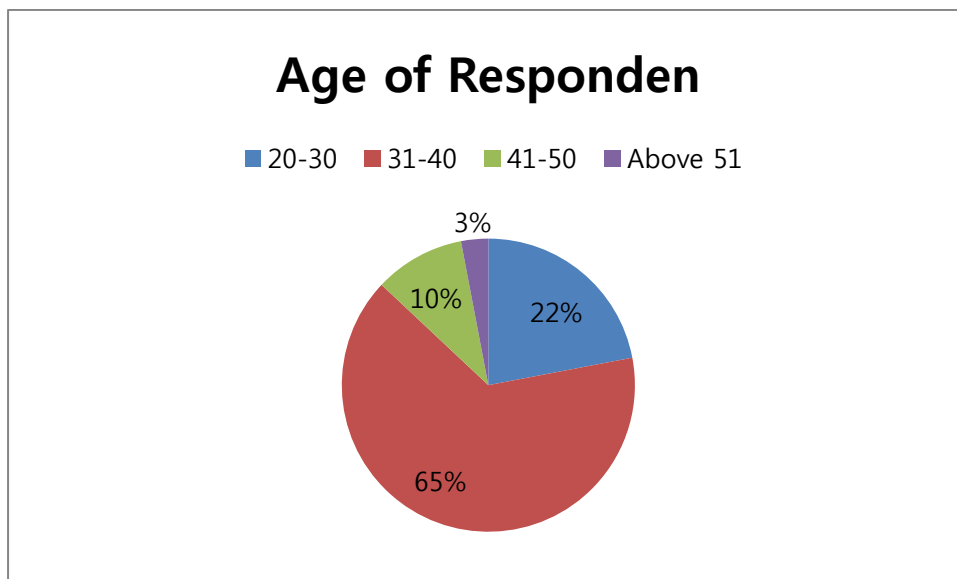
Actually all of the services has been offered by the Ministry long before the portal is up and running. The awareness of these services is hidden and unseen by the public. By developing this portal, the government put aims to provide helps for all women in Malaysia. It will be easier for the officers to explain and introduce the services offered by the government by promoting this portal. Thus, easier for them to capture and keep information and statistic regarding women on their tour.

Questionnaires Analysis

All questionnaires were answered online via google form. All women who answered to the surveys obviously had access to the internet.

1. Personal Data Screening

85% responden of this questionnaires is from the city and 1% is from outside Malaysia (but responden is Malaysian).

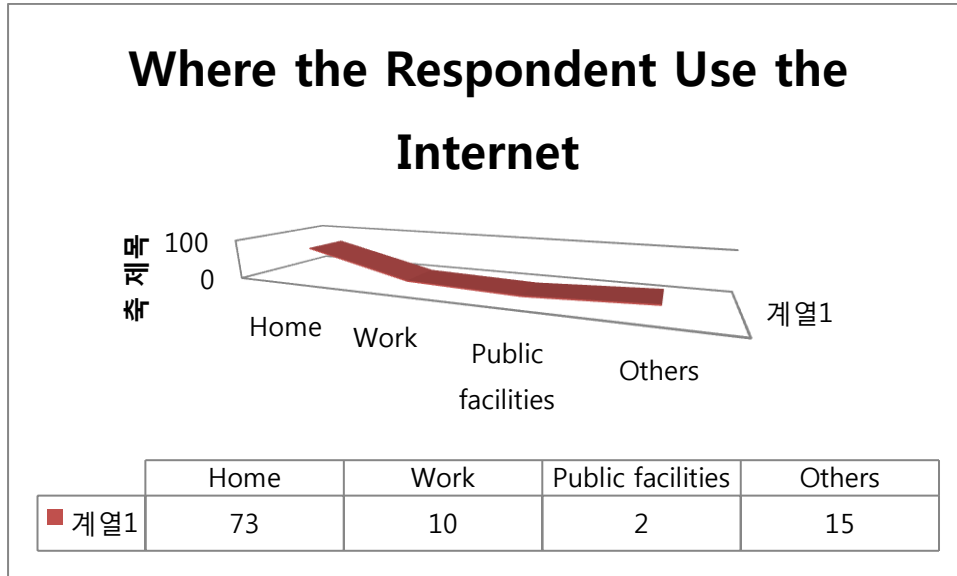


Most of the responden are at age 31 to 30 years old. Most of the respondent are as of X and Y generation grouping (born between 1963 – 1994). These are the so called generation who were born almost at the same time as computer, thus internet.

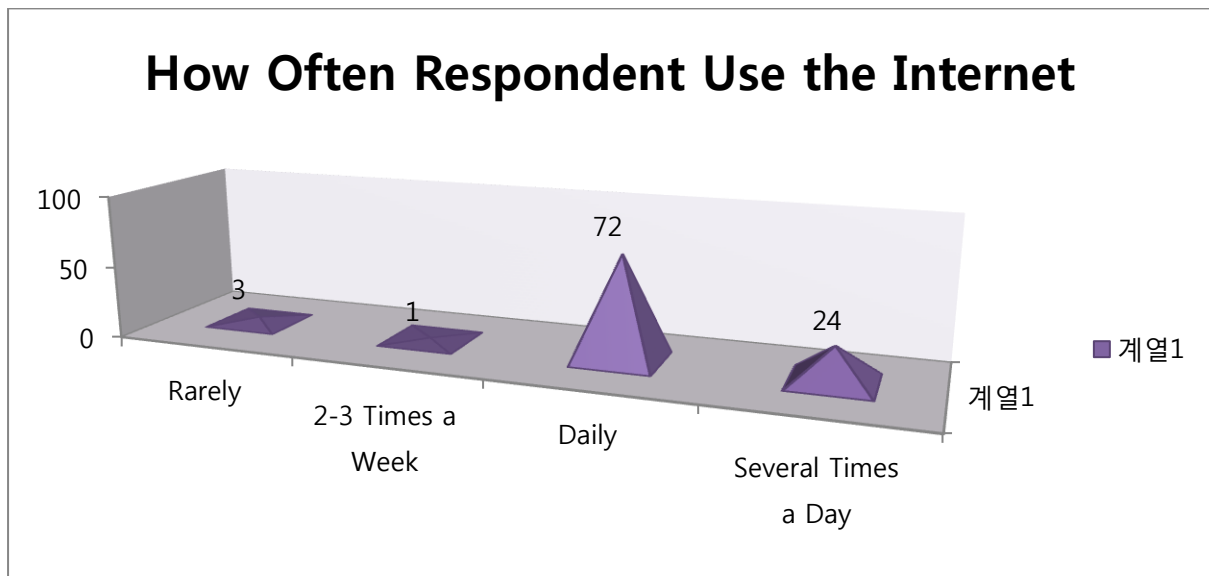
14% of the respondent not married. Thus, 10 % are married but don't have children.

2. Familiarity with the internet

From the chart below, it shown that 73 respondent use the internet from home. It shows that most of the respondent has access to the internet at home.

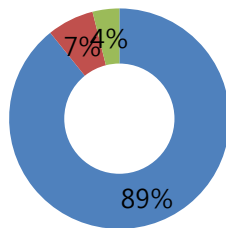


Most of the respondent use the internet daily, it shown on the graph that 72 respondent daily use the internet.



Main Purpose of Using the Internet by Respondent

■ Searching Information ■ Online Communication ■ Entertainment



All of the respondent select only 3 main purpose to use the internet from the survey distributed. That is for searching information, online communication and entertainment. Most of the respondent (89% equivalent to 91 respondent) chooses searching information as their main purpose accessing the internet.

From the survey also gathered that 40 of the respondent choose Social Networking website as the most website they visit.

3. Perception and Usage Status of e-Service

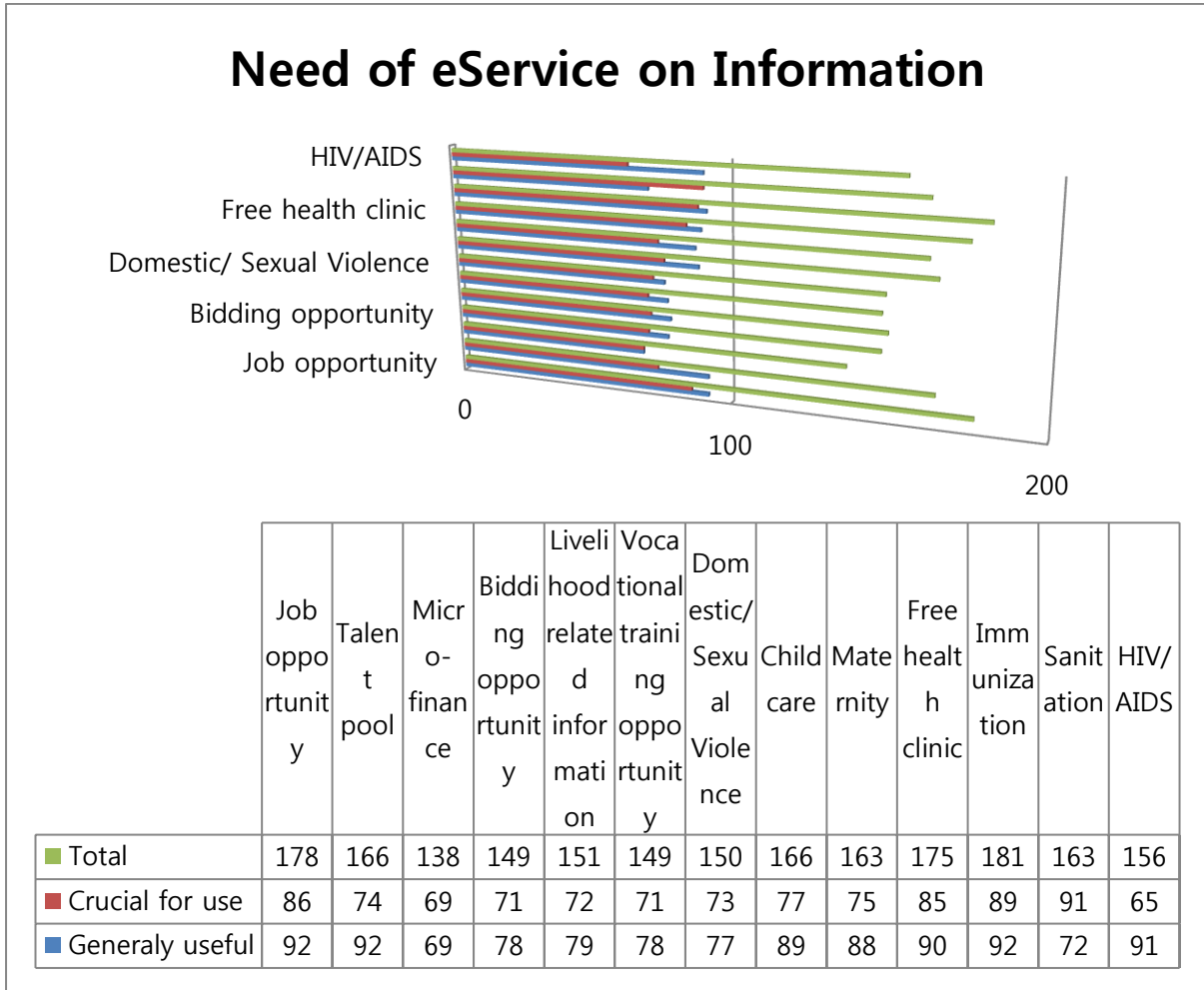
From the result gathered 62 respondent answered NO on awareness of any government websites that providing women related information. It is because less of awareness is done by the government and most of the programs or services were distributed offline. Portal for women as mention on case study above is still new and not well promoted. Therefore, the government of Malaysia should really work on the promotion of the portal thus the services offered.

51 Respondent couldn't decide whether they agree if development of eservices can make their life better. Where else only 12 respondent strongly agreed to the statement. From this situation, it may concluded that Malaysia has a very low of awareness programmed for the public in order to gain more understanding on eservice and it's benefits the users.

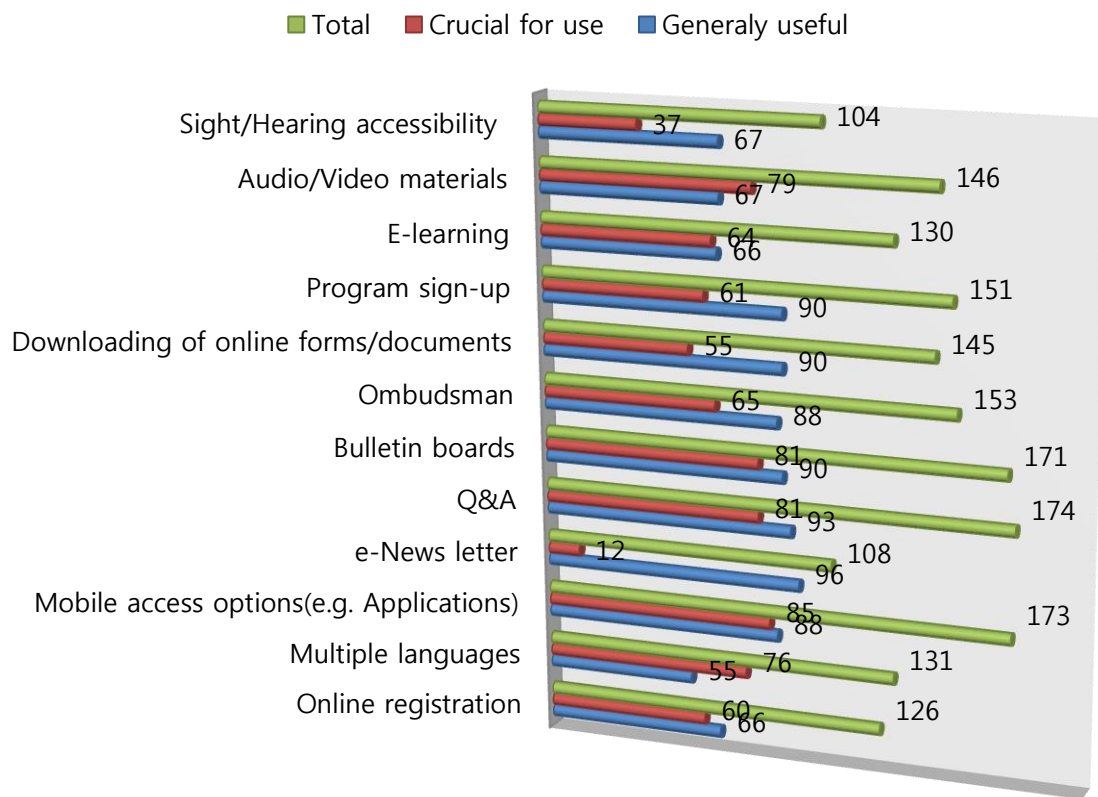
There are only 15 respondents aware if there is policy to support women's e-service use in Malaysia.

4. Needs of e-Service

Looking at the result below on needs of service on information, the respondent have high demand on Immunization and Job opportunity. Every aspect of information given has high demand on needs as per gather below.



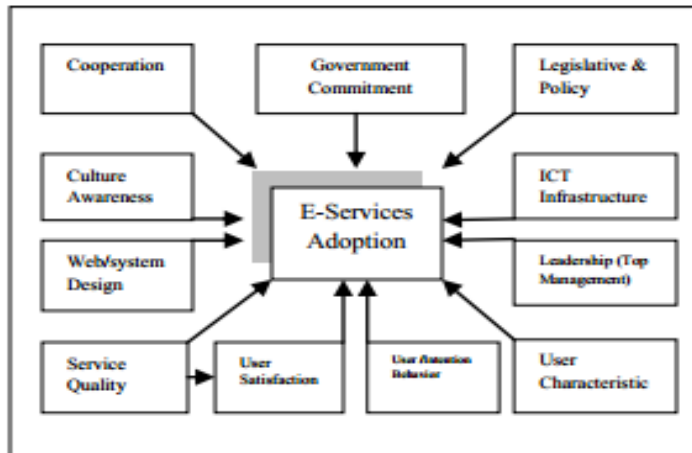
Need of eService on Function Available



On function demand, respondent shown high in demand on Bulletin Boards, Q&A section and also Mobile Access function. As far as the government is concern, high demand in mobile accessibility is well known in Malaysian society.

3.1.3. Future Directions of e-Services

⁷Eservices adoption model²



Outlook on eService in Malaysia

- An attempt to replace the traditional form of governance and its accompanying deficiencies with a modern, more open, transparent and responsive service delivery system;
- ICT development and enhancement for Y Generation- Understanding on Y Generation is essential to guide the design and implementation of ICT Solutions (eservices);
- ⁸According to pikom, When it comes to gender, male ICT professionals have a median salary of RM5,201 while their female counterparts only earn a median salary of RM3,855, which is about 35% less. This could be related to most man work in the private sector where else women work in the government sector. So moving forward, the government should relook into this to avoid the resulting in talent depletion. One of the reasons is the fact that female workers tend to retire earlier from the workforce to tend to their families¹³.

2. [FACTORS INFLUENCING INTENTION TO USE EGOVERNMENT](#) (Department of Information System Faculty of Computer Science and Information Technology University of Malaya Malaysia mkhalit@um.edu.my norizan@um.edu.my) - http://umexpert.um.edu.my/file/publication/00001745_87981.pdf

13. ⁸ [Kuala Lumpur ranks 53rd in ICT salaries, behind cities in Vietnam, Thailand](#) (The Malaysian Insider – Fri, Jul 4, 2014) <https://my.news.yahoo.com/malaysia-ranks-53rd-ict-salaries-behind-vietnam-thailand-082723567.html>

⁹Element for sustainability of an eService⁴:

- Security need to be update to follow the change in technologies;
- Supply chain need to be revised because of actual perturbations in transportations areas;
- Internal processes to be recalibrated again to make workflow much more dynamic;
- Governments and states need to take more actions to make e-service much sustainable;
- Provide statistics data so that researchers and consumers will get more interesting in the outcome.

Government to Develop Information, guidelines and policy against Internet Frauds among Women

- Online dating scams;
- Consumer fraud and scams;
- Internet safety for women;
- Drug distribution via online administration's;
- Conduct trainings to educate, acknowledge and empower women on the ICT usage;

¹⁰Parameters of ICT Policy Development (the 5 C)¹⁶

- Connectivity – To ensure all the basic rules, regulations and accessibility requirements.
- Community - Non discriminatory, research, skills and technologies.
- Capacity – Encouragement in learning and policy development, awareness, incentives, affordability.
- Collaboration – peering, uncompetitive
- Cash - Investment

4. [Public E-service Sustainability Failure Factors: Project Stakeholders' Views](http://seminar.utmspace.edu.my/jisri/download/G_FinalPublished/Pub9_EServiceFailureFactor.pdf) JOURNAL OF INFORMATION SYSTEMS RESEARCH AND INNOVATION -

16. [The nature of the information society: A developing world perspective](http://www.itu.int/osg/spu/visions/summaries/developing.pdf) (written by Madanmohan Rao) - <http://www.itu.int/osg/spu/visions/summaries/developing.pdf>

¹¹Advocacy of integrating a gender perspective in ICT and development has identified several important concerns such as¹¹:

- Access and Control
- Education, Training and Development of Skills
- Power and Decision-making
- Privacy and Security
- Internet Frauds
- Networking
- Motivation and Goals
- Financial Capital and Expenses
- Products and Services Quality
- Dependency and profitability variables
- Crisis and Prevention Recovery

¹²Growth of women Entrepreneurs in SMES is summarized by four elements(barriers) such as financial and capital assistance; network; education, training and counseling; and usage of ICT as shown on figure below¹⁵:

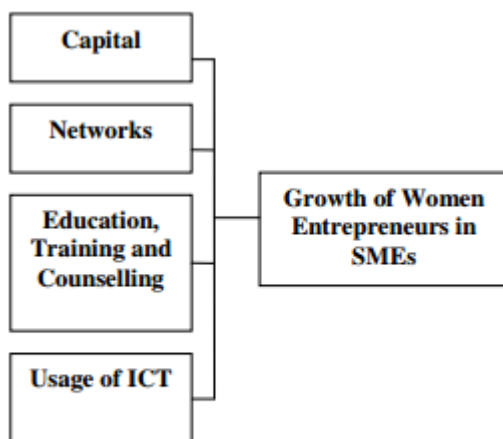


Fig 1. A Conceptual Framework for Supporting the Growth of Women Entrepreneurs in Malaysia

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11. Information and Communication Technologies (ICTs) for Social Change by APC Women - http://www.apcwomen.org/gemkit/en/understanding_gem/icts.htm#jump35
 15. Improving Women Entrepreneurs in Small and Medium Enterprises in Malaysia: Policy Recommendations (Wendy, Ming-Yen, Teoh, Multimedia University, Malacca, Malaysia, myteoh@mmu.edu.my Siong-Choy, Chong, Putra International College, Malacca, Malaysia, scchong@iputra.edu.my) - <http://www.ibimapublishing.com/journals/CIBIMA/volume2/v2n5.pdf>

¹³Teleworking and Development in Malaysia¹⁴

The emergence of Internet technologies has made it possible to carry out a wide range of service sector work at a distance from the main premises of corporate organizations. These can be performed either from home-based units or from institutions such as call centers. The ease with which work can be externalized also meant a massive rise in outsourcing which led to the transferring of jobs from affluent countries or regions, with high overhead costs and wages, to less prosperous ones. Teleworking, understandably, has significant implications both for regional development and urban planning. In addition, international telework makes it cost effective for corporate and organizations,

Towards an enabling environment:

- Promote new perspectives on telework
- Promote a paradigm shift in management and work culture
- Review legislative framework
- Promote ICT knowledge and skills to target groups Infrastructure
- Speed up the timetable for universal access
- Review telecommunications pricing structure/regulations
- Review price differentials in hardware and software
- Establish an independent agency
- Study reasons for women's exit from the labor force

¹⁴Fundamental and interdependent roles or impacts of eservice¹⁷:

- Accessing *information and knowledge*, with dramatic increase in the power and speed to access, process, adapt and organize information. This, in turn, has accelerated learning, innovation, and knowledge creation and dissemination. In this sense, ICT may have the profound impact of the invention of the printing press.
- Speeding up and reducing the costs of *production and transactions* throughout the economy. ICT is increasingly embedded into all types of production, processes and transactions, giving rise to intelligent products, real time control processes, facilitating trade, outsourcing business-support and back-office services, and enabling complementary organizational innovations. In this sense, ICT may have similar implications as the steam engine, electricity and the railways in transforming production and transportation systems.
- Making *connections* among people, NGOs, enterprises and communities. This gives rise to empowerment, participation, coordination, decentralization, social learning, connecting communities of practice, mobilizing social capital, and globalizing civil society concerns. ICTs have been increasingly described as “technologies of freedom” (Ithiel de Sola Pool, 1983). There may not be a historical parallel to the enabling role of ICT (including telecommunication and the Internet) to coordinate and empower.

eService for Better Government

Objective of transforming the deliverables of the government via eService is to improve services to the public. Thus, adhere to the government initiatives to provide an open, accessible, informative, helpful and user-friendly service.

Conclusion

In order to maintain and sustain a healthy environment of eservice on women the government should:

- Increased awareness of and access to opportunities in education and work for women;
- Identify the key factors and benefits of a better government by implementing e-government;
- More opportunities to work at home and in safer working conditions or environments
- More networking of women on issues of common concern.

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